

JOUR 4560/6560 - 001
Semester/ Year: Fall/2009

Course Title: Online Journalism Presentation (T. Th. 1:00 –2:25 p.m., Meeman #206)

Professor: Dr. Jin Yang

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Office hours: M.W.: 1:00 to 2:00 pm; T. Th.: 2:30 to 3:30; or by appointment

Department Policies for All students

EMAIL: You must have your UM email account activated. If you are using another provider such as AOL, you are required to have your UM email forwarded to that account. Go to the <http://iam.memphis.edu> website to implement forwarding of UM email. **You are required to check your email daily.** You are responsible for complying with any email message sent to you by your professor or the university.

CELLPHONE: You have to **turn off your cell phone during class sessions** when you are in classroom or in lab.

ATTENDANCE: **Class attendance is mandatory** in the Department of Journalism. You may be dropped from a class, or automatically assigned a failing grade for the semester, for nonattendance. **No late work** will be accepted without prior arrangements acceptable to your professor. Students may not be permitted to make up any missing work unless it is for an absence due to illness or other catastrophic emergency such as a death in the family that can be documented (e.g., with a doctor's note or a copy of the newspaper obituary). We are a professional program for journalists who are expected to understand, and comply with, deadlines. If you have problems making it to class on time due to work conflicts, discuss this with your employer to arrange an earlier departure, or consider taking another class. You should consider this class your "job" in the educational process, and be on time just as you would elsewhere.

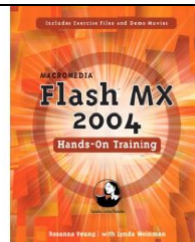
CHEATING: In addition to university-wide policies stated in the Code of Student Rights and Responsibilities, the Department of Journalism considers **making up quotes from sources, turning in substantially the same assignment for credit in two different courses, or a student receiving any assistance from others for work assigned to be done on his/her own**, as acts of cheating punishable to the degree determined appropriate by the course instructor and department chair. That may include grade reductions or seeking dismissal of the student from the university.

Course Specific Requirements

TEXT BOOKS:

Required:

Macromedia Flash MX 2004 Hands-on Training (2004). Subtitle: Includes Exercises Files & Demo Movies. Rosanna Yeung and Lynda Weinman . Published by Peachpit Press.



OBJECTIVE OF COURSE:

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1. To enhance students' multimedia story production ability
2. To learn the process of producing and delivering multimedia stories
3. To integrate writing, reporting, presenting skills in the production of multimedia stories
4. To have a better understanding of multimedia news story
5. To learn the critical thinking and analytical skills of journalism

GRADING:

1. A=90-100; B=80-89; C=70-79; D=60-69; F=Below 60
2. Grading Philosophy: A=Outstanding work and would serve as examples of highest qualities for others; B=Good to excellent work and exceeds requirement; C=Satisfactory work and adequately meets requirement; D=Barely satisfies minimum requirement and below average quality; F=Unsatisfactory work and does not meet minimum requirement.
3. Grade Distribution:
 - a. attendance, 10% (full attendance will earn 10 points, missing one without excuse will earn 8 points, missing two without excuses will earn 6 points, but missing three or more without excuses will earn 0); **Note: excuses mean presenting legitimate documents to the professor. If there is no document, there will be no excuse. Email explanation and telephone call don't count as excuses even though they are nice reminders for the professor.**
 - b. Quizzes 15%
 - c. assignments (proposal and multimedia story elements) 10%
 - d. three mini-projects on the technical application of Flash 15% (will announce them in the course of class)
 - e. proficiency test 20%
 - f. final project 30% (finalized proposal 5%; presentation 5%; project 20%).

OTHER ISSUES:

1. **All projects** are mandatory and must meet deadline specified when assigned. Late work, within two days of deadline, will earn half credit.
2. Graduate Students have to talk to the instructor about the extra work that is required to complete the course.

JOUR4560/6560-001, Class Schedule for Fall ,2009

	Date	Topics	Presentations and Works Due	Assignments
Week 1	Sept. 1	Go Over the Syllabus	Discussion and Q&A	Textbook Purchase
	Sept. 3	What is a Multimedia Story? Flash Ch. 1&2 Background & Interface	Demo Several Multimedia Story Examples	
Week 2	Sept. 8	Flash Ch 3 Drawing and Color The Process of a Multimedia Story	Powerpoint Presentation on Multimedia Story Process	Assign the Multimedia Story Proposal
	Sept. 10	Flash Ch. 4 Animation Basics Brain Storm Your Multimedia Stories	Discuss possible multimedia story topics	In-Class Mini Practice Project
Week 3	Sept. 15	Flash Ch. 5 Shape Tweening	Multimedia Story Proposal Due	In-Class Mini Practice Project
	Sept. 17	Flash Ch. 6 Symbols and Instances		In-Class Mini Practice Project
Week 4	Sept . 22	Ch. 7 Motion Tweening and Timeline Effects		In-Class Mini Practice Project
	Sept. 24	Ch. 8 Bitmaps		In-Class Mini Practice Project
Week 5	Sept. 29	Ch. 9 Buttons	800-1000 word Feature Story Part of the Project is Due	In-Class Mini Practice Project
	Oct. 1	Ch. 10 Movie Clips		In-Class Mini Practice Project
Week 6	Oct. 6	Review the First Ten Chapters	Mini-Project I Due	
	Oct. 8	Ch. 11 ActionScript	Photos Part of the Project is Due	In-Class Mini Practice Project
Week 7	Oct. 13	Ch. 11 ActionScript		In-Class Mini Practice Project
	Oct. 15			
Week 8	Oct. 20	Fall Break		
	Oct. 22	Proficiency Test		
Week 9	Oct. 27	Ch. 12 Text	Mini-Project II Due	In-Class Mini Practice Project
	Oct. 29			In-Class Mini Practice Project
Week 10	Nov. 3	Ch. 13 Sound Sound Editing Program Audacity	Audio part of the project is Due Tutorial on Audacity	
	Nov. 5			In-Class Mini Practice Project
Week 11	Nov. 10	Ch. 14 Video Video Editing Program Premiere Element	Video part of the project is Due Tutorial on Video Editing Skills	In-Class Mini Practice Project
	Nov. 12		Mini-Project III Due	In-Class Mini Practice Project

Week 12	Nov . 17	Ch. 16 Publishing and Exporting	Practice on Video Editing Skills	In-Class Mini Practice Project
	Nov . 19		Q & A and personal tutorial	In-Class Mini Practice Project
Week 13	Nov. 24	Ch. 17 Putting it Together		
	Nov. 26	Thanksgiving Holiday		
Week 14	Dec. 1	Work on the Final Project		
	Dec. 3	Work on the Final Project		
Week 15	Dec. 8	Last Day of Classes		
	Dec. 10	No class		
Week 16	Dec. 15	Present & Submit the Project in CD on Dec. 17 at 10:30 to 12:30 in Lab 206		
	Dec. 17			
Notes: This outline of course materials is rather rough and subject to change depending on class situation. The professor reserves the right to make adjustments and changes.				