

ACADEMIC FREEDOM STATEMENT

Brooks Institute is committed to protecting and encouraging the principles of academic freedom. Academic freedom provides the foundation for scholarship, teaching and learning, and reflects the Institutes fundamental mission to promote collaboration, critical thinking, and creativity. Essential elements for the intellectual vitality of a college include: the ability to exchange ideas and concepts freely, to explore and disseminate new knowledge, and to speak openly as a professional and as a private citizen. All are encouraged to promote a learning environment that provides opportunities for the free exchange of ideas between faculty, staff and students.

Programmatic Student Learning Outcomes/Mission

The mission of the **Visual Journalism** Program is to offer a contemporary, professional curriculum grounded in truthful, ethical, and creative storytelling that embraces the highest level of craftsmanship, advancing the field of journalism.

Program Description

The 120 semester credit Bachelor of Science in Visual Journalism program emphasizes the practice of ethical, journalistic storytelling, and incorporates a broad based experiential educational approach. The program consists of 69 semester credits that cover six primary areas of technical and creative focus under the umbrella of journalistic storytelling, including the opportunity to take 12 credits in electives. Primary areas include photojournalism, documentary film production, audio documentary, journalistic writing, multimedia journalism, website design and strategies for developing a web presence. Students also take 6 semester credits in business courses and 45 semester credits in Liberal Arts designed to both support their professional goals as journalists and broaden their understanding and experience of other subject areas.

Upon the completion of the Visual Journalism Program students should be able to:

- Create compelling, visually-driven nonfiction stories, using the latest tools of digital media. (Visual Literacy, Adept, Global)
 - Collaborate effectively as members of a creative team. (Collaboration)
 - Apply professional ethical standards for nonfiction storytelling and digital journalism. (Ethics)
 - Employ business practices and strategies to advance career aspirations. (Adept, Global, Problem Solver)
 - Apply techniques of critical thinking while creating and evaluating works of visual journalism or documentary. (Visual Literacy, Problem Solver)
 - Communicate effectively in the field of mass media, in both written and oral forms. (Communication)
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Course Title **Social Journalism**

Course Code **VJN426**

Credit Hours 3 Semester

Contact Hours 4 Hours

Prerequisites VJN280

Course Type Lecture/Lab

Course Syllabus

Instructor TBD
Email TBD
Telephone TBD
Term Start/End Date TBD

Course Description Students have the opportunity to develop an approach to visual journalism as social documentary. Students will analyze written texts and visual works from contemporary practitioners of social documentary projects. Students will work on multimedia documentary projects that tell stories of social relevance in the community.

Learning Objectives Upon completion of this course the student should be able to:

- Demonstrate the ability to produce high quality publishable multimedia social journalism stories and projects, in the U.S.
- Demonstrate the ability to research projects and stories and arrange for in-depth coverage with individuals and social service agencies.
- Demonstrate the ability to create effective supporting documents for an in-depth multimedia documentary.

Required Textbook(s) *Doing Documentary Work* by Robert Coles ISBN-10: 0195124952 | ISBN-13: 978-0195124958 | Publication Date: November 19, 1998

Course Outline

Week 1: Course Intro / What does “Social” mean, anyway? Defining Social Documentary Work

Week 2: Volunteerism and Social Documentary Work

Week 3: New Methods in Social Documentary Work.

Week 4: Where Social Media and Social Documentary Work meet.

Week 5: Crowd Funding and Social Documentary Work

Week 6: Grant Writing and Social Documentary Work

Week 7: Midterm Review of Final Multimedia Social Documentary Project

Week 8: Visual Meaning in Social Documentary Work

Week 9: The Realities of Creating Social Documentary Work.

Week 10: Traditional and Web Publishing and Social Documentary Work

Week 11: The Legacy we inherit: Historical Social Documentary Projects

Week 12: Multimedia Ethics in Social Documentary Work

Week 13: Exploitation of the subject in Social Documentary Work

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Week 14: Truth and Social Documentary Work

Week 15: Assessment of Final Multimedia Social Documentary Project

GENERAL ASSESSMENT CRITERIA AND METHODS OF EVALUATING STUDENTS

Letter grades (A, A-, B+, B, etc.)

The student's overall grade for this class is derived from a combination of online instructional activity, class participation, assignments, quizzes and exams, projects, and final project/final exam. A student's grade will be adversely affected by being tardy to class and by any unexcused absence. Only the instructor can authorize exceptions to class policies, deadlines or grades. Students must confirm (in writing) any exceptions to class policies or deadlines with the instructor. Class work is weighted as follows:

Grade Weighting		Grading Scales		
Course Area	%	Percent	Letter	Numeric
Course Area	%	93–100	A	4.00
Week 1 Assignments	5%	90–92	A-	3.70
Grant Writing Project	10%	87–89	B+	3.30
Social Media Project	10%	83–86	B	3.00
Midterm Project Review	20%	80–82	B-	2.70
Final Project Review	60%	77–79	C+	2.30
		73–76	C	2.00
		70–72	C-	1.70
		67–69	D+	1.30
		60–66	D	1.00
Total	100%	0–59	F	0.00

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DEFINITIONS OF CRITERIA USED IN GRADING

Outstanding = A	Outstanding work, showing insight and demonstrating excellence in skill and craft. Work goes well beyond what is required
Superior = A-, B+	Superior work, shows clear understanding and thorough demonstration of skill and craft

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Good = B, B-	Competent work, clear understanding, often showing creativity and good use of skills
Satisfactory = C+, C, C-	Adequate understanding, inconsistent demonstration of skills, some elements missing or problems with priorities
Unsatisfactory = D, F	Lacks understanding, inadequate amount of time and effort demonstrated, many missing elements, inconsistent participation, skill and craftsmanship not demonstrated

ATTENDANCE POLICY

Each faculty member takes attendance for each class period and posts it to the student's record through the portal. Once absences equal 20 percent of the total number of class meetings, faculty may lower the final grade for the course one full grade and may drop the grade again for each absence after the 20 percent has been reached. Students may review their attendance through the student portal under each course the student is enrolled in.

Students who do not attend during the first week of class may be subject to withdrawal. Brooks Institute may also withdraw any student who has not been in attendance for 14 consecutive days. However, the institute will withdraw any student who has had non-attendance for 35 consecutive days; this timeframe may be extended due to extraordinary circumstances that affect the entire student population. Students will be responsible for all financial obligations incurred if and when they are withdrawn for lack of attendance

Regular classroom attendance is not only an essential ingredient for academic achievement, but it is also a fundamental building block for success. As part of the course requirements, students must attend at least 80 percent of the scheduled time for each course in order to achieve satisfactory attendance. Students in any of the internship courses are required to complete all scheduled hours and record attendance throughout the scheduled course to achieve satisfactory attendance. Students who do not achieve satisfactory attendance may earn a failing grade on their transcripts and may be required to repeat the course. Absences will include tardiness or early departures. Students who are not in attendance for any portion of a class will accrue time absent calculated in percentage increments of 25, 50, or 100 percent of the class period as reflected on each daily roster. Students who have been absent from all their scheduled classes for more than 14 consecutive calendar days, not including scheduled Institutional holidays or breaks, and/or students who officially withdraw from all current courses may be administratively withdrawn from the Institution.

ACADEMIC INTEGRITY STATEMENT

Brooks Institute expects all students to exemplify integrity in all academic work. Brooks Institute will not permit students to engage in the following dishonest acts:

- **Cheating** – Cheating includes, but is not limited to, the following: using unauthorized notes, study aids, electronic or other devices not authorized by the instructor. Using or borrowing information from another person, or submitting someone else's work as one's own work including images and motion clips. Using work previously submitted for another purpose, without the instructor's permission, is prohibited. Duplicated use of copyrighted material in violation of federal copyright laws is prohibited.

- **Plagiarism** – Submitting as one's own work, in whole or in part, words, ideas, art, designs, text, drawings, images, motion clips, etc. that were produced by another person without attributing that person as the rightful source of the work. Plagiarism includes, but is not limited to: us-

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ing words, word passages, pictures, etc. without acknowledgement; paraphrasing ideas without quotation marks or without citing the source.

- **Accessory to Dishonesty** – Knowingly and willfully supplying material or information to another person for the purpose of using the material or information improperly.
- **Falsification or Alteration of Records and Official Documents** - The following are examples of acts under this category, but the list is not exhaustive: altering academic records, forging a signature or authorization on an academic document, or falsifying information on official documents, grade reports, or any other document designed to attest to compliance with school regulations or to exempt from compliance.
- **Software Code of Ethics** – Unauthorized duplication of copyrighted computer software violates the law and is contrary to our organization's standards of conduct. Brooks Institute disapproves of such copying and recognizes the following principles as a basis for preventing its occurrence:
 - Brooks Institute will neither engage in nor tolerate the making or using of unauthorized software copies under any circumstances.
 - Brooks Institute will only use legally acquired software on our computers.
 - Brooks Institute will comply with all license or purchase terms regulating the use of any software we acquire or use.
 - Brooks Institute will enforce strong internal controls to prevent the making or using of unauthorized software copies, including effective measures to verify compliance with these standards and appropriate disciplinary measure for violation of these standards.
- **Communication Devices**-To maintain academic integrity and to eliminate distractions for other students the use of electronic devices in the classroom is dictated by the instructor.

Course Syllabus

CREDIT ASCRIPTION ADDENDUM

VJN426 Social Journalism - 3 semester credit hours

Type: Lecture/Studio

Credit Ascription- The amount of hours spent outside of class and assignment alignment with Course Learning Objectives

Course Learning Objectives:

1. Demonstrate the ability to produce high quality publishable multimedia social journalism stories and projects, in the U.S.
2. Demonstrate the ability to research projects and stories and arrange for in-depth coverage with individuals and social service agencies.
3. Demonstrate the ability to create effective supporting documents for an in-depth multimedia documentary.

The following indicates the **minimum** number of hours per assignment:

	Assignment Title	Homework Hours	Assignment Objectives
Week 1	Reading	5	2
Week 2	Social Documentary Review/ Project Proposal	10	2
Week 3	Social Documentary Multi-media Progress	10	1,2,3
Week 4	Online Multimedia Review/ Project Funding Analysis	5	2
Week 5	Interview Transcripts Part 1	5	2,3
Week 6	Social Documentary Multi-media Progress	10	1,2,3
Week 7	Social Documentary Ethics Project	5	2,3
Week 8			
Week 9	Interview Transcripts Part 2	10	1,2
Week 10	Social Documentary Multi-media Progress	10	1.2.3
Week 11			
Week 12			
Week 13			
Week 14	Final Project Edit	15	1,2,3
Week 15	Final Project Revision	5	
Total		90	