

Week	Date	Discussion	In-class assignment	Readings for next week	Due next week
1	Jan. 28	<ul style="list-style-type: none"> -Student/instructor introductions. -Overview of class syllabus and expectations. -Brief history of the Internet and news in the digital age. -Where do you get your news? -What makes a good news website? -Intro to semester-long blog project 	Find your favorite news/information website. Why do you think it's reputable, how does it present the news and what makes it appealing?	<ul style="list-style-type: none"> -Foust Ch. 1 -Foust Ch. 12 -Intro to Tow Center "Post-Industrial Journalism" (http://bit.ly/U9Jlp3) 	<ul style="list-style-type: none"> -Class blog discussion -RSS reader set up -Resume for review -Pick a site to review
2	Feb. 4	<ul style="list-style-type: none"> -Legal and ethical issues online -Using social media to report, disseminate and verify news -Creative Commons -Aggregation strategies and examples -What makes for a reputable, trustable news site? -Introduction to multimedia semester project 	Compare and contrast three sites and rank them from least-to-most reliable.	<ul style="list-style-type: none"> -Foust Ch. 2 -Foust Ch. 8 -SEO best practices in 2013 (http://bit.ly/U1lfDu) -SEO headline tips (http://on.mash.to/ldigwH) 	<ul style="list-style-type: none"> -Class blog discussion -Establish Twitter/Facebook accounts (if not already done) -Decide if you want to have a free blog or purchase a domain name.
3	Feb. 11	<ul style="list-style-type: none"> -Writing for the web -SEO best practices -Set up class blog project (either free or through domain name) 	<ul style="list-style-type: none"> -Press release writing for the web, write an SEO headline, home page headline -Set up and establish personal website/blog. 	-Foust Ch. 6	<ul style="list-style-type: none"> -Class blog discussion -Analysis blog #1 -Complete HTML beginner tutorial (http://bit.ly/6FcrO) -Resume on Wordpress site
4	Feb. 18	-Overview of content management.	Build a rudimentary, beginner HTML page including all basic	<ul style="list-style-type: none"> -Foust Ch. 4 -Foust Ch. 7 (151-170) 	<ul style="list-style-type: none"> -Class blog discussion -Email multimedia project

		-Pros and cons of different content management systems. -Introduction to HTML and basic web page coding	tags.		story pitch -Clips on Wordpress site
5	Feb. 25	-Web design and how users navigate online -Free tools to implement in multimedia journalism projects	Generate a project using a free web tool and embed it on your personal website, then present to the class.	-Foust Ch. 7 (170-174)	-Class blog discussion -Analysis blog #2 -Complete CSS tutorial (http://bit.ly/6jjq6q)
6	March 4	-Introduction to CSS and Javascript -Packaging everything together into solid web design and content -Introduction to multimedia project templates -Midterm review	-Select a multimedia template for your project		-Class blog discussion
7	March 11	-Midterm exam -Work on multimedia projects or class blog project -One-on-one review of projects so far	-One-on-one review of projects	-Foust Ch. 11 -Basics of Photoshop (http://bit.ly/dYpc0x)	-Class blog discussion -Analysis blog #3 due by midnight, March 17
8	March 18	Spring Break	No Class	Spring Break	No Class
9	March 25	-Introduction to multimedia basics -Photo editing -Shooting/editing video -Audio recording/editing -Photo composition -Sources for photos from the Internet -Creative Commons content	-Find a Creative Commons photo on the Internet, resize it, edit it and post it to your website	-Foust Ch. 5 -"This photograph is not free" (http://bit.ly/A9tulh) -Twitter tips from Steve Buttry (http://bit.ly/pWSbpY) -Journalist's guide to Facebook (http://on.mash.to/UZQ2tH)	-Class blog discussion
10	April 1	Roundtable discussion	TBA	-Foust Ch. 10	-Class blog discussion -Analysis blog #4

11	April 8	-Social networking/personal branding	TBA	TBA	-Class blog discussion -Multimedia text story due
12	April 15	-Mobile web design -Mobile reporting tools -Show and tell of blog projects so far	TBA	TBA	-Class blog discussion -Analysis blog #5
13	April 22	Digital media business models, monetization and analytics	TBA	-Foust Ch. 3	-Class blog discussion -Analysis blog #6
14	April 29	-Crowdsourcing -Citizen journalism and citizen ethics -Hyperlocal news models -Hyperlocal viability	-Create a model for a hyperlocal news site, providing examples for newsgathering, social, community engagement and monetization	TBA	-Class blog discussion -Multimedia project -Beta build of multimedia project
15	May 6	-Final work on blog projects and multimedia presentations	TBA	TBA	-Class blog discussion -Analysis blog #7 -Final multimedia project
Final	May 13	-Final projects due -Show and tell in class			