**Instructor Information:**
Instructor: Allan Richards, associate professor  
Classroom: Biscayne Bay AC II room 258  
Class time: Tuesday-Thursday—1-2:50 p.m.  
Email: Richarda@fiu.edu  
Office Hours: By appointment  
Tel. 305-919-5947

**Catalog Description:**
Senior Multimedia Project (3) Conceptualizing and producing a digital journalism publication. Production includes working on Web design, photography and streaming video and audio.

**Student Learning Outcomes:**
At the end of the semester, students will be able to:

- Demonstrate an ability to work collaboratively.
- Demonstrate an ability to operate an independent digital newsroom
- Identify their audience and execute a strategic distribution plan
- Conceive, report and write and/or video compelling stories for a digital publication.
- Integrate written articles with graphic design, digital photography, video, audio and social media platforms.
- Demonstrate entrepreneurial skills needed to successfully operate a digital publication targeting a specific audience.

The following are ACEJMC Student Learning Outcomes that are targeted in this course:

- Understand and apply the principles and laws of freedom of speech and press in the United States.
- Demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
- Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society;
- Understand concepts and apply theories in the use and presentation of images and information;
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- Think critically, creatively and independently;
- Conduct research and evaluate information by methods appropriate to the communications professions in which they work;
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- Apply tools and technologies appropriate for the communications professions in which they work.

**Recommended Texts:**
There are no required textbooks.

Recommended readings:
The professor will assign important readings throughout the semester drawn from a variety of print and online publications, including The New York Times, The Washington Post, The Guardian, Columbia Journalism Review, Buzzfeed, Mashable, The Texas Tribune, Nieman Lab, others.

Students will be required to read and discuss the assignments in class.

**Assignments:**
This course reflects the SCJ’s commitment to experimenting and evolving current media. This semester’s challenge and the series of assignments will focus on a digital-only, audience-first, start-up news publication which the students will develop and operate in conjunction with the professor.

Students will be required to work collaboratively and independently as part of the digital newsroom. You will research and practice journalistic principles as you generate and write stories across media, using text, video, audio and photography.

Creative use of social media platforms as part of a strategy for engaging the community and developing a readership is critical to the project’s success.

There are three core elements to the project:

**One:** Building a newsroom team and learning to operate in a digital and virtual environment. Virtual meetings on Whatsapp will be an essential part of the newsroom operation.

**Two:** Designing the website; reporting, producing stories/packages on a weekly basis for the digital start-up.

**Three:** Publishing, distributing and analyzing the impact of the content.

**Grading Summary:**
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<th>Element One</th>
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<td>Element Two</td>
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<td>Element Three</td>
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<td>Attendance</td>
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**Course Policy:**
It should be remembered that there are no shortcuts to good journalism and, as with all courses within our program, we are committed to upholding the highest ethical behavior. Any act of plagiarism will automatically result in an F for the course. **DO NOT be tempted to cut-and-paste from the Internet.** The SCJ will also refer such an act to university authorities for consideration of expulsion.

We will be adhering to journalism standards in this course. Deadlines matter in journalism. A late paper will result in a lower grade for that assignment.

**Grading Scale:**

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<tr>
<td>A</td>
<td>93-100</td>
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<td>70-74</td>
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<td>A-</td>
<td>90-92</td>
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<td>87-89</td>
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<td>C+</td>
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**Student Expectations:**
The School of Communication+Journalism is a professional school and part of your training is to learn and uphold a code of conduct. This class imposes expectations on its students. Students are expected to complete all assignments prior to the class. Students are also expected to conduct themselves in a professional manner. This includes respecting the rights of fellow students and promoting an environment conducive to learning.

There is a high correlation between attendance and grades in this class. 10% of your final grade will be based on your class attendance. Please make every effort to attend class regularly and on time. This will be especially important on days that we have guest speakers and advisers who will help mentor students on this project.
If a student misses more than **three (3) class periods**, the instructor reserves the right to lower the student’s final grade one letter grade.

**Excused absences are given for three situations only:**
1. Personal or family health conditions, certified by a physician or counselor and approved by the instructor;
2. Personal or family legal conditions, warranting your attention during class time and certified by an attorney or judge and approved by the instructor;

**Academic Honesty:**

As FIU students, you are expected to strictly follow the honor code regarding academic honesty. Florida International University outlines your responsibilities as follows:

*Florida International University is a community dedicated to generating and imparting knowledge through excellent teaching and research, the rigorous and respectful exchange of ideas and community service. All students should respect the right of others to have an equitable opportunity to learn and honestly to demonstrate the quality of their learning. Therefore, all students are expected to adhere to a standard of academic conduct, which demonstrates respect for themselves, their fellow students, and the educational mission of the University. All students are deemed by the University to understand that if they are found responsible for academic misconduct, they will be subject to the Academic Misconduct procedures and sanctions, as outlined in the Student Handbook.*

**Misconduct includes:**
- **Cheating** – The unauthorized use of books, notes, aids, electronic sources; or assistance from another person with respect to examinations, course assignments, field service reports, class recitations; or the unauthorized possession of examination papers or course materials, whether originally authorized or not.
- **Plagiarism** – The use and appropriation of another’s work without any indication of the source and the representation of such work as the student’s own. Any student who fails to give credit for ideas, expressions or materials taken from another source, including internet sources, is responsible for plagiarism.

Any students who fail to meet these expectations will receive an “F” for the course grade and will be reported to the Chair of the Department, as well as the Dean of the School.