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 Fo	oundations. 2 nd 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 the unique aspects of writing for print journalism, radio, TV, and Internet mediums.
- C. understand how to achieve a professional, credible delivery that is relaxed and conversational; and
- D. 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)
- 3. gather national news information from national and local news sources. (B)
- 4. rewrite news for television from newspaper reference. (A,B,C)

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

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

Course Fee: \$70.00

Nondiscrimination Statement

Bossier Parish Community College does not discriminate on the basis of race, color, national origin, gender, age, religion, qualified disability, marital status, veteran's status, or sexual orientation in admission to its programs, services, or activities, in access to them, in treatment of individuals, or in any aspect of its operations. Bossier Parish Community College does not discriminate in its hiring or employment practices.

COORDINATOR FOR SECTION 504 AND ADA

Angie Cao, Student and Disability Services Specialist Disability Services, F-254, 6220 East Texas Street, Bossier City, LA 71111 318-678-6511 acao@bpcc.edu

Equity/Compliance Coordinator Teri Bashara, Director of Human Resources Human Resources Office, A-105 6220 East Texas Street Bossier City, LA 71111 Phone: 318-678-6056 Hours: 8:00 a.m.-4:30 p.m. Monday - Friday, excluding holidays and weekends.