

ACADEMIC FREEDOM STATEMENT

Brooks Institute is committed to protecting and encouraging the principles of academic freedom. Academic freedom provides the foundation for scholarship, teaching and learning, and reflects the Institutes fundamental mission to promote collaboration, critical thinking, and creativity. Essential elements for the intellectual vitality of a college include: the ability to exchange ideas and concepts freely, to explore and disseminate new knowledge, and to speak openly as a professional and as a private citizen. All are encouraged to promote a learning environment that provides opportunities for the free exchange of ideas between faculty, staff and students.

Programmatic Student Learning Outcomes/Mission

The mission of the **Visual Journalism** Program is to offer a contemporary, professional curriculum grounded in truthful, ethical, and creative storytelling that embraces the highest level of craftsmanship, advancing the field of journalism.

Program Description

The 120 semester credit Bachelor of Science in Visual Journalism program emphasizes the practice of ethical, journalistic storytelling, and incorporates a broad based experiential educational approach. The program consists of 69 semester credits that cover six primary areas of technical and creative focus under the umbrella of journalistic storytelling, including the opportunity to take 12 credits in electives. Primary areas include photojournalism, documentary film production, audio documentary, journalistic writing, multimedia journalism, website design and strategies for developing a web presence. Students also take 6 semester credits in business courses and 45 semester credits in Liberal Arts designed to both support their professional goals as journalists and broaden their understanding and experience of other subject areas.

Upon the completion of the Visual Journalism Program students should be able to:

- Create compelling, visually-driven nonfiction stories, using the latest tools of digital media. (Visual Literacy, Adept, Global)
 - Collaborate effectively as members of a creative team. (Collaboration)
 - Apply professional ethical standards for nonfiction storytelling and digital journalism. (Ethics)
 - Employ business practices and strategies to advance career aspirations. (Adept, Global, Problem Solver)
 - Apply techniques of critical thinking while creating and evaluating works of visual journalism or documentary. (Visual Literacy, Problem Solver)
 - Communicate effectively in the field of mass media, in both written and oral forms. (Communication)
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Course Title	Web for Visual Journalists
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Course Code	VJN260
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Credit Hours	3 Semester
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Contact Hours	4 Hours
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Prerequisites	VJN240
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Course Type	Lecture/Lab
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Course Syllabus

Instructor	TBD
Email	TBD
Telephone	TBD
Term Start/End Date	TBD

Course Description

The introduction of students to practical applications visual journalists use for creating and maintaining an online presence. Students will construct websites using webpage production tools, content management systems and basic HTML. Development of logical and efficient site structure, workflow, file formats and design considerations will be covered. Students will also analyze and incorporate online tools, such as blogs, social networking and archives used by visual journalists and media outlets for reporting news and generating site traffic.

Learning Objectives Upon completion of this course students should be able to:

- Create a working, multi-page website.
 - Understand and utilize a web-based content management system.
 - Understand how visual journalists create and maintain an online presence.
 - Understand and utilize proper file formats for media content on websites.
 - Utilize social networking tools used by visual journalists and media outlets for reporting news and generating site traffic.
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Required Textbook(s) None

Course Outline

Week 1: Introduce how visual journalists use the web for reporting and marketing their work. Introduce web design concepts and software interface, Introduce site structures. Assignment #1 - Site Planning

Week 2: Domain registration & webhosting options. Building HTML sites from scratch vs. templates, cloud-hosting vs. self-hosting. Introduction to content management systems. Creating a blog. Creating links. Intro to digital asset management with web images. Assignment #2 - Photo Prep. Assignment #3 – build a blog.

Week 3: Creating an online presence. Assessing the visual journalism market. Utilizing social networking options. Continue on topic of managing media content for web. Assignment #4 – Develop your website plan for the semester.

Week 4: Assessing and planning content for your individual website. Optimizing media content for web. Assignment #5 – Social Media. Final project planning begins.

Week 5: Getting your site online. Working with HTML, metadata, css, typography, tables and tags, to create or customize web pages. Assignment #6 Website Critique. Final project planning continues.

Week 6: Beta testing and trouble-shooting. Web customization options. Intro to search engine optimization. Assignment #7 – Website Customization.

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- Week 7:** Continue search engine optimization. Continue beta testing, trouble-shooting and web customization.
- Week 8:** Mid-term project review.
- Week 9:** Continue with final project. Monitoring and analyzing site traffic. Assignment #8 – Site Activity 1.
- Week 10:** Continue with final project. Monitoring and analyzing site traffic. Assignment #8 – Site Activity 2.
- Week 11:** Assessing your online presence and marketing your work. Continue with final project. Assignment #9 – Site traffic analysis.
- Week 12:** Assessing your online presence and marketing your work. Continue with final project.
- Week 13:** Continue with final project.
- Week 14:** Final project presentations. Assignment #10 - Future website plans.
- Week 15:** Assessing progress and looking into the future. Final Exam
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GENERAL ASSESSMENT CRITERIA AND METHODS OF EVALUATING STUDENTS

Letter grades (A, A-, B+, B, etc.)

The student's overall grade for this class is derived from a combination of online instructional activity, class participation, assignments, quizzes and exams, projects, and final project/final exam. A student's grade will be adversely affected by being tardy to class and by any unexcused absence. Only the instructor can authorize exceptions to class policies, deadlines or grades. Students must confirm (in writing) any exceptions to class policies or deadlines with the instructor. Class work is weighted as follows:

Grade Weighting		Grading Scales		
Course Area	%	Percent	Letter	Numeric
		93–100	A	4.00
		90–92	A-	3.70
Class Participation	10%	87–89	B+	3.30
Assignments & Exams	60%	83–86	B	3.00
Final Project	30%	80–82	B-	2.70
		77–79	C+	2.30
		73–76	C	2.00
		70–72	C-	1.70

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		67–69	D+	1.30
		60–66	D	1.00
Total	100%	0–59	F	0.00

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DEFINITIONS OF CRITERIA USED IN GRADING

Outstanding = A	Outstanding work, showing insight and demonstrating excellence in skill and craft. Work goes well beyond what is required
Superior = A-, B+	Superior work, shows clear understanding and thorough demonstration of skill and craft
Good = B, B-	Competent work, clear understanding, often showing creativity and good use of skills
Satisfactory = C+, C, C-	Adequate understanding, inconsistent demonstration of skills, some elements missing or problems with priorities
Unsatisfactory = D, F	Lacks understanding, inadequate amount of time and effort demonstrated, many missing elements, inconsistent participation, skill and craftsmanship not demonstrated

ATTENDANCE POLICY

Each faculty member takes attendance for each class period and posts it to the student's record through the portal. Once absences equal 20 percent of the total number of class meetings, faculty may lower the final grade for the course one full grade and may drop the grade again for each absence after the 20 percent has been reached. Students may review their attendance through the student portal under each course the student is enrolled in.

Students who do not attend during the first week of class may be subject to withdrawal. Brooks Institute may also withdraw any student who has not been in attendance for 14 consecutive days. However, the institute will withdraw any student who has had non-attendance for 35 consecutive days; this timeframe may be extended due to extraordinary circumstances that affect the entire student population. Students will be responsible for all financial obligations incurred if and when they are withdrawn for lack of attendance

Regular classroom attendance is not only an essential ingredient for academic achievement, but it is also a fundamental building block for success. As part of the course requirements, students must attend at least 80 percent of the scheduled time for each course in order to achieve satisfactory attendance. Students in any of the internship courses are required to complete all scheduled hours and record attendance throughout the scheduled course to achieve satisfactory attendance. Students who do not achieve satisfactory attendance may earn a failing grade on

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their transcripts and may be required to repeat the course. Absences will include tardiness or early departures. Students who are not in attendance for any portion of a class will accrue time absent calculated in percentage increments of 25, 50, or 100 percent of the class period as reflected on each daily roster. Students who have been absent from all their scheduled classes for more than 14 consecutive calendar days, not including scheduled Institutional holidays or breaks, and/or students who officially withdraw from all current courses may be administratively withdrawn from the Institution.

ACADEMIC INTEGRITY STATEMENT

Brooks Institute expects all students to exemplify integrity in all academic work. Brooks Institute will not permit students to engage in the following dishonest acts:

- **Cheating** – Cheating includes, but is not limited to, the following: using unauthorized notes, study aids, electronic or other devices not authorized by the instructor. Using or borrowing information from another person, or submitting someone else's work as one's own work including images and motion clips. Using work previously submitted for another purpose, without the instructor's permission, is prohibited. Duplicated use of copyrighted material in violation of federal copyright laws is prohibited.
- **Plagiarism** – Submitting as one's own work, in whole or in part, words, ideas, art, designs, text, drawings, images, motion clips, etc. that were produced by another person without attributing that person as the rightful source of the work. Plagiarism includes, but is not limited to: using words, word passages, pictures, etc. without acknowledgement; paraphrasing ideas without quotation marks or without citing the source.
- **Accessory to Dishonesty** – Knowingly and willfully supplying material or information to another person for the purpose of using the material or information improperly.
- **Falsification or Alteration of Records and Official Documents** - The following are examples of acts under this category, but the list is not exhaustive: altering academic records, forging a signature or authorization on an academic document, or falsifying information on official documents, grade reports, or any other document designed to attest to compliance with school regulations or to exempt from compliance.
- **Software Code of Ethics** – Unauthorized duplication of copyrighted computer software violates the law and is contrary to our organization's standards of conduct. Brooks Institute disapproves of such copying and recognizes the following principles as a basis for preventing its occurrence:
 - Brooks Institute will neither engage in nor tolerate the making or using of unauthorized software copies under any circumstances.
 - Brooks Institute will only use legally acquired software on our computers.
 - Brooks Institute will comply with all license or purchase terms regulating the use of any software we acquire or use.
 - Brooks Institute will enforce strong internal controls to prevent the making or using of unauthorized software copies, including effective measures to verify compliance with these standards and appropriate disciplinary measure for violation of these standards.
- **Communication Devices**-To maintain academic integrity and to eliminate distractions for other students the use of electronic devices in the classroom is dictated by the instructor.

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CREDIT ASCRIPTION ADDENDUM

VJN260 – Web for Visual Journalists – 3 semester credit hours

Type: Lecture/Studio

Credit Ascription- The amount of hours spent outside of class and assignment alignment with Course Learning Objectives

Course Learning Objectives:

1. Create a working, multi-page website.
2. Understand and utilize a web-based content management system.
3. Understand how visual journalists create and maintain an online presence.
4. Understand and utilize proper file formats for media content on websites.
5. Utilize social networking tools used by visual journalists and media outlets for reporting news and generating site traffic.

The following indicates the **minimum** number of hours per assignment

	Assignment Title	Homework Hours	Assignment Objectives
Week 1	Take-home quiz Bio, site structure plan Photo Prep	6	3 3 4
Week 2	Website Plan 1	6	1, 2, 4
Week 3	Website (1 st draft)	6	1, 2, 4
Week 4	Social Media	6	3, 5
Week 5	Website Plan 2	6	1, 3, 4, 5
Week 6	Critique Professional Visual Journalist Website	6	3
Week 7	Effective Blogging	6	1, 2, 3, 4, 5
Week 8	Mid-Term Website Review	6	1, 2, 3, 4, 5
Week 9	Website Customization Options	6	1, 2, 4, 5
Week 10	Monitoring Traffic; Search Engine Optimization	6	1, 2, 3, 4, 5
Week 11	Monitoring Traffic; Search Engine Optimization (work in progress)	6	1, 2, 3, 4, 5
Week 12	Analyzing Web Traffic	6	1, 2, 3, 4, 5
Week 13	Final Website (work in progress)	6	1, 2, 3, 4, 5
Week 14	Final Website (work in progress); Final Exam	6	1, 2, 3, 4, 5
Week 15	Final Website Due; Future Website Plans	6	1, 2, 3, 4, 5
Total		90	