Multimedia Journalism

Academic Year: (2019 / 2020)   **Review date: 10/09/2019 21:19:20**

Department assigned to the subject: Communication and Media Studies Department

Coordinating teacher: FRANCO ALVAREZ, MARIA GUILLERMINA

Type: Electives ECTS Credits : 6.0

Year :   Semester :

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

The basics elements for this subject are linked to the basics concepts about edition text and used advanced in search enginee.

OBJECTIVES

LEARNING SKILLS SPECIFIC:
SPECIFICS COMPETENCES:
Understanding the inherent mechanisms of the multimedia communication and the essential elements that structure the layout. Ability to analyze from a theoretical perspective the following elements: the historical context of newspaper design, the development and scheme of the basics concepts relationship with the journalism design. As well as, alls and each one of the elements that form part of layout. as color, typography, etc.

TRANSVERSE COMPETENCES:
1. Capacity of analysis and synthesis.
2. Knowing the use Internet.
3. Problem solving.
4. Teamwork.
5. Critical reasoning.
6. Verbal and written communication.

DESCRIPTION OF CONTENTS: PROGRAMME

Unit 1. What is multimedia interactivity? The communicative interaction. Access protocols, interoperability and The use of multimedia formats.
Unit 2:. Users and interactive systems active on the Web.
Unit 3. The treatment of images for the Web. Optimization and treatment.
Unit 4. The information architecture in the systems hypertextual navigation systems.
Unit 5. CMS model: Wordpress
Unit 6. Write for the Web: The live text.
Unit 7. Communication and Design.
Unit 8. Usability on the Web.

LEARNING ACTIVITIES AND METHODOLOGY

The theoretical classes are focused in sense double: Magister classes, following on reflection about the topics teaching by the teacher in classes.

The practices will be focused in employ and use of tools about multimedia designing.

At the beginning of the subject the teacher will establish an schedule of peer tutorship who help to

improve and development the knowledge of course content.

ASSESSMENT SYSTEM

% end-of-term-examination/test: 50

% of continuous assessment (assigments, laboratory, practicals…):   50

Students will receive continuous theoretical and practical assessment. To overcome this evaluation students must have passed both theoretical and practical parts. With a value of 50% in each part to be able to apply the average. If any of the parts has not been exceeded with a minimum of 5, the weight can not be applied, so that the result is suspended.

The practical projects will be evaluated and will meet the following criteria:
1. Clarity of presentation of the information.
2. Concision in the texts.
3. Management of software teaching in the subject.

Have a correct use of spanish english.Is Priority have obtained a promediated of 5 to approve the subject and Do not forget that it must also have a correct use in "The mastery of the norms of the Spanish language is an indispensable requirement to overcome the subject (linguistic correction: punctuation, accentuation, grammatical correction and lexical precision)".

Finally, the final exam will have a value of 100% of the overall evaluation and will be of theoretical-practical content. In the event that any of the parts of said exam does not exceed the result of the evaluation of this final exam will be suspended.

BASIC BIBLIOGRAPHY

 - Nielsen Jakob Usabilidad. Priorizando el diseño web., Anaya-Multimedia, 2006

 - Ohm Jens Multimedia Content Analysis, Springer, 2016

 - Bull, Andy   Multimedia Journalism : a Practical Guide .Journalism and media studies., Routledge, 2010

 - FRANCO ÁLVAREZ GUILLERMINA Y GARCÍA MARTUL DAVID MANUAL DE EDICIÓN MULTIMEDIA, COPYRED, 2012

 - Jakob Nielsen. Usabilidad. Priorizando el diseño web., Anaya-Multimedia, 2006

 - KAWAMOTO, Kewin Digital Journalism: Emerging Media and the Changing Horizons of Journalism .. ., Rowman & Littlefield Publishers., (2003).