

## DEGREE: DEGREE IN JOURNALISM

### 1. GENERAL DETAILS OF THE SUBJECT

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Name: **MULTIMEDIA JOURNALISM & DIGITAL GRAPHIC DESIGN**

Level: **THIRD**

Term: 1st

Type: ☐ Basic

☐ Compulsory

X Elective subject

Credits (LRU / ECTS): 6

Theoretical credits: 3

Practical credits: 3

Year: 2010

Lecturer: Jesús Ollero Pascual

E-mail: [jesus.ollero@eusa.es](mailto:jesus.ollero@eusa.es)

### 2. DESCRIPTION

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#### MULTIMEDIA JOURNALISM & DIGITAL GRAPHIC DESIGN

The subject *Multimedia Journalism and Digital Graphic Design* is an integral part of the academic record to the Degree in Journalism. This optional subject is provided during the first semester on the Third Course and prepares the students to develop the journalistic activity through new digital media, as well as social media and microblogging.

In this subject the work will be focused in the ability of creating content with free digital tools and platforms, in order to develop our own blog including many different ways of showing information, data and stories, and so have notions of digital picture edition with online platforms and mobile apps, video edition with mobiles and animation tools, interactive, etc.

### 3. SITUATION

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The breakthrough of the new Information and communications technology (CIT) in journalism, and its ultimate implementation on the job routines has forced to an extensive overhaul of the media companies, even influencing the practice of journalism itself. In fact, the journalistic activity developed on the new digital media has been significantly influenced by new formats and forms of production looking to satisfy the demand of an audience which is becoming more fragmented and more connected to the information anytime and anywhere.

Similarly, Web 2.0 and the gradual generalization of the new social tools contribute an added value to the journalistic activity, which should evolve through new working methods and the permanent contact with the recipients of the information, and also reflecting the higher accessibility to the data sources and the ability to check data instantly or nearly so.

### 4. PREVIOUS KNOWLEDGE AND SKILLS

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#### Essential:

Internet skills as user. Websites navigation, mail and use of multimedia services as Youtube o Flickr.

#### Recommendable:

Web 2.0 knowledge (as user). Skills in pictures and video edition.

### Necessary:

Take to class your laptop or tablet (smartphone also, not instead of) with connection to the Internet.

### ADAPTATION FOR STUDENTS WITH SPECIAL NEEDS (FOREIGN STUDENTS, STUDENTS WITH SOME KIND OF DISABILITY)

## **5. OBJECTIVES**

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1. Be able to have a reasonable and critical analysis about the multimedia evolution and its use in digital media.
2. Understand properly the product process in video, audio and photography. For that, the multimedia concept will be extended further than using apps or software to understand the processes.
3. Match the first sight relevancy in an online publication to reach the best access and traffic.
4. Manage and recognize the different characters of the news formats in mobility, as smartphones and tablets.
5. Use efficiently the letter types and the layout basic elements in multimedia projects.
6. Teach the student in the visual image and layout around texts and multimedia elements taking in consideration their specific digital formats for the Internet.
7. Learn to distinguish the multimedia elements that build the news in online media and the specific treatment that anyone of the must have.
8. Concern the students in the investigation, studying and knowledge of the online media designing process.
9. Analyze and review the visual appearance in an online publication and its different models.
10. Know the new trends of the information visual appearance in the cybermedia and the different tools that the Web 2.0 has introduced.
11. Get used to manage the new Communication and Information Technologies (TIC) and know the digital production software and support.
12. Learn the new technological processes which personal and professional utility suits in the day by day working issues.
13. Creation of content using web platforms and mobile apps, including picture&video edition and interactives.
14. Designing of all the elements needed in the development of an own digital product.

## **6. METHODOLOGY AND TEACHING TECHNIQUES**

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### METHOD

Sessions will take place through theory classes and practical classes, in which will be promoted the study of concrete cases and the learning focused to an effective apply in a professional way. Teacher could invite to some experts to share their expertise related with any study case or any course item.

Theory classes will develop the class items, so that the student could get the whole knowledge of the proposed contents. Classes will be completed with audiovisual supplementary matters and a reflective view

of the different kind of texts and elements that integrate the Multimedia world in all its different ways. In addition, debate and discussion around interesting facts will be promoted.

Also, the teacher will guide the student about the recommended bibliography for a better understanding of every item and will suggest, if necessary, any book or post.

Theory classes will be completed with practical cases in the class focused to allow an improvement of the students relationship with the different multimedia elements, like the audiovisual issues or the proper architecture of a website.

During these sessions, it will be ordered some exercises that will be commented in the class to encourage the debate and discussion, trying to improve the self-assessment and the self-supporting learning.

Talking about the exercises it could be provided specific guidelines, because the discussion forum will allow the students to recognise problems and to resolve doubts, encouraging the growing of the group at the same time.

Teacher will resolve any questions and doubts with private tutoring, online or offline, to ensure the easy learning of the different items in the syllabus, and so, to ensure that students are able to achieve the objectives.

#### TEACHING TECHNIQUES

☒ Master class and discussion

☒ Tutorial session

☒ Practical lessons

☐ Visits and trips

☐ Reading test

☐ Others: \_\_\_\_\_



## **7. LIST OF TOPICS**

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### **1. MULTIMEDIA: INTRODUCTION**

- 1.1. Multimedia and the Internet
- 1.2. Conceptual framework
- 1.3. A multimedia project
- 1.4. Usability
- 1.5. Mobility

### **2. WEB ARCHITECTURE: HTML AND CMS**

- 2.1. Basic HTML
- 2.2. Open code and creative commons
- 2.3. Content Management System (CMS)
- 2.4. Create a website
- 2.5. Data base
- 2.6. Plugins and extensions

### **3. FROM 2.0 TO SOCIAL MEDIA: COMMUNITIES AND SHARING**

- 3.1. Web 2.0
- 3.2. Communities and discussion forums
- 3.3. Introduction to social networks

### **4. GOOGLE: THE KING OF MULTIMEDIA AND THE INTERNET**

- 4.1. About Google
- 4.2. Products and services
- 4.3. Searching in Google
- 4.4. Google tools

### **5. DIGITAL IMAGING**

- 5.1. Conceptual framework
- 5.2. Formats
- 5.3. Edition
- 5.4. Designing
- 5.5. Publishing
- 5.6. Facts and figures in mobile photography
- 5.7. Mobility Edition
- 5.8. Gifs
- 5.9. Apps/Tools

### **6. DIGITAL VIDEO**

- 6.1. Conceptual framework
- 6.2. Formats
- 6.3. Edition
- 6.4. Publishing
- 6.5. Facts and figures in mobile video
- 6.6. Mobility edition
- 6.7. Animated video
- 6.8. Visual Thingking
- 6.9. Apps

### **7. DIGITAL AUDIO**

- 7.1. Conceptual framework
- 7.2. Formats

- 7.3. Edition
- 7.4. Publishing
- 7.5. Facts and figures in mobile audio
- 7.6. Mobility edition
- 7.7. Apps

## 8. GRAPHICS

- 8.1. Conceptual framework
- 8.2. Creating graphics
- 8.3. Interactivity
- 8.4. Tools

## 8. REFERENCES

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- COULDRY, N. (2009): *Does 'The Media' have a future?*. In European Journal of Communication, 24 (4), pag. 437-449.
- CURRAN, J. (2010): *The future of Journalism*. In Journalism Studies, 11 (4) pag. 464-476.
- FIDLER, R. (1997): *Mediamorphosis. Unverstanding New Media*. Thousand Oaks (CA): Pine Forge Press.
- ORIHUELA, J. L. (2003): *eCommunication: The 10 Paradigms of Media in the Digital Age*. In used: <[link](#)> [Última consulta: mayo, 2013].
- ORIHUELA, J. L. (2010): *What blogs are and how to stop mistaking them for something else*. In used: <[link](#)> [Última consulta: mayo, 2013].
- SCHIANO, D. J. ET AL. (2004): *Blogging by the Rest of Us*. In used: < [link](#)> [Última consulta: mayo, 2013].

## OTHER INFORMATION SOURCES IN THE INTERNET

- BLOG AND WEB: Avalaible in <http://blogandweb.com/> [spanish].
- BLOGGER: Avalaible in <http://www.blogger.com/> .
- BLOGGER TEMPLATES: Avalaible in <http://btemplates.com/>.
- SPANISH JOURNALISM FEDERATIONS ASSOCIATED (FAPE) ETHIC CODE: Avalaible in: <http://www.comisiondequejas.com/Codigo/Codigo.htm> [spanish].
- TWITTER FOR BEGINNERS (MASHABLE): Avalaible in <http://mashable.com/2012/06/05/twitter-for-beginners/> .
- TWITTER GUIDE (MASHABLE): Avalaible in <http://mashable.com/guidebook/twitter/>
- HTML GUIDE: Avalaible in <http://www-app.etsit.upm.es/~alvaro/manual/manual.html> [spanish].
- WORDPRESS: Avalaible in <https://es.wordpress.com/>

## 9. EVALUATION

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To pass this subject, such in first examination sitting as in sequential, it will be necessary to choose on of this types:

**TYPE A:** Recommended for students who usually come to class (+70% attendance)

a) Project: Student must develop a basic thematic website using the content managers decided by the teacher from those that's been shown in the course and using the digital and audiovisual elements explained in class and following the indications in class, the private tutoring and the online comments. This work must be completed with a deep explanation of how the website has been made. Notice that you should design the head and any logo or graphic element. It would be worth to use some plugins. The different types of content required will be ordered by the teacher depending of the tools and platforms introduced in class. The project will be exposed in class explaining to the rest of students what's going on and how everything it's been made.

b) Practices and exercises: The teacher will order the students to send the practices proposed to reinforce the learning of the different items in the syllabus, as well as readings recommended.

Maximum valuation (apportionment by the number of exercises):

Maximum valuation: **6 points**. Required 3 points minimum to aggregate.

c) Attendance and involvement: The teacher will control the attendance and evaluate the involvement to ensure that the students are absorbing the items contemplated. This part includes the practices ordered and not integrated in the project.

Maximum: **2 points**. Required: 1 point minimum and 70% of attendances to aggregate.

d) Exam: At the end of the season there will be a brief exam to reinforce the concepts developed in the subject.

Maximum: **2 points**. Required: 1 point minimum to aggregate.

**TYPE B:** For students with more than 30% of misplaced no-shows.

a) Project: Student must develop a basic thematic website using the content managers decided by the teacher from those that's been shown in the course and using the digital and audiovisual elements explained in class and following the indications in class, the private tutoring and the online comments. This work must be completed with a deep explanation of how the website has been made. Notice that you should design the head and any logo or graphic element. It would be worth to use some plugins. The different types of content required will be ordered by the teacher depending of the tools and platforms introduced in class. The project will be exposed in class explaining to the rest of students what's going on and how everything it's been made.

Maximum valuation: **6 points**. Required 3 points minimum to aggregate.

b) Exam: To pass the subject, the student must overcome a unique exam, with test-type questions, short questions and reflexive questions that allow the teacher to evaluate the comprehension and analysis skills of the contents.

Maximum valuation: **4 points**. Required 2 points minimum to aggregate.

Spelling mistakes: In general, until the University head orders otherwise, a serious offence will imply one point less in such the individual work or the exam. Two serious offences, two points less; the third will imply not to pass. Two minor offences (caps, concordance...) will be considered as a serious one, deducting consequently.

Lacks of Academy integrity: Absence or sources, plagiarism, copy for published Works or forbidden use of any kind of information for the work and exam will imply to fail the subject, without prejudice of any sanctions established by the educational centre.

## 10. TEACHING ACTIVITIES

ECTS	
Lessons (6 * 10)	60
Students' work (6 * 15)	90
TOTAL (6 * 25)	150

	Theoretical sessions		Practical sessions		Activity			Exams		Units
	Lessons	Students' work	Lessons	Students' work	Nº	Length	Students' work	Exams	Students' work	
Week 1 <sup>a</sup>	4,0	2,0	0,0	0,0		0,0	0,0			1
Week 2 <sup>a</sup>	4,0	2,0	0,0	0,0		0,0	0,0			2
Week 3 <sup>a</sup>	2,0	2,0	2,0	4,0		0,0	0,0			2
Week 4 <sup>a</sup>	2,0	2,0	2,0	6,0		0,0	0,0			2
Week 5 <sup>a</sup>	2,0	1,0	2,0	6,0		0,0	0,0			3
Week 6 <sup>a</sup>	4,0	1,0	0,0	0,0		0,0	0,0			4
Week 7 <sup>a</sup>	2,0	1,0	2,0	0,0		0,0	0,0			5
Week 8 <sup>a</sup>	2,0	1,0	2,0	4,0		0,0	0,0			5
Week 9 <sup>a</sup>	4,0	2,0	0,0	4,0		0,0	0,0			6
Week 10 <sup>a</sup>	0,0	0,0	4,0	4,0		0,0	0,0			6
Week 11 <sup>a</sup>	4,0	2,0	0,0	0,0		0,0	0,0			6
Week 12 <sup>a</sup>	2,0	1,0	0,0	4,0	1	2,0	2,0			7
Week 13 <sup>a</sup>	2,0	1,0	0,0	0,0	2	2,0	2,0			8
Week 14 <sup>a</sup>	2,0	2,0	0,0	4,0	3	2,0	2,0		14,0	8
Week 15 <sup>a</sup>	4,0	0,0	0,0	0,0		0,0		2,0	14,0	Projects
Week 16 <sup>a</sup>										
Week 17 <sup>a</sup>										
Week 18 <sup>a</sup>										
Week 19 <sup>a</sup>										
Week 20 <sup>a</sup>										
	(A)	(B)	(C)	(D)		(E)	(F)	(G)	(H)	TOTAL
Horas Totales	40,0	20,0	12,0	36,0		6,0	6,0	2,0	28,0	150,0

Activities	
Nº	Description
1	Conference: Content Management expert
2	Visit an online media workplace
3	Conference: Multimedia Projects expert
4	
5	
6	
7	
8	

Organization	
Theoretical and practical lessons (A)+(C)	52
Activities developed in the class (E)	6
Exams and test (G)	
<b>Attendance</b>	<b>60</b>
Study (theory and practice) (B)+(D)	56
Preparation of the activities (F)	6
Study for exams (H)	28
<b>Students' work</b>	<b>90</b>
<b>TOTAL (STUDENTS' WORK)</b>	<b>150</b>