Bossier Parish Community College Master Syllabus

Course Prefix and Number: COMM 256 Credit Hours: 3

Course Title: Introduction to Multimedia Journalism

Course Prerequisites: None

Textbook: Costello, Vic. *Multimedia Foundations*. 2nd 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	Α
	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

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.