



Digital Essentials for Journalists

Summer 2010

Carlos Roig

May 26 – Aug. 11 | Wednesdays, 6:45 – 9:00 p.m.

Clarendon campus

3101 N. Wilson Blvd.; Arlington | next to Clarendon Metro (Orange line)

Course description and overview

This course examines the essential digital skills needed in the field of journalism today.

We will study the current media landscape to help students understand how digital skills and sensibilities are integrated with content creation, information dissemination and audience building efforts at news organizations of all sizes.

The course involves a survey of key issues affecting the day-to-day work of modern journalists, as well as an examination of emerging technologies, platforms and ideas.

Case studies, readings, media surveillance and guest lectures will help students learn the core skills needed to broaden their career opportunities; to add to their fundamental reporting and writing background; and to think entrepreneurially about how they can help shape the future of journalism.

The final project will consist of a semester-long, team-created website that implements the full range of skills covered in the course.

Course objectives

Students will:

- learn practical, effective and applicable digital skills
- investigate how individuals build traditional or unique journalism careers
- develop and debate ideas using a collaborative, interactive team approach
- create and distribute original content
- display learning in class discussions, writing assignments and the final project

Course schedule

**Guest speakers to be determined*

May 26

Personal brand development and professional portfolios

June 2

Web journalism, production and packaging

June 9

Blog/community startup and basic code

June 16

Online journalism for newspapers, magazines, TV and beyond

June 23

Photo, video and interactives

June 30

Headline writing and search engine optimization

July 7

Digital marketing and social media

July 14

Graphic design, web design and code

July 21

Innovation and impact

July 28

Mobile platforms

Aug. 4

Final project preparation/refinement

Aug. 11

Final project presentations

Required readings and materials

True to the nature of the course, all readings will be drawn from digital platforms – including, but not limited, to news websites, blogs, mobile applications, social platforms and online communities. Weekly readings will cover issues in news media, technology and business, as well as current digital content creation by news organizations big and small. Readings will be assigned by the instructor, with additional readings from guest speakers depending on their areas of expertise. Students will also be encouraged to share their recommended reading with classmates as part of ongoing assignments and research.

Grading

Graduate course grades include only A, A-, B+, B, B-, C and F.

Final grade breakdowns follow this structure:

A	100-94
A-	93-90
B+	89-86
B	85-83
B-	82-80
C	79-70
F	69-0

Percentage weight for each component of the class:

Class attendance and participation	25%
Weekly research/writing assignments	25%
Final project	50%
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Total	100%

If you are taking this course on a pass/fail basis (for a satisfactory, S, or unsatisfactory, U), you must earn a solid B or higher.

No incompletes will be accepted for this course. Students must complete all work by the final class meeting day, Aug. 11.

Class attendance and participation

Active classroom participation is an essential part of this course. **It is strongly recommended that students attend all class meetings in their entirety.** Students will lose class participation points if they fail to attend class or if they fail to participate in class proceedings. More than one absence will have a significant impact on student grades.

Late work

Deadlines are critical. Late work will be accepted (for credit) only for a documented medical reason.

Contacting us

Best way to reach me is via email. I'll distribute contact information at the first class meeting.

Office hours

Available by appointment.

Syllabus modification

In rare instances, the syllabus might need to be altered, and I retain the right to do so. In those instances, I will give notice of those changes in a timely manner.

Georgetown Honor System

We expect all students within SCS to maintain the highest standards of academic and personal integrity in pursuit of their education at Georgetown. Academic dishonesty in any form is a serious offense, and students found in violation are subject to academic penalties that include, but are not limited to, failure of the course, termination from the program, and revocation of degrees already conferred. As a condition of taking this course, all students are held to the following Honor Code: *In the pursuit of the high ideals and rigorous standards of academic life, I commit myself to respect and uphold the Georgetown University Honor System: To be honest in any academic endeavor, and To conduct myself honorably, as a responsible member of the Georgetown community, as we live and work together.*

Ethics Statement

As signatories to the Georgetown University Honor Pledge, and indeed as good scholars and citizens you are expected to uphold academic honesty in all aspects of this course. You are expected to be familiar with the letter and spirit of the Standards of Conduct outlined in the Georgetown Honor System and on the Honor Council website. As faculty, I too am obligated to uphold the Honor System and report all suspected cases of academic dishonesty. For more information, please visit: <http://gervaseprograms.georgetown.edu/he/index/html>

University Resources

MPS Writing Resource Program (Lauinger Library, 217A; 202-687-4246;

<http://writingcenter.georgetown.edu/>)

Academic Resource Center (Leavey Center, Suite 335; 202-687-8354; arc@georgetown.edu;

<http://ldss.georgetown.edu/>)

Counseling and Psychiatric Services (One Darnall Hall; 202-687-6985;

<http://caps.georgetown.edu/>)

Academic Resource Center

If you believe you have a disability, then you should contact the Academic Resource Center (arc@georgetown.edu, 202-687-8354) for further information. The Center is located in the Leavey Center, Suite 335. The Academic Resource Center is the campus office responsible for reviewing documentation provided by students with disabilities & for determining reasonable accommodations in accordance with the Americans with Disabilities Act & University policies.

Writing Center

The Georgetown University Writing Center is a free writing resource open to all Georgetown students. Graduate and undergraduate students trained in teaching writing are available to assist you at any stage of your writing process. Whether you are just beginning to brainstorm or revising a later stage of your work, our goal is to provide a collaborative center for the discussion of writing. The Writing Center offers assistance in topic development, general organization, guidance on paper revisions, and specific or recurring structural problems with writing. Consultants are not trained to proofread papers for grammar or spelling errors, but rather to help individuals improve their own critical thinking, revision, and editing skills.

<http://writingcenter.georgetown.edu/>