

**DEGREE IN: JOURNALISM****1. GENERAL DETAILS OF THE SUBJECT**

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Name: **MULTIMEDIA JOURNALISM & DIGITAL GRAPHIC DESIGN**

Level: THIRD

Semester: FIRST

Type (Basic/Compulsory/Elective subject): Elective subject

Weekly class hours: 4

Credits (ECTS): 6

Year of Study Programme: 2022

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**2. DESCRIPTION**

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The subject of *Multimedia Journalism and Digital Graphic Design* is an integral part of the academic record for the Degree in Journalism. This optional subject is provided during the first semester of the Third Course and prepares the students to develop journalistic activity through new digital media, as well as social media and microblogging.

In this subject, the work will be focused on the ability to create content with free digital tools and platforms, to develop our blog including many ways of showing information, data, and stories, and so have notions of digital picture edition with online platforms and mobile apps, video edition with mobiles and animation tools, interactive, etc.

**3. SITUATION**

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Previous knowledge and skills:

An open and flexible mind, curiosity, will to empathize, putting oneself in the other's place, and ability to listen to others, are necessary skills/attitudes. It is also essential to have general cultural on social issues, to follow the trends of local, national, and international news, and to have good oral and written expression skills. It is crucial to respect each other as well as foster a safe space to express thoughts freely without being judged. Finally, students should have the will to be involved in the class dynamic and share thoughts to encourage an environment of participation.

Recommendations:

We will need to bring a personal computer, tablet or mobile phone. It is necessary to follow the press daily with a critical attitude to reflect on the media treatment of social issues.

Adaptation for students with special needs:

All those who have any type of special needs with respect to hearing or vision will be assigned tasks that will adapt to these needs. In the same way, any other type of special need regarding people with functional diversity will be attended to and adapted according to their requirements in order to facilitate their inclusion in the development of the subject and the proposed activities.

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#### 4. OBJECTIVES AND COMPETENCIES

1. Be able to have a reasonable and critical analysis of multimedia evolution and its use in digital media.
2. Understand properly the product process in video, audio, and photography. For that, the multimedia concept will be extended further than using apps or software to understand the processes.
3. Match the first sight relevancy in an online publication to reach the best access and traffic.
4. Manage and recognize the different characteristics of the news formats in mobility, such as smartphones and tablets.
5. Use efficiently the letter types and the layout basic elements in multimedia projects.
6. Teach the student the visual image and layout around texts and multimedia elements taking into consideration their specific digital formats for the Internet.
7. Learn to distinguish the multimedia elements that build the news in online media and the specific treatment that anyone the must-have.
8. Concern the students in the investigation, studying, and knowledge of the online media designing process.
9. Analyze and review the visual appearance of an online publication and its different models.
10. Know the new trends of the information visual appearance in the cybermedia and the different tools that Web 2.0 has introduced.
11. Get used to managing the new Communication and Information Technologies (TIC) and know the digital production software and support.
12. Learn the new technological processes in which personal and professional utility suits the day-by-day working issues.
13. Creation of content using web platforms and mobile apps, including picture&video editions and interactives.
14. Designing all the elements needed in the development of your digital product.

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#### 5. COURSE CONTENTS OR THEMATIC SECTIONS

SECTION I: MULTIMEDIA: INTRODUCTION

SECTION II: WEB ARCHITECTURE: FROM 2.0 TO SOCIAL MEDIA

SECTION III: DIGITAL IMAGING

SECTION IV: DIGITAL VIDEO AND AUDIO

SECTION V: GRAPHICS

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#### 6. LIST OF TOPICS

SECTION I: MULTIMEDIA: INTRODUCTION

1. Multimedia and Internet: new necessities and new formulas

SECTION II: WEB ARCHITECTURE: FROM 2.0 TO SOCIAL MEDIA

1. Creation of multimedia project (*WordPress*): magazine, newspaper, website, videoblog, podcasts...
2. Social media
3. Journalist genres

SECTION III: DIGITAL IMAGING

1. Theory and practice
  - a. Shooting

- b. Edition (*Lightroom*)

#### SECTION IV: DIGITAL VIDEO AND AUDIO

##### 1. Theory

- a. Documentary videos
- b. TV news
- c. Social media videos (*YouTube*)
- d. Podcasts

#### SECTION V: GRAPHICS

### 7. METHODOLOGY AND TEACHING TECHNIQUES

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The course is divided into four sections. These four sections, in turn, are divided into two parts: one theoretical and one practical.

- In the theoretical part, the basic concepts to carry out the practical part will be explained. Documents (audiovisuals, texts...) will be analyzed, and student participation in the debates will be prioritized.
- In the practical part, work groups will be formed that will be conceived as journalists in a press workshop (printed and digital), and as a communication office of a company to carry out its social networks.

At the beginning of the course, the groups will be formed, they will remain throughout the course to carry out all the work.

Participation and class attendance will be evaluated individually, and the works presented will be evaluated in groups.

### 8. ASSESSMENT CRITERIA

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1. Group work will have from 0 up to 90% of the total grade. The group work will consist of a journalist multimedia project (design and creation of it): website, magazine, video blog... This will be formulated at the beginning of the course. Alongside the construction of the blog, there will be an exposition of it at the end of the course.
2. Participation or/and attendance in tutorships. Activity value: 0 up to 10%.

\*The second and third citations will be assessed by doing the same work individually.

### 9. REFERENCES

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#### Specific

Heller, S., & Ilic, M. (2012). *Stop, think, go, do: How typography and graphic design influence behavior*. Quarto Publishing Group USA.

Reimold, D. (2013). *Journalism of ideas: Brainstorming, developing, and selling stories in the digital age*. Taylor & Francis Group.

### General

Amare, N., & Manning, A. (2013). *A unified theory of information design: Visuals, text, and ethics*. Taylor & Francis Group.

Barnard, M. (2005). *Graphic design as communication*. Taylor & Francis Group.

Berry, D. and Dieter, M. (2015). *Postdigital aesthetics: art, computation and design*. Palgrave Macmillan.

Boczkowski, P. J. (2004). *Digitizing the news: Innovation in online newspapers*. MIT Press.

Evans, P., Sherin, A., & Lee, I. (2013). *The graphic design reference and specification book: Everything graphic designers need to know every day*. Quarto Publishing Group USA.

Lister, M., Dovey, J., Giddings, S., Grant, I. y Kelly, K. (2009). *New Media. A Critical Introduction*. Routledge.

### Others (web addresses, etc)

Staunton, T. (2016, February 16<sup>th</sup>). Marshall McLuhan, "The Medium Is The Message" – Theories Every Careers Adviser Should Know. *Runninginaforest.wordpress*. Available at:  
<https://runninginaforest.wordpress.com/2016/02/12/marshall-mcluhan-the-medium-is-the-message-theories-every-careers-adviser-should-know/>

What is Multimedia Journalism? | Elmhurst University Blog. (2019). Available at:  
<https://www.elmhurst.edu/blog/multimedia-journalism/>