

THE UNIVERSITY OF CONNECTICUT  
DEPARTMENT OF JOURNALISM  
**JOUR 295\_ADVANCED ONLINE JOURNALISM**  
SPRING 2008  
Instructor: Kodi Barth

Syllabus Essentials (details posted on class Web site at <http://homepages.uconn.edu/~jl295iss1/index.html>)

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## **PURPOSE**

The advanced online journalism course integrates traditional journalism with new media storytelling skills/techniques and hands-on professional experience. Students add Web publishing to their print or broadcast skills. In lab sessions modeled on an online newsroom, the team will report and produce stories moving gradually from “online version of the newspaper” to an online magazine, in multimedia -- a combination of text, still photographs, video clips, audio, graphics and interactivity. The stories will be planned, researched, and produced entirely by students. The instructor, aided by selected industry guests, will help brush up technical skills and provide feedback on projects. Classroom-setting lecture is extremely thin in this course. The bulk is lab techniques and production.

## **INSTRUCTOR'S INTENT**

This course assumes that you already have basic skills as a journalist: You can gather information, organize it efficiently and write an acceptable story. Rather than repeat your training in those skills, the course will concentrate on helping you transfer your skills to Web-based media.

Most of you have already learned Web design and online journalism principles in *J295 Introduction to Online Journalism*. Those who haven't may access course material from the instructor's Web site at [www.kodibarth.com](http://www.kodibarth.com). Here, you will analyze and discuss the practice of online publishing by the world's leading news organizations and produce a group online magazine. In the lectures, you will learn to think beyond the constraints of the printed page or the broadcast signal. The online magazine that this class will produce will allow you to apply your new knowledge and skills in a real-world setting and produce professional-level cyber-clips for your portfolio.

## **OBJECTIVES**

Upon completion, students should be proficient to work at any production level in a professional online newsroom or Web authoring industry.

## **ORGANIZATION**

We expect to produce three medium level issues and a final high-level issue. The first three issues will be done in teams of two with a third person as editor. From one issue to the other, teams will reshuffle and members take different roles. For the final issue, the class will reorganize into a formidable production team of reporters, editors, and producers to publish in multimedia a multi-element story that has the marks of sustained research and reporting.

In every issue, the teams shall research, report, write and publish stories on a site they must design on their own – all on deadline. The stories will gradually move from single-element to multi-element.

The class will meet in formal training sessions all Tue/Thurs from 3:30 – 4:45 p.m. In addition, reporting will be required on weekends or weekdays. How you budget your time is entirely up to you.

### **REQUIRED ELEMENTS**

- Original reporting
- Original photography
- Original graphics & design elements
- Navigation on every page
- Photos must include captions and credits
- Informative page titles
- Interactivity

### **ACADEMIC EXPECTATIONS AND STANDARDS**

This class will begin at 3:30 p.m. every Tuesday and Thursday. I have little patience for late arrivals. It disrupts class.

It is not your instructor's duty to repeat instructions already given in class. It is your responsibility to keep track of all instructions. In the unfortunate event that you miss a class session, you're advised to make prior arrangements with a fellow student to update you on missed instructions.

All writing is expected to conform to sound journalistic principles including accuracy, proper grammar and correct spelling. All production is production to be original works of journalism. In rare cases where originality is unobtainable or not preferable, complete attribution is due.

### **COMMUNICATION**

For all official email, write to me at [kodi@uconn.edu](mailto:kodi@uconn.edu). Be sure to begin the subject line with J295:xxxx. All other mail may be directed to [kodi@kodibarth.com](mailto:kodi@kodibarth.com). You may also leave a voice mail on my office line (860) 486-8776. But I respond faster to email.

### **SYLLABUS**

Consider the first copy of this syllabus, posted on the first day of class, as provisional. Minor adjustments are likely to follow. Such adjustments shall be communicated to you in good time and updated on the class Web site. Feel free to print out this syllabus. But remember that the Web version shall at all times remain the most current.

### **EVALUATION**

The grade for this course is based upon:

- Four impromptu quizzes (10%)
- Production skills, evaluated after every issue (50%)
- Class participation (10%)
- Final exam (30%)

## TENTATIVE SCHEDULE\*

WEEK	CONTENT	SKILLS	NOTES	RESOURCES
Week 1: Jan. 22-24	Introduction, Planning & Finalize topics	<b>Dreamweaver/</b> refresher Work on personal pages		Continually updated on Class Web site
Week 2: Jan. 29-31	Planning & Reporting	Digital cameras <b>Photoshop</b> Digital image editing File formats, optimizing images File management Design balance		
Week 3: Feb. 5-7	<b>Issue 1</b>	<b>Production</b>		
Week 4: Feb. 12-14	Critique Issue 1	Interactivity, behaviors, mouseovers		
Week 5: Feb. 19/21	Planning & Reporting	<b>Audacity</b> digital audio recording, encoding, embedding audio	Industry guest	
Week 6: Feb. 26/28	<b>Issue 2</b>	<b>Production</b>		
Week 7: March 4/6	Critique Issue 2	Illustration and infographics <b>Flash</b> Image maps Frames, pop-ups	Industry guest	
March 9 - 15	SPRING BREAK	SPRING BREAK	SPRING BREAK	
Week 8: March 18/20	<b>Issue 3</b>	<b>Production</b>		
Week 9: March 25/27	Critique Issue 4 Plan final project, Issue 4	When to use Animated GIFs, movement, tweening		
Week 10: April 1/3	Design editors' reports, issue 4	<b>Imovie</b> embedding video	Industry guest	
Week 11: April 8/10 Week 12: April 15/17	Ell editors' reports Mini production, Issue 4	Review skills Production Work on portfolios, resumes, writing CDs, etc		
Week 13: April 22/24	<b>Issue 4</b>	<b>Production</b> <b>Launch/Toast!</b>		
Week 14: April 29 / May 2		Work on portfolios, resumes, brag books, brush-up for final exam	Industry guest/ journalism faculty	

\* Details at Class Web site off [www.kodibarth.com](http://www.kodibarth.com)