## Bossier Parish Community College Master Syllabus

Course Prefix and Number: COMM 256 Credit Hours: 3

Course Title: Multimedia Journalism

**Course Prerequisites:** None

**Textbook:** Costello, Vic. *Multimedia Foundations*. 2<sup>nd</sup> Edition.

**Course Description:** Students will leverage digital tools, including sound, text, videos, graphics, and images to create clear and effective content for various media platforms.

## **Learning Outcomes:**

At the end of this course the student will

- A. develop an understanding of the relationship between on-air elements and online elements;
- B. understand how to achieve a professional, credible delivery that is relaxed and conversational; and
- C. adopt skills to navigate through today's multiple media platforms.

To achieve the learning outcomes, the student will (The letter designations at the end of each statement refer to the learning outcome(s).)

- 1. produce, post, and critique content for various media platforms. (A,B,C)
- 2. develop focus statements for every piece of content created. (A,C)

**Course Requirement:** This course requires attendance, class participation, assignments, exams, and projects as determined by the instructor.

Course Grading Scale:	90 - 100	A
	80 - 89	В
	70 - 79	C
	60 - 69	D
	0 - 59	F

**Attendance Policy:** The college attendance policy is available at http://www.bpcc.edu/catalog/current/academicpolicies.html

## **Nondiscrimination Statement**

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## COORDINATOR FOR SECTION 504 AND ADA

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