

**College of San Mateo
Official Course Outline**

1. **COURSE ID:** DGME 680MF **TITLE:** Digital Storytelling
Units: 3.0 units **Hours/Semester:** 24.0-27.0 Lecture hours; 72.0-81.0 Lab hours; and 48.0-54.0 Homework hours
Method of Grading: Grade Option (Letter Grade or Pass/No Pass)

2. **COURSE DESIGNATION:**

Degree Credit
Transfer credit: CSU

3. **COURSE DESCRIPTIONS:**

Catalog Description:

Students in this hands-on project-based course will produce multimedia journalism and stories in a variety of different media, including audio, video, data visualization, graphic design and text. Multimedia content will be brought together in a website or other medium that is appropriate for distribution.

4. **STUDENT LEARNING OUTCOME(S) (SLO'S):**

Upon successful completion of this course, a student will meet the following outcomes:

1. Demonstrate various electronic news media writing and announcing techniques through information gathering, news and story writing, on-camera presentations.
2. Use a variety of tools to produce and assemble a multimedia news package and program.
3. Interview subject-matter experts.
4. Analyze existing multimedia journalism sites for effectiveness.
5. Collaborate as part of a production team.

5. **SPECIFIC INSTRUCTIONAL OBJECTIVES:**

Upon successful completion of this course, a student will be able to:

1. Research a topic and identify a story or narrative.
2. Gather various materials to support and provide evidence to a piece.
3. Produce content in various media including audio, video, graphics, data visualizations (graphs) and text.
4. Collaborate with team members to develop cohesive projects.
5. Produce professional demo reel material for a radio/production career.

6. **COURSE CONTENT:**

Lecture Content:

MAJOR TOPICS:

- Story Structure
- Survey of existing multimedia journalism
- Writing and scripting for multimedia
- Planning and storyboarding content for a specific audience
- Using appropriate media types, including:
 - Text
 - Still images
 - Data visualization
 - Audio
 - Video
- Field production techniques
- Story editing and production (narrative arc)
- Sound design for audio storytelling
- Graphic design for visual media
- Website design basics and online distribution
- Video and audio production

Lab Content:

LAB TOPICS:

- Pitching a story/finding stories in everyday events
- Storyboarding/Outlining
- Assessing which media works best – text, audio, video, photos

- Recording and logging interviews
- Producer's meetings and critiques
- Revising your story
- Editing audio/video/graphics/text
- Sound design for storytelling
- File management for larger projects
- Using multiple media on the web for multimedia reporting
- Creating website

SPECIFIC LAB ASSIGNMENTS:

- Create a media plan for a specific story idea
 - Cover an event using multiple forms of media
 - Outline a narrative story to present at a Producer's Meeting
 - Log audio and video footage
 - Using a WYSIWYG (what you see is what you get) website development tool, create an online structure for a multimedia story
 - Evaluate and present an example of online multimedia storytelling/journalism
- Produce a polished, web-based narrative story using text, audio, video and still images.

7. REPRESENTATIVE METHODS OF INSTRUCTION:

Typical methods of instruction may include:

- Lecture
- Lab
- Critique
- Discussion
- Field Experience
- Individualized Instruction
- Observation and Demonstration

8. REPRESENTATIVE ASSIGNMENTS

Representative assignments in this course may include, but are not limited to the following:

Writing Assignments:

- Research and write an outline for a multimedia story
- Survey and report on examples of multimedia storytelling
- Write and edit a script for the narration of audio/video content
- Create a log of all time-based media and design an editing plan
- Create a wireframe structure/navigation for multimedia website
- Edit audio, video and images for the web

Reading Assignments:

Online reading assignments curated through Canvas course shell. Selected article reading, websites and podcasts. Textbook reading.

9. REPRESENTATIVE METHODS OF EVALUATION

Representative methods of evaluation may include:

- Class Participation
- Class Performance
- Class Work
- Final Class Performance
- Homework
- Lab Activities
- Oral Presentation
- Papers
- Portfolios
- Projects

10. REPRESENTATIVE TEXT(S):

Possible textbooks include:

- Kern, Jonathan. *The NPR Guide to Audio Journalism and Production*, ed. Chicago: University of Chicago Press, 2008
- Hart, Jack. *Storycraft*, ed. Chicago: University of Chicago Press, 2011
- Abel, Jessica. *Out on the Wire, The Storytelling Secrets of the New Masters of Radio*, ed. New York:

Broadway Books, 2015

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Course Originator: Donna Eystone