

Washtenaw Community College Comprehensive Report

JRN 220 Introduction to Digital Journalism Effective Term: Spring/Summer 2025

Course Cover

College: Humanities, Social and Behavioral Sciences

Division: Humanities, Social and Behavioral Sciences

Department: English & College Readiness

Discipline: Journalism

Course Number: 220

Org Number: 11300

Full Course Title: Introduction to Digital Journalism

Transcript Title: Intro to Digital Journalism

Is Consultation with other department(s) required: No

Publish in the Following: College Catalog , Time Schedule , Web Page

Reason for Submission: Three Year Review / Assessment Report

Change Information:

Outcomes/Assessment

Objectives/Evaluation

Rationale: updates per assessment conducted fall 2023 based on data from winter 2023

Proposed Start Semester: Winter 2024

Course Description: In this course, students explore ways to report news and information digitally. Students use social media, digital images, and digital video along with text to report stories they gather and post on web-based blogging platforms while observing the ethical and legal conventions of professional journalism.

Course Credit Hours

Variable hours: No

Credits: 3

Lecture Hours: Instructor: 45 **Student:** 45

Lab: Instructor: 0 **Student:** 0

Clinical: Instructor: 0 **Student:** 0

Total Contact Hours: Instructor: 45 **Student:** 45

Repeatable for Credit: NO

Grading Methods: Letter Grades

Audit

Are lectures, labs, or clinicals offered as separate sections?: NO (same sections)

College-Level Reading and Writing

College-level Reading & Writing

College-Level Math

No Level Required

Requisites

Prerequisite

JRN 111 minimum grade "C"

General Education

Request Course Transfer

Proposed For:

Eastern Michigan University
 Ferris State University
 Grand Valley State University
 Michigan State University
 Oakland University
 University of Detroit - Mercy
 University of Michigan
 Wayne State University
 Western Michigan University
 Central Michigan University

Student Learning Outcomes

1. Format and maintain web pages with information and news-related content that incorporates web-appropriate text, digital video, and interactive components. (In this context, web pages refers to a pre-existing site or shell designed to hold such content, such as a blog hosting platform.)

Assessment 1

Assessment Tool: Final web pages project
 Assessment Date: Fall 2026
 Assessment Cycle: Every Three Years
 Course section(s)/other population: All students
 Number students to be assessed: All students
 How the assessment will be scored: Departmentally-developed rubric.
 Standard of success to be used for this assessment: 70% of students will score two or three on project outcome aspect(s) being assessed.
 Who will score and analyze the data: Faculty and/or staff with journalism training or experience.

2. Write referrals suitable for social media that are intended to disseminate news and information and drive traffic to web pages.

Assessment 1

Assessment Tool: Final web pages project
 Assessment Date: Fall 2026
 Assessment Cycle: Every Three Years
 Course section(s)/other population: All students
 Number students to be assessed: All students
 How the assessment will be scored: Departmentally-developed rubric
 Standard of success to be used for this assessment: 70% of students will score two or three on project outcome aspect(s) being assessed.
 Who will score and analyze the data: Faculty and/or staff with journalism experience will score the projects.

3. Observe legal and ethical conventions of professional journalism while maintaining news web pages.

Assessment 1

Assessment Tool: Final web pages project
 Assessment Date: Fall 2026
 Assessment Cycle: Every Three Years
 Course section(s)/other population: All students
 Number students to be assessed: All students
 How the assessment will be scored: Departmentally-developed rubric

Standard of success to be used for this assessment: 70% of students will score two or three on the project outcome aspect(s) being assessed
 Who will score and analyze the data: Faculty and/or staff with journalism experience will score the projects.

Course Objectives

1. List and define types of information delivery presently used in news industry.
2. Evaluate effectiveness of news and information delivery in various digital forms (e.g. text, video, slideshows, photo galleries, social media, mobile phone delivery).
3. Use the best media format for delivering different types of news and information.
4. Use basic HTML coding or web-based tools to format web pages capable of supporting multimedia features for news and information delivery, including text, digital video, slideshows, and user interaction.
5. Gather news video using digital camera or phone with video recording capacity.
6. Perform basic editing functions for web quality video.
7. Write and perform voiceovers for video.
8. Gather newsworthy images using a digital camera.
9. Use Photoshop or other software to size and tone digital images.
10. Identify the most effective means of spreading news and information over social media.
11. Practice the use of referrals suitable for social media to disseminate news and information within the Washtenaw Community College learning management system.
12. Format a news web site that violates no legal principles pertinent to journalism in multimedia environment (i.e. copyright, libel, privacy).

New Resources for Course

Classroom with computers is required if this course is taught face-to-face.

Course Textbooks/Resources

Textbooks

Van Tassel, J., Mary Murphy, Joseph Schmitz. *The New News*, 1 ed. New York: Routledge, 2020, ISBN: 9780240824185.

Manuals

Periodicals

Software

Equipment/Facilities

Computer workstations/lab

Other: Computer lab required if this course is taught face-to-face.

<u>Reviewer</u>	<u>Action</u>	<u>Date</u>
Faculty Preparer: <i>David Waskin</i>	<i>Faculty Preparer</i>	<i>Nov 15, 2023</i>
Department Chair/Area Director: <i>Carrie Krantz</i>	<i>Recommend Approval</i>	<i>Nov 17, 2023</i>
Dean: <i>Anne Nichols</i>	<i>Recommend Approval</i>	<i>Nov 29, 2023</i>
Curriculum Committee Chair: <i>Randy Van Wagnen</i>	<i>Recommend Approval</i>	<i>Apr 08, 2025</i>
Assessment Committee Chair: <i>Jessica Hale</i>	<i>Recommend Approval</i>	<i>Apr 17, 2025</i>
Vice President for Instruction: <i>Brandon Tucker</i>	<i>Approve</i>	<i>Apr 23, 2025</i>

Washtenaw Community College Comprehensive Report

JRN 220 Introduction to Digital Journalism Effective Term: Fall 2020

Course Cover

Division: Humanities, Social and Behavioral Sciences

Department: English & College Readiness

Discipline: Journalism

Course Number: 220

Org Number: 11300

Full Course Title: Introduction to Digital Journalism

Transcript Title: Intro to Digital Journalism

Is Consultation with other department(s) required: No

Publish in the Following: College Catalog , Time Schedule , Web Page

Reason for Submission: Three Year Review / Assessment Report

Change Information:

Objectives/Evaluation

Other:

Rationale: Change in recommended textbook, update in wording to some objectives.

Proposed Start Semester: Winter 2020

Course Description: In this course, students explore ways to report news and information digitally. Students use social media, digital images, and digital video along with text to report stories they gather and post on web-based blogging platforms while observing the ethical and legal conventions of professional journalism.

Course Credit Hours

Variable hours: No

Credits: 3

Lecture Hours: Instructor: 45 **Student:** 45

Lab: Instructor: 0 **Student:** 0

Clinical: Instructor: 0 **Student:** 0

Total Contact Hours: Instructor: 45 **Student:** 45

Repeatable for Credit: NO

Grading Methods: Letter Grades

Audit

Are lectures, labs, or clinicals offered as separate sections?: NO (same sections)

College-Level Reading and Writing

College-level Reading & Writing

College-Level Math

No Level Required

Requisites

Prerequisite

JRN 111 minimum grade "C"

General Education

Request Course Transfer

Proposed For:

Central Michigan University
 Eastern Michigan University
 Ferris State University
 Grand Valley State University
 Michigan State University
 Oakland University
 University of Detroit - Mercy
 University of Michigan
 Wayne State University
 Western Michigan University

Student Learning Outcomes

1. Format and maintain web pages with information and news-related content that incorporates web-appropriate text, digital video, and interactive components. (In this context, web pages refers to a pre-existing site or shell designed to hold such content, such as a blog hosting platform.)

Assessment 1

Assessment Tool: Final web pages project

Assessment Date: Winter 2021

Assessment Cycle: Every Three Years

Course section(s)/other population: All students

Number students to be assessed: All students

How the assessment will be scored: Departmentally-developed rubric

Standard of success to be used for this assessment: 80% of students will score 2 out of 3 on project outcome aspect(s) being assessed.

Who will score and analyze the data: Faculty and/or staff with journalism training or experience

2. Disseminate news and information, and drive traffic to web pages using social media.

Assessment 1

Assessment Tool: Final web pages project

Assessment Date: Winter 2021

Assessment Cycle: Every Three Years

Course section(s)/other population: All students

Number students to be assessed: All students

How the assessment will be scored: Departmentally-developed rubric

Standard of success to be used for this assessment: 80% of students will score 2 out of 3 on project outcome aspect(s) being assessed.

Who will score and analyze the data: Faculty and/or staff with journalism experience will score the projects.

3. Observe legal and ethical conventions of professional journalism while maintaining news web pages.

Assessment 1

Assessment Tool: Final web pages project

Assessment Date: Winter 2021

Assessment Cycle: Every Three Years

Course section(s)/other population: All students

Number students to be assessed: All students

How the assessment will be scored: Departmentally-developed rubric

Standard of success to be used for this assessment: 80% of students will score 2 out of 3 on the project outcome aspect(s) being assessed

Who will score and analyze the data: Faculty and/or staff with journalism experience will score the projects.

Course Objectives

1. List and define types of information delivery presently used in news industry.
2. Evaluate effectiveness of news and information delivery in various digital forms (e.g. text, video, slideshows, photo galleries, social media, mobile phone delivery).
3. Use the best media format for delivering different types of news and information.
4. Use basic HTML coding and web-based tools to format web pages capable of supporting multimedia features for news and information delivery, including text, digital video, slideshows, and user interaction.
5. Gather news video using digital camera or phone with video recording capacity.
6. Perform basic editing functions for web quality video.
7. Write and perform voiceovers for video.
8. Gather newsworthy images using a digital camera.
9. Use Photoshop or other software to size and tone digital images.
10. Identify the most effective means of spreading news and information over social media.
11. Identify an online community and use social media to disseminate news and information to that group and build traffic to news web pages (can be a simulated community).
12. Format a news web site that violates no legal principles pertinent to journalism in multimedia environment (i.e. copyright, libel, privacy).

New Resources for Course

Classroom with Mac computers is required.

Course Textbooks/Resources

Textbooks

Briggs, Mark. *Journalism Next*, 3 ed. CQ Press, 2016, ISBN: 9781483356853.

Foust, J., C.. *Online Journalism: Principles and Practices of news for the Web*, Second ed. Holcomb Hathaway, 2009, ISBN: 978-1-890871-.

Manuals

Periodicals

Software

Equipment/Facilities

Computer workstations/lab

Other: Mac lab required.

<u>Reviewer</u>	<u>Action</u>	<u>Date</u>
Faculty Preparer: <i>David Waskin</i>	<i>Faculty Preparer</i>	<i>Sep 02, 2019</i>
Department Chair/Area Director: <i>Carrie Krantz</i>	<i>Recommend Approval</i>	<i>Sep 04, 2019</i>
Dean: <i>Scott Britten</i>	<i>Recommend Approval</i>	<i>Sep 24, 2019</i>
Curriculum Committee Chair: <i>Lisa Veasey</i>	<i>Recommend Approval</i>	<i>Feb 10, 2020</i>
Assessment Committee Chair: <i>Shawn Deron</i>	<i>Recommend Approval</i>	<i>Feb 11, 2020</i>
Vice President for Instruction: <i>Kimberly Hurns</i>	<i>Approve</i>	<i>Feb 14, 2020</i>

Washtenaw Community College Comprehensive Report

JRN 220 Introduction to Digital Journalism Effective Term: Winter 2015

Course Cover

Division: Humanities, Social and Behavioral Sciences

Department: English/Writing

Discipline: Journalism

Course Number: 220

Org Number: 11300

Full Course Title: Introduction to Digital Journalism

Transcript Title: Intro to Digital Journalism

Is Consultation with other department(s) required: No

Publish in the Following: College Catalog , Time Schedule , Web Page

Reason for Submission: Course Change

Change Information:

Consultation with all departments affected by this course is required.

Outcomes/Assessment

Objectives/Evaluation

Rationale: Course changes as result of assessment

Proposed Start Semester: Winter 2015

Course Description: In this course, students explore ways to report news and information digitally. Students use social media, digital images, and digital video along with text to report stories they gather and post on web-based blogging platforms while observing the ethical and legal conventions of professional journalism. The title of this course was previously Journalism for the Web.

Course Credit Hours

Variable hours: No

Credits: 3

Lecture Hours: Instructor: 45 Student: 45

Lab: Instructor: 0 Student: 0

Clinical: Instructor: 0 Student: 0

Total Contact Hours: Instructor: 45 Student: 45

Repeatable for Credit: NO

Grading Methods: Letter Grades

Audit

Are lectures, labs, or clinicals offered as separate sections?: NO (same sections)

College-Level Reading and Writing

College-level Reading & Writing

College-Level Math

No Level Required

Requisites

Prerequisite

JRN 111 minimum grade "C"

General Education

Request Course Transfer

Proposed For:

Central Michigan University
Eastern Michigan University
Ferris State University
Grand Valley State University
Michigan State University
Oakland University
University of Detroit - Mercy
University of Michigan
Wayne State University
Western Michigan University

Student Learning Outcomes

1. Format and maintain web pages with information and news-related content that incorporates web-appropriate text, digital video, and interactive components. (In this context, web pages refers to a pre-existing site or shell designed to hold such content, such as a blog hosting platform.)

Assessment 1

Assessment Tool: Final web pages project measured by JRN 220 assessment rubric

Assessment Date: Spring/Summer 2017

Assessment Cycle: Every Three Years

Course section(s)/other population: All students enrolled in JRN 220

Number students to be assessed: All students enrolled in JRN 220 (about 20)

How the assessment will be scored: Departmentally-developed rubric

Standard of success to be used for this assessment: 80% of students will score 2 out of 2 on the project/outcome aspect(s) being assessed.

Who will score and analyze the data: Faculty and/or staff with journalism training or experience

2. Use social media to disseminate news and information and drive traffic to web pages.

Assessment 1

Assessment Tool: Final web pages project measured by JRN 220 assessment rubric

Assessment Date: Spring/Summer 2017

Assessment Cycle: Every Three Years

Course section(s)/other population: All students enrolled in JRN 220 at time of assessment

Number students to be assessed: All students enrolled in JRN 220 at time of assessment

How the assessment will be scored: Departmentally-developed rubric

Standard of success to be used for this assessment: 80% of students will score 2 out of 2 on project outcome aspect(s) being assessed.

Who will score and analyze the data: Faculty and/or staff with journalism experience will score the projects.

3. Observe legal and ethical conventions of professional journalism while maintaining news web pages.

Assessment 1

Assessment Tool: Final web pages project measured by JRN 220 assessment rubric

Assessment Date: Winter 2014

Assessment Cycle: Every Three Years

Course section(s)/other population: All students enrolled in JRN 220 at time of assessment

Number students to be assessed: All students enrolled in JRN 220 at time of assessment

How the assessment will be scored: Departmentally-developed rubric
Standard of success to be used for this assessment: 80% of students will score 2 out of 2 on the project outcome aspect(s) being assessed
Who will score and analyze the data: Faculty and/or staff with journalism experience will score the projects.

Course Objectives

1. List and define types of information delivery presently used in news industry.
Matched Outcomes
2. Evaluate effectiveness of news and information delivery in various digital forms (e.g. text, video, slideshows, photo galleries, social media, mobile phone delivery).
Matched Outcomes
3. Use the best media format for delivering different types of news and information.
Matched Outcomes
4. Use basic HTML coding and web-based tools to format web pages capable of supporting multimedia features for news and information delivery, including text, digital video, slideshows, and user interaction.
Matched Outcomes
5. Gather news video using digital camera.
Matched Outcomes
6. Perform basic editing functions for web quality video.
Matched Outcomes
7. Write and perform voiceovers for video.
Matched Outcomes
8. Gather newsworthy images using a digital camera.
Matched Outcomes
9. Use Photoshop to size and tone digital images.
Matched Outcomes
10. Identify the most effective means of spreading news and information over social media.
Matched Outcomes
11. Identify an online community and use social media to disseminate news and information to that group and build traffic to news web pages (can be a simulated community).
Matched Outcomes
12. Format a news web site that violates no legal principles pertinent to journalism in multimedia environment (i.e. copyright, libel, privacy).
Matched Outcomes

New Resources for Course

Classroom with Mac computers is required.

Course Textbooks/Resources

Textbooks

Foust, J., C.. *Online Journalism: Principles and Practices of news for the Web*, Second ed. Holcomb Hathaway, 2009, ISBN: 978-1-890871-.

Manuals

Periodicals

Software

Equipment/Facilities

Computer workstations/lab

Other: Mac lab required.

Reviewer

Faculty Preparer:

David Waskin

Department Chair/Area Director:

Carrie Krantz

Action

Faculty Preparer

Recommend Approval

Date

Jun 17, 2014

Jul 17, 2014

Dean:

Dena Blair

Recommend Approval

Jul 28, 2014

Vice President for Instruction:

Bill Abernethy

Approve

Sep 16, 2014