

Multimedia Journalism & Pulliam School of Journalism

Director: J. Krull

Department Chair: S. McDaniel

Faculty: M. Carter, D. Jagers, J. Krull, S. McDaniel

Major: Multimedia Journalism

Minors: Multimedia Journalism, Visual Communications

The Pulliam School of Journalism prepares students for careers in which news is delivered through multiple media platforms: online, on-air, in print. Through classroom, lab and professional field experiences, students are engaged and immersed in the exhilarating practice of news reporting. The multimedia focus of the major means that students become proficient in reporting, writing, editing and producing accurate, ethical and meaningful stories for print, broadcast and, especially, online/digital news outlets.

Major and Minor Requirements

All courses for the major, minor and endorsements must be completed with a grade of C- or better. A grade of C- or better is required for all pre-requisite courses regardless of academic major.

Multimedia Journalism Major

Core Requirements

MMJ 115 Reporting, Interviewing and Newswriting
MMJ 135 Editing for Print and Online
MMJ 180 Publication Design
MMJ 190 Digital Photography
MMJ 195 Digital Media Production I
MMJ 255 Video for Digital Journalism
MMJ 445 Communication Law in a Digital World

Immersion Experience

This immersive semester-long experience (during which students take only immersion experience courses) will focus on developing students' storytelling skills. Students will work across media platforms and may be published by professional news operations. This experience will be enhanced by detailed instruction in multimedia storytelling techniques and classroom exploration of contemporary political or public policy issues. Students must have completed successfully MMJ 115, MMJ 120, MMJ 135, MMJ 190, MMJ 195, MMJ 255, and INT 119 before registering for the Immersion Experience, or consent of the instructor. Additionally, there is a Political Science prerequisite (POL 110, POL 225, or POL 234). This experience includes the following courses, which are co-requisites and must be taken concurrently:

INT 200 Multimedia Internship (8 hours)
MMJ 210 Advanced Reporting and Database Research to Immersion (4 hours)

Professional Development

MMJ 120 Ethics and Professional Development
MMJ 498 Multimedia Portfolio
MMJ 499 Multimedia Storytelling Senior Project

Activity Credits

All MMJ majors must participate and earn credit for at least THREE multimedia journalism activity experiences such as:

MMJ 001 Student Media
MMJ 002 Statehouse File
MMJ 005 TV News
MMJ 007 Media Manager

Related Field Requirements: Students are required to choose ONE of the following options

Related Field Option – Twelve credit hours from one academic field outside of major. Cross-listed courses with major courses, such as MMJ/PRL/SPR Publication Design, cannot count toward a related field.

Minor Option – A minor in an academic field outside of major. Students must meet the requirements of the department offering the minor.

Double Major Option – A second major at Franklin College. Students must meet all requirements for both majors.

(Sports Communication majors cannot also do either of the following Multimedia Journalism minors)

Multimedia Journalism Minor (except for Public Relations and Sports Communication majors)

Required Courses

MMJ 115 Reporting, Interviewing, and Newswriting
MMJ 120 Ethics and Professional Development
MMJ 135 Editing for Print and Online
MMJ 180 Publication Design
MMJ 190 Digital Photography
MMJ 195 Digital Media Production I
MMJ 445 Communication Law in a Digital World

Multimedia Journalism Minor (for Public Relations majors only)

A minimum of 16 hours in any combination of the following courses*

MMJ 001 Student Media**
MMJ 002 Statehouse File**
MMJ 005 TV News**
MMJ 007 Media Manager**
MMJ 135 Editing for Print and Online
MMJ/SPR 255 Video for Digital Journalism
SPR 200 Game Coverage
SPR 301 Covering Economics and Public Policy in Sports
SPR 303 Sports Information and Public Relations
SPR 304 Sportscasting

*All pre-requisites for courses must be met as listed in the catalog description for each course. Courses required for the public relations major cannot be double-counted as courses for a minor in multimedia journalism. A minimum grade of C- is required in all courses counted toward the minor.

**Only one-time successful activity course completion can be counted toward the multimedia journalism minor for public relations majors, no repeat credit for an individual course.

Public Relations Minor (for Multimedia Journalism majors)

Required Courses

PRL 221 Public Relations Practice Areas
PRL 222 Social Media Strategy and Tactics
PRL 333 Public Relations Writing
PRL 334 Learning Engagement with Public Relations Professionals
BUS 101 Introduction to the Business Mindset
SOC 230 Introduction to Nonprofits

Visual Communications Minor**Required Courses**

ART 140 Graphic Design I
ART/MMJ/PRL/SPR 190 Digital Photography
ART 240 Graphic Design II
ART 290 Digital Fine Art Photography II
MMJ 195 Digital Media Production I
MMJ/SPR 255 Video for Digital Journalism

Multimedia Journalism Course Descriptions

MMJ 001 Student Media		1 activity credit
Fall and Spring		

Students will work on refining their reporting, writing and editing skills by working across media platforms for media that make use of print, audio, video and current industry software.

MMJ 002 Statehouse File		1 activity credit
Fall, Spring, and Summer		Prereq: MMJ 001 (can be satisfied concurrently with permission of advisor)

Students refine their reporting, writing, and editing skills by working across media platforms that make use of print, audio, video and current industry software. Work will appear on the Franklin College Statehouse Bureau website, www.thestatehousefile.com and with the bureau's news partners.

MMJ 005 TV News		1 activity credit
Fall and Spring		

Laboratory course in video production. Students may work on The Statehouse File newscast or other video productions as approved by the course instructor.

MMJ 007 Media Manager		2 activity credits
Fall and Spring		

All student media managers must enroll in MMJ 007 in the semester(s) during which they manage a student media outlet.

MMJ 115 Reporting, Interviewing, and Newswriting		3 credit hours
Fall and Spring		

This course will focus on the processes of news and information gathering making use of different media platforms. Students will learn the techniques of interviewing and will learn to challenge the information they gather. The emphasis will be on developing reporting skills so students can gather accurate information. Same as PRL/SPR 115.

MMJ 120 Ethics and Professional Development		3 credit hours
Fall and Spring		

An introduction to basic aspects of professionalism required of multimedia journalists and public relations professionals. Course emphases are on professional ethics codes of journalism and public relations with an examination of case studies; basic concepts and terminology of journalism; business etiquette; multimedia and public relations career options; basics of Associated Press style; resume and cover letter preparation; and internship preparation. Same as PRL/SPR 120.

MMJ 135 Editing for Print and Online		3 credit hours
Fall and Spring		

This course introduces students to copyediting, self-editing and fact-checking skills needed to publish stories for the Web, broadcast and print. Same as SPR 135.

MMJ 180 Publication Design		3 credit hours
Fall and Spring		

This course will focus on fundamentals of typography including theory and practice in visual communication. By exploring typography, photography, layout, grids, and the principles of contrast, repetition, alignment, proximity, and hierarchy, students will create ethical, compelling, and effective two-dimensional designs. Through lectures, projects, and classroom critiques, the focus is on designing publications, information graphics and interactivity. Proficiency in Adobe InDesign and Illustrator required or willingness to learn through online tutorials. Same as PRL/SPR 180.

MMJ 190 Digital Photography		3 credit hours
Fall and Spring	Creative Arts exploratory	

This course offers a broad exploration of digital photography and its applications both as a fine art and for storytelling purposes. The curriculum begins with fundamental aspects such as camera controls, composition, and lighting. It progresses to more intricate topics that delve into the dynamic relationship between the photographer and the audience. Students will be required to create content using appropriate gear and prepare it for distribution across multiple platforms as appropriate for the message intended. Fall and spring. *Fee: \$20 nonrefundable*. Same as ART/PRL/SPR 190.

MMJ 195 Digital Media Production I		3 credit hours
Fall and Spring		Prereq: ART/MMJ/PRL/SPR 190

Introduces storytelling across a variety of digital platforms, including basic concepts of audio, video, and multimedia technologies, as well as social media. Emphasis on understanding the processes from reporting to content creation, as well as the aesthetics and production techniques to achieve high quality content for different audiences. Same as PRL/SPR 195.

MMJ 210 Advanced Reporting & Database Research to Immersion		4 credit hours
Fall and Spring		Prereq: INT 119, MMJ 115, MMJ 120, MMJ 135, MMJ 190, MMJ 195, MMJ 255, & either POL 110, POL 225, POL 234 Coreq: INT 200

This course is required as part of the Immersion Experience as students learn to apply the lessons of the classroom to the reporting environment in a professionally-run news bureau located at the Indiana Statehouse. Students will develop their storytelling skills in multi-media formats as they build on their reporting, interviewing and writing skills to explore issues with more depth and range. Central to the course is learning to compile, analyze and use data from a variety of sources in the storytelling process. The students' work will be published or presented across media platforms through www.thestatehousefile.com and its newsgathering partners. Course prerequisites are listed in the Immersion experience prerequisites.

MMJ 255 Video for Digital Journalism		3 credit hours
Spring		Prereq: MMJ/PRL 195 or consent of instructor

Designed to introduce broadcast writing and to enhance opportunities to develop broadcast-style shooting and editing skills. This course adds onto the video skills learned in Video for Digital Journalism I. Students will learn to shoot voice overs, voice overs with sound bites and full packages suitable for broadcast featuring news and sports content. Students will also learn to produce scripts for broadcast delivery, as well as the process of creating newscast/sportscast rundowns. Video studio techniques and procedures will be taught in the PSJ video lab. Distribution of individual stories via social media will be required. Same as SPR 255.

MMJ 300 Topics in Multimedia News		3 credit hours

A topic of current interest in multimedia news will be taught. Topics will vary depending on faculty and student interest. Course will be offered upon the request of a faculty member and with approval of the Vice President of Academic Affairs.

MMJ 380 Practicum		1-2 credit hours
Fall and Spring		

Experience on campus in areas directly related to the media; internships or off-campus on-the-job training. *Open only to sophomores, juniors, and seniors.*

MMJ 445 Communication Law in a Digital World		3 credit hours
Fall and Spring	Civic Learning exploratory	

Students will be introduced to First Amendment law as it relates to professional communicators. Topics will include First Amendment theory, libel law, invasion of privacy law, copyright law, news-gathering rights, public relations law and advertising law. Same as PRL/SPR 445.

MMJ 490 Independent Study		1-2 credit hours
Fall and Spring		Prereq: consent of instructor

Course is designed to encourage student initiative and to provide a degree of flexibility in the departmental program.

MMJ 498 Multimedia Portfolio		No credit
Fall and Spring		

Each student must develop a digital portfolio containing a significant and appropriate body of work that, by the time of graduation, demonstrates to a potential employer that the student is ready to make the transition to the professional workplace. Each portfolio also must demonstrate the student's understanding of linkages among leadership, the liberal arts, and the student's intended career. The specific format and content of the portfolio is determined by the faculty. Students must enroll in MMJ 498 in fall or spring semester of the senior year. Portfolios will receive either a passing or failing grade by the Pulliam School of Journalism faculty. Deficiencies must be corrected before the portfolio is certified as passing. MMJ 498 and 499 should be taken together in the student's final semester.

MMJ 499 Multimedia Storytelling Senior Project		No credit
Fall and Spring		

Students will demonstrate and showcase the skills they have acquired through their careers at the Pulliam School of Journalism by creating an in-depth package of stories about a significant public issue that is told from multiple media platforms. In addition to the multimedia journalism skills that must be demonstrated to successfully complete this graduation requirement, students will be expected to meet all deadlines, be quickly responsive to communications from staff/faculty project supervisors, and adhere to principles of media law and ethics. MMJ 498 and 499 should be taken together in the student's final semester.