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Syllabus

steven-king edited this page on Sep 10 · 2 revisions

Multimedia authoring tools provide communicators with some of the most powerful and effective storytelling options available. Understanding these tools is essential for anyone who plans a successful career in the media industry. However, the ability to resourcefully and proficiently use these tools is an even greater asset. The goal of this class, therefore, is to help you gain knowledge of both these aspects. You will examine and understand the value of multimedia in the journalism industry and begin to develop the skills to execute your ideas.

Course Description:

This course will expand on the knowledge and skills learned in J187 and multimedia design by increasing your ability to develop and present media. You will learn more advanced CSS and HTML. You will learn the basics of JavaScript and how to use and implement jQuery (JavaScript Framework).

Producing effective multimedia projects requires extensive and detailed skill sets, including:

- expertise in Web site layout using html, CSS, a Web editing program (such as Dreamweaver) and JavaScript/jQuery
- effective use of photography, graphics, artwork, audio, video and the written word
- solid, ethical journalistic decision-making
- Policies

Attendance is required, participation is expected and deadlines are absolute. Each student will be allowed one unexcused absence. After the first unexcused absence, each additional absence will result in a 2% reduction in the student's final grade. All assignments are due at 8:00 a.m. on the specified dates unless otherwise specified. NO LATE ASSIGNMENTS WILL BE ACCEPTED unless special arrangements are made prior to the due date.

It is expected that each student in this course will conduct himself or herself within the guidelines of the UNC honor code. All academic work should be done with the high level of honesty and integrity this university demands.

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Values and Competencies of this Course

- 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;
- Apply tools and technologies appropriate for the communications professions in which they work.

Class Time Organization

Each class will consist of lecture/demonstration and lab time. In most cases students will use lab time to begin work on an assignment that is related to the class material and sometimes due the next class period. Students should plan on spending additional lab time outside of class to complete these assignments.

Software and Skills

HTML and CSS using [Komodo Edit](#) Maintaining a hosted website via FTP ([Fetch](#), or [Cyber Duck](#))

Grading

There are basic expectations that any supervisor or project manager would have for a project undertaken by a multimedia design specialist. All of your assignments must meet the following minimum basic standards to be considered for a grade of “B” or better. The project must be:

- completed according to the assignment specifications.
- completed on time.
- free of typographical, grammatical and mechanical errors.
- completed so as to evidence a clear grasp of multimedia production standards and design concepts.

When appropriate your multimedia work also will be evaluated for:

- news value
- presentation editing decisions
- architecture of information presentation
- aesthetic design choices
- creativity and innovation



