

More detailed instructions on some assignments will be supplied as the course progresses. Assignments are due at the start of each class or at a time specified by the instructor. Please follow Associated Press style for print on all assignments in this class.

Feb. 18 (5 percent): Resume page published on personal site

The HTML file should include text, subheads, an email address link, at least one external hyperlink, and at least one bulleted list.

Content matters; each factual mistake will result in one letter-grade deduction, as will each broken link. Assignments lose a full letter grade for each day that they're late.

I will copy edit your resume before you post it to your Wordpress site. [Tips for resume writing](#) are on our college site.

Feb. 25 (5 percent): Clips page published on personal site

The clips page should link to *published* writing or broadcast samples of your previously completed work -- news clips, press releases, or links or embeds to published audio or video or multimedia stories. In other words, this is your online portfolio.

Please do not link to unpublished work. All links on your pages must work and all text must make sense and be written in AP style for print. Each factual mistake will result in a full letter-grade deduction, as will each broken link. Pages turned in late will lose a full letter grade for each day that they're late.

In general, each clip entry should include a headline that links to your work and a date. Group clips by publication using subheads for each publication. Here's an example from a previous grad student: <http://tinairgang.wordpress.com/published-clips/>.

March 11 (15 percent): Midterm Exam

April 15 (5 percent): Text element of your multimedia story

This is an originally reported story of up to 700 words. It should be written in journalistic style and be worthy of publication. Stories must be original work and must not have been previously published elsewhere. They cannot be stories you're turning in for grades in other classes.

Stories with factual mistakes will be given an automatic F (55 percent). Stories must be accurate, fair and fully reported with multiple sources, and include strong feature leads, nut graphs and transitions. They should include context and background.

Students have the option of turning in the text of a video or audio script, if their main story is better told with video or audio and they have taken a previous class in this (JOUR 203/504).

Assignment should be turned in on paper, double-spaced, with a word count at the top. It will be edited and returned to you for use in your multimedia feature package. Drafts turned in late will lose one letter grade for each day they're late.

May 6: Beta build of multimedia project (ungraded)

May 13 (15 percent): Final version of multimedia project

A completed, comprehensive feature package, created using Dreamweaver and other tools. Please copy the whole folder for this project from your personal drive to the staging drive, with the story pages and images folder inside. To copy your folder to staging, go to Go/Connect to Server, and type
smb://jschool.jschool.umd.edu/j352 to access it.

This must include an originally reported text story of up to 700 words packaged in an HTML template. You may use CSS coding on the page, setting font colors and styles and link colors with the Properties/Page Properties bar at the bottom of the tool, or you may attach a style sheet.

Also, include at least two photos; at least one must have been shot by you; both must have been cropped and sized by you; photo captions; at least one graphic created by you, a headline and at least two related links.

In addition, at least two complementary explanatory or interactive elements are required. These elements could include a photo slideshow a map you've created and embedded, an interactive poll you've created or an interactive quiz you've researched, created and linked to.

It could include a short video clip, which you've shot for this story and uploaded to YouTube or Vimeo. You could either link to the video from your page, or embed the video player from YouTube or Vimeo on your page. It could include an audio clip, captured from your smart phone with an app such as Audioboo and embedded on your page, or uploaded to SoundCloud for embedding.

Please be sure to include a copyright line and a back to top link at the bottom of your story. Your story URL will follow this naming convention:

<http://www.jclass.umd.edu/652352/2012fall/folder-name/file-name.html>.

I can also give you constructive feedback before the deadline on your beta versions. Here are examples of previous students' multimedia story packages from 352/652 and from the multimedia news bureau: [Drag Brunch Draws a Growing Crowd at D.C. Sports Bar](#)," [Hill Center Brings New Life to Old Naval Hospital](#)", [From sheep to shawl: the return of heritage arts](#)," [D.C. Food Deserts](#)," [First Look: Google Wave](#);" [Finding the Right Language: What Should Journalists Call Immigrants in the U.S.](#)

[Without Papers?"; "BuzzWorthy: Md. Academic Quiz Team Finishes in Top 10 Academically"; "Edmonston Urban Farm Gives Immigrants Training, a Chance for a Decent Wage"; "Restaurant Inspires Decades of Loyalty Through Good Food, Community Involvement"; "Loyalty Developed Over Decades Helps Diner Through Tough Times."](#)

The home page URL for your project will be uploaded to the college's assessment site, where it's kept for college accreditation purposes, after I've pushed the package live on the college server.

In-class and class blog participation (10 percent)

You must do the assigned readings and participate in discussions - verbally and on this class blog - to do well on the participation grade.

Besides regularly commenting on others' posts, you will also be responsible for suggesting and starting one discussion thread on the class blog on a pertinent new media topic. You'll also be expected to contribute to discussion around prompts posted to the blog by the instructor.

All posts to the class blog must be completed by the start of the last class.

Written in-class assignments (15 percent)

Class attendance is mandatory. Generally, we'll have six to eight in-class graded assignments during the semester. They will not always be scheduled.

Missed written class assignments cannot be made up. Your lowest in-class written grade will be dropped to accommodate an illness or an emergency that arises during the semester. Please email me before class, though, to let me know of your circumstance.

News web site analysis blogs (30 percent)

These blog posts will cumulatively represent an analysis of a news dsite, selected from a list of sites I will circulate in class early in the semester. The posts will be written throughout the semester and published on the Wordpress blog you're creating for this class.

Throughout the semester, you should be posting coherent, well-written thoughts on your blog. Each posting should be 200 to 500 words and you should have a minimum of 7 posts written during the semester.

All of your analysis should be based on your observations of the site throughout the semester and on background research you've conducted on the site. Posts that are subjective should be supported with facts; links and visual screen grabs should be used to illustrate and underscore your points.

Factual mistakes - including misspelled proper names and faulty URLs - will result in full letter-grade deductions on that post. Information quoted from other sources - people and paper - should be fully attributed in your text.

All work should be your own; plagiarism will not be tolerated. Individual blog posts turned in after deadline lose a full letter grade for each day that they are late.

For examples of previous blogging, see [Ana Sebesen's posts in fall 2011 on the BBC](#).

The following topics should be addressed throughout the semester. Deadlines for each post are included.

1. **Feb. 18:** Introduce us to this site, including its history, audience, ownership, mission and staff. Has it radically changed direction in content, staffing or business plans in recent years? Please consult previously written stories for background and cite "about us" or media kit pages and interviews, and link and attribute information appropriately.
2. **March 4:** What big stories has the site covered particularly well, in multimedia? Often these continuing stories are packaged as special reports. Give specific examples and links.
3. **March 17:** How well does the site leverage social media tools, such as Facebook and Twitter, to help tell stories and interact with readers? Give specific examples and links.
4. **April 8:** How well are stories written and presented on the site to make use of the medium? Give specific examples and links.
5. **April 22:** How well does the site use photos and graphics, broadcast features (including audio and video and podcasts) and interactive elements (such as chats, blogs, polls, map mashups and info graphics, quizzes and searchable databases)? Give specific examples and links.
6. **April 29:** How well does the website use navigation to flag key sections and stories? And are the home page, section fronts and story templates laid out with eye-tracking studies in mind? Give specific examples.
7. **May 13:** In your final post, explain what changes editors and publishers might consider to better position themselves for the future, both financially and editorially.

Grading considerations / deductions

Each assignment will be graded for accuracy, meeting of deadlines, substance, presentation/navigation/links, quality of writing, usability and style.

Associated Press print stylebook rules and rules of grammar should be followed on every assignment. Factual errors have serious consequences, as noted on each assignment.

Letter-grade deductions will be taken for broken links, including for photos, and for navigation that doesn't work. All written and Web assignments are due at the start of class, unless specifically instructed otherwise.

A full letter grade will be deducted for each day an assignment is late.