Fall 9-1-2000

JOUR 461.01: New Media

G. Keith Graham
The University Of Montana

NEW MEDIA•J461

Fall 2000•Tues. 1:10-4 p.m.•J204/J212

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Hours: M 9:30-11 a.m. & TH 1:30-3 p.m.
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COURSE OBJECTIVES
1. To acquaint students with the online world of journalism.
2. To develop online writing, planning and design skills
3. To develop knowledge of software used on the Internet
4. To produce Web pages

New Media means different things to different people: it includes the Internet, the World Wide Web, CD-ROMs, video and audio streaming, and different ideas of virtual reality. The focus of this class will be exploring the world of new media, concentrating on the Internet and the World Wide Web, from the perspective of the journalist.
All of us have varying degrees of knowledge when it comes to new media.
The purpose of this class is *not* to make you into a Web designer or technician.
This is not a class on how to build and maintain Web sites though we will cover the basics and you will build a Web site. This is not a course for Webmasters.
We want you to get an overview of online media so you can learn how to *think critically* in this ever-changing environment. You will focus on the crossroads of new media technology and the practice of journalism. You are here to help shape what the new media will be for you.

PROFESSIONALISM & ATTENDANCE
J461 seeks to create a professional environment. That means, among other things, that we respect each of our colleagues in the classroom. Ninety percent of what you do in the day-to-day professional world is how you deal with people. That's what journalists do. Your attitude in the classroom and to each other is vitally important. It also means missing a class is like missing a day of work. I expect you to show up on time, and show up prepared. If we start class with a quiz or an exercise and you come in late, you will not get a chance to make up the work.
If you know you are going to miss class or be late, please let me know in advance. An "excused absence" generally involves personal or family illnesses or emergencies. Routine medical appointments, job obligations, computer problems, missed buses and scheduled interviews are not valid reasons for missing class.

Your attendance is graded. Regular and timely attendance is crucial in this class, and you are expected to participate in class discussions and critiques. You will be responsible for material covered in your absence, and your assignments will still be due at their scheduled times.

TEAMS
You will be placed on teams. I will select those teams by the first of October. You will be graded as a team for the report on a current issue regarding the Internet. You will be on the same team for the final Web site project. You will be graded as a team for the rough layouts of your Web site and for the final version and presentation of that Web site. Everyone will have an important task, and while there may be times when you think you have nothing to do, there will, in fact, be numerous tasks that require your attention. Web site planning and design is a repetitive process of creation, refinement and constant learning.

ACADEMIC HONESTY
Important: It is expected that you will turn in your own work for each assignment in this class. Any act of academic dishonesty will result in a lowering of your grade and referral to the proper university authorities for disciplinary action.

GRADES

Assignment	total points
Assignments 1,2,4,5,6,7 and (10 points each)	60
Personal Web site, Current issue report, storyboards, tracking (20 points each)	80
Final Web project: the final version	50
Class attendance/participation	10
Possible total:	200

A=90 to 100%...180 to 200 points
B= 80 to 89%...160 to 179 points
C=70 to 79%..140 to 159 points
D=60 to 69%...120 to 139 points
F=59% and below..0 to 119 points

Our weekly schedule
Subject to change with notice

J204 **Week 1, Sept. 5**   Review Syllabus
History of the Internet and The Web

J212 **Week 2, Sept. 12**   Basic research on the Internet
Credibility on the Internet
Terminology & Internet demographics

Assignment #1:   Six media Web sites. You will each track one
throughout the semester.
Note: due Monday, September 11 at noon.

J204 **Week 3, Sept. 19**   Story-telling: What's the difference in the media
Latest Web research on Web Usability

Assignment #2:   online search about yourself. Analyzing credibility
of Web sites.
Graduate students: Presentations of story telling

J204 **Week 4, Sept. 26**   It's all in the preparation: Site planning

J204 **Week 5, Oct. 3**   Web Design

Assignment #4:   What irks you & what you like in a Web site
Note: due Monday, October 2 @ noon

J212 **Week 6, Oct. 10**   HTML & Dreamweaver

Assignment #5:   Design & Content critiques

J212 **Week 7, Oct. 17**   Dreamweaver

Assignment #6:   Resume in HTML

J204	**Week 8, Oct. 24**	Review Resumes Review Design critiques Cool stuff: Audio, video, animation
J212	**Week 9, Oct. 31**	Interactivity
	Assignment #7:	Video game & interactive Web site review Note: Due Monday, October 30 @ noon
	Week 10, Nov. 7	No class - Election Day
J204	**Week 11, Nov. 14**	Online media: How they are doing it
	Assignment #8:	Personal Web Site
J204	**Week 12: Nov. 21**	Critique Personal Web Sites The Digital divide
	Assignment #9:	Storyboards for team Web site
J204	**Week 13, Nov. 28**	Law, ethics, responsibility
	Assignment #10:	Graduate reports on current online issues
J204	**Week 14: Dec. 5**	Review Rough drafts The future of new media
	Assignment #11:	Rough drafts of Team Web sites
J204	**Week 15 Dec. 12**	Course evaluations Team presentations of Web Sites
	Assignment #12:	Team Web sites
	Assignment #13	Tracking report

J461NEW MEDIA *Assignments*

Use 8.5"x11" paper unless otherwise noted. Always have your name at the top of your first page. If there are 2 or more pages always staple your pages together. Unless noted, assignments are due at the beginning of class.
Late assignments are deducted one letter grade for each day late. Assignments are late if they are not handed in at the *beginning* of class.

J461NEW MEDIA • Assignment #1
Online Journalism sites   Due Monday, September 11 @ NOON

Tracking: You'll choose one major U.S. newspaper's Web site and one other
kind news organization's Web site (magazine, TV station, online-only
publication, etc.) and follow them closely during the semester.
Your observations of these sites will be our starting point for class
discussions. Pick three newspaper sites and three others. Put
them in priority: 1 for first choice, 2 for second, 3 for third.
Submit: Via email to **kgraham@selway.umt.edu** Put your name at the top of
the body of the email. In the subject field put the following:
New Media #1. Print a copy for yourself and bring it to class.

J461 NEW MEDIA • Assignment #2
Online research & analysis   Due Tuesday, September 19

Research: You will conduct an online search and find at least five
facts about yourself you did not know were on the Web.
Analyze the Web sites for credibility.
In addition, analyze three news sites for their credibility.
Include all the URLs.
Base your Web site evaluations on the following five ncriteria
(criteria by Dr. Paul Lester, California State University, Fullerton)
1. Authority
   Is it clear who is sponsoring the page?
   Is there a way to contact the sponsoring entity?
2. Accuracy
   Are sources for information listed clearly?
   Is the page free of typos?
3. Objectivity
   Is there advertising on the page?

Is the domain name .edu, .org, .gov, .com, or .net?
4. Currency
   Is it clear when the page was last updated?
5. Coverage
   Is the page still under construction?
   Are significant topics left out?
Submit: At least three pages double-spaced.

J461 NEW MEDIA • Assignment #3
Story-telling online   will do in class on Tuesday, September 19

From print to Web: You will take the version of a newspaper story and present
it like you think it should appear for a local online site.
Submit: Story, headlines, quotes, etc. you think necessary.

J461 NEW MEDIA • Assignment #4
Analyze this   \   Due Monday, October 2 @ noon

Critique: Give at least 5 things that irk you about a Web site. Then tell us 5
things you like or want a Web site to do for you.
Submit: via email to kgraham@selway.umt.edu Put your name at the top of the
body of the email. In the subject field put the following: New Media #4
Print a copy for yourself and bring to class.

J461 NEW MEDIA • Assignment #5
Design & Content critiques   Due Tuesday, October 10

Critique: Take the Web site that you re tracking and choose one other news
         site and critique the design and content of each home page.
         Pay attention to the strengths and weaknesses in regards to
         organization, navigation, structure, text, color palette,
         photography, icons, video, sound, animation.
         Discuss overall content of the site and how its presentation helps
         to make it more effective.
Submit: At least three pages double-spaced on each site.

J461 NEW MEDIA • Assignment #6

Resume

Due Tuesday, October 17

Your resume: Make a one page resume in Simpletext using HTML.
Submit: Place copy on J-School file server. Go to Professors, open Keith
Graham, open 461 folder, put it in resume folder. Bring in a printed
copy with your name on it.

J461 NEW MEDIA • Assignment #7

Interactivity

Due Monday, October 30 @ noon

Games & such: Take a video game and describe what you like about its
interactivity. Be sure to give us the name and manufacturer
of the game and the year it was released.
Review one Web site that you think has some awesome
interactivity. Be sure to include the URL.
Submit: via email to **kgraham@selway.umt.edu** Put your name at the top of
the body of the email. In the subject field put the following:
Interactive. Print a copy for yourself and bring to class.

J461 NEW MEDIA • Assignment #8

Your Web site

Due Tuesday, November 14

Your Web site: It should include a home page and links to other sections or
pages, which probably include a resume, portfolio of stories,
photographs, etc. a personal statement, a way for others to
contact you via email. Effective design, thoughtful
organization, structure and content are important.
Submit: A Macintosh-formatted zip disk with your name on it. Should contain
at least three "pages." Bring in a printed copy with your name on it.

J461 NEW MEDIA • Assignment #9
Storyboard
Due Tuesday, November 21

Rough layouts: Remember that effective design comes from careful planning. You will work in teams to produce a storyboard of your team media Web site. Your site may include all original content. On separate sheets of paper, create sketches the same size as your browser window that show where you will place elements on the page. You must include navigational buttons so users can move through your site easily. You must have least five pages.

Submit: At least 5 pages. Make a copy of these roughs to keep and turn in the originals. Include a page outlining the contribution of each team member.

J461 NEW MEDIA • Assignment #10
Current Issue
Due Tuesday, November 28

Team report: Each team needs to determine a current important, controversial issue pertaining to the Internet or World Wide Web and create a report. It may be an ethical problem, a legal issue such as privacy, copyright, etc.. or discuss an issue of media responsibility. Be sure to make proper citations of each source. Include in your report what each person contributed to the report. Each team will present its report in class.

Submit: A paper of at least five pages double-spaced.

Warning: This is due the week after Thanksgiving break. Don't procrastinate.

J461 NEW MEDIA • Assignment #11
Rough draft
Due Tuesday, December 5

Rough draft: Bring in what the team has done so far and we will discuss it in class. This will give each team an opportunity to see how it is doing and ask questions of others. *This will not be graded.*

Submit: Macintosh-formatted zip with your team's name.

Bring a printed copy to class.

J461 NEW MEDIA • Assignment #12
Web site Project
Due Tuesday, December 12

Final Web site: Everything is done. Each team will make its final presentation
to the class and explain why they did what they did. There
must be at least five pages for your Web site. The project will
be judged on its content and its design, narration and
structure. A paper must accompany the Web site
explaining why you did what you did. Discuss concept, design
ideas and execution. Explain why you used certain ways to
present your material. Include in your report what each
team member's contribution.

Submit: Macintosh-formatted zip with your team's name on it. Include the
Web site and written report. Bring a printed copy to class of the
site and the report. The report should be at least five pages
double-spaced. Put everyone's name on the first page of the
report.

J461 NEW MEDIA • Assignment #13
Tracking report
Due Tuesday, December 12

Tracking report: Write a three to five page paper double-spaced telling what
you learned from following your news site. Include content
and design analysis, interactivity, what you would emulate
in a design and what you would avoid.

Submit: Turn in a printed copy and turn in electronic version in the J-School
server, click on Professor folder, then to Keith Graham folder, then
to J461 folder, and place inside the tracking report folder.