

# GRAND VIEW UNIVERSITY

Course Title: Multimedia Storytelling

Dept. & #: COMM 141 Term: Fall 2017

**Course Meeting:**  
T-TH 9:30-10:50 a.m.  
**Meeting Location:**  
SC 145

**Instructor:**  
Mr. Winzenburg  
**Office:** SC 146  
**Phone:**  
515-263-299 (office)  
515-965-1092 (home)

**Email:**  
SWinzenburg  
@grandview.edu  
**Office Hours:**  
W 8-Noon,  
T-TH 11-11:30

**COURSE ENVIRONMENT:** Grand View University and faculty are committed to offering quality courses. This course offers face-to-face or in class instruction. In addition, the University uses Blackboard (Bb) as an optional electronic course management tool that enables faculty and students to communicate and collaborate outside of the classroom. Access to Blackboard can be obtained by clicking on Blackboard on the [myView](#) homepage.

### Credit Hour Expectations

This course is worth 3 credits. As required by Grand View's credit hour policy found in the University Catalog, you will spend an approximate amount of time in face-to-face classroom activities (normally 750 minutes per credit hour) and approximately twice that amount of time in independent learning activities, as shown in the table below. Lab, studio, performance, and clinical courses may vary.

Number of credit hours	Approximate classroom time	Independent learning activities
1	750 minutes	1500 minutes
2	1500 minutes	3000 minutes
3	2250 minutes	4500 minutes

What you will Learn...	Activities Demonstrating Learning
Understand the fundamental terms and rules of journalistic writing	<ul style="list-style-type: none"> <li>Journalistic Style Exercises</li> </ul>
Identify standards used in creating written, oral and visual stories for online media	<ul style="list-style-type: none"> <li>Storytelling Projects</li> </ul>
<b>Global Awareness</b> You will demonstrate an awareness and appreciation of belief systems, heritages and perspectives different from your own for the purpose of developing understanding of others, yourself and your relationship to the world.	<ul style="list-style-type: none"> <li>Cultural Awareness Project</li> </ul>

### How the Course will be Taught

Lectures and work sessions will be used. Written and oral exercises will assess instructional objectives. Written critiques will be given to students after each project. Information processing and critical thinking skills are used by students in classroom critiques. After the group is shown the equipment, students who require more individualized practice need to help each other in order to complete projects. Any questions or comments from students regarding the course should be sent in an email to Mr. W. He may request that any verbal comments or questions be put in an email to him in order to make sure all communication is as clear as possible.



## COURSE DESCRIPTION AND PREREQUISITES

This introductory writing course gives students experience in multimedia writing for print, radio, television, online, and public relations. The fundamentals of journalistic storytelling and information gathering are taught. Ethical and legal issues will be examined, including engagement in differing perspectives to develop an understanding of others and the world. Core outcomes: GA.

## Resources Necessary for Learning

Text: DYNAMICS OF MEDIA WRITING (2016). Select classroom exercises and discussion materials will be taken from “Journalism of Ideas” by Daneil Reimold, which is not a required text but is highly recommended if you would like a resource for developing story ideas.

## What are your Responsibilities

### Earning your Grade

The grading scale is 90-100% is an A, 80-89% is B, 70-79% is C, 60-69% is D and below 60 is an F. Your final course grade is based on the following number of points if you have followed the attendance policy as stated later in the syllabus (1000 total):

100 points each – Four Storytelling Projects (40%)

200 points – Cultural Awareness Project (20%)

200 points each – Two exams (40%)

Any case of academic dishonesty as defined in the student handbook will result in an automatic failing grade in the course. Individual assignments also have point reductions taken for failure to follow guidelines, which could lower your final grade. Attendance problems may also lower your final grade. See details under “Course Policies.”

All material is due at the start of class on the scheduled date, based on the instructor’s clock. To arrive even one minute after the assignment is due results in a late grade. It is wise to be to class early on the date due and prepare materials far enough ahead of time to account for any problems that may occur. **In-class projects (radio, TV & Cultural Awareness) are scheduled presentations that are due on time or earn zero credit.** If other material is not turned in on time, the following point deductions will be taken:

--10% grade reduction if turned in late within the class period it was due or turned in on time but incomplete

--20% reduction if turned in after class but within 24 hours after it was due

--40% reduction if turned in 24-48 hours after it was due

--no credit given to any project turned in after 48 hours late. You get an automatic zero and no credit, which will negate the previously given grading scale and can result in a failing grade in the course of D or F. All projects must be turned in and receive credit in order to pass the class.

NOTE: You must be in the classroom at least 85% of the time we meet. That means absences (excused or unexcused) and tardiness cannot total more than 338 minutes (about four class periods) or you will have an additional 150 point course deduction and automatically fail the class no matter what your excuse. So if you know at the start of the semester that you will be missing a large number of class days due to athletics, work, vacation commitment or health reasons, please drop the class during the first week.

You must be in the classroom at the time a project is due in order to receive full credit for it. If you are not there at the start of class on the date a project is due, you get an automatic grade reduction.

## Course Requirements

PROJECTS: (CLASS WILL BE DIVIDED INTO GROUPS FOR SOME)

Storytelling Projects: Four stories will be created for the major media formats discussed in class. Each project will define a problem to investigate, gather and evaluate information, use a variety of sources, and synthesize the information into an appropriate written piece for the medium that meets ethical and legal standards.

- ◆ 1. Newspaper story—select a long local story from *the Grand Views*, *The Des Moines Register*, or *CityView*. Make corrections and notations on the story where you think improvements could be made. Then rewrite the information into an 6- to 8-paragraph story. Submit the original version of the story with your notations and the rewritten version of the story.
- ◆ 2. Radio ad—in groups, create a :30 or :60 radio ad for something at Grand View. You can divide the speaking time however you want, but each must do half of the spot. Write the copy and practice reading it outside of class. Instrumental music will be pre-set. Then on your day of assigned recording, bring the script to record the spot.
- ◆ 3. Public relations press release—create a press release for a real upcoming non-profit event in the central Iowa area. You can pull information and quotes from the event’s website to create the release. Turn it in on paper with logo in proper format and electronically as a Word attachment with your name in the title.

- ◆ 4. Television storytelling— you will have two minutes to talk directly to the camera about a campus news story or significant vacation. Introduce yourself at the start, tell the story in an interesting way, and have a strong conclusion where you again say your name. You must bring in three photos (no more, no less) from the trip that can be shown during your talk and spaced-out in an order that will make sense as you discuss your trip. To be recorded in class, turn in script outline at taping.

Cultural Awareness Project: The purpose of this project is to develop an understanding of other cultures by writing a first-person opinion piece about perspectives that differ from your own. Select a topic that reflects a perspective different from your cultural background or belief system. The topic could be based on race, gender, ethnicity, religion, politics, geographical location, social class, education, or popular culture. Conduct in-depth research that exposes you to facts and opinions that differ from your own understanding of the topic. Then conduct interviews with two people connected to the topic whose beliefs or perspectives differ from yours. Put together an editorial or opinion piece on the subject that would run on an op-ed page of the newspaper or air on a radio/TV station, integrating the information gained from research and interviews. 300 to 500 words. The opinion piece should reflect how your own views have changed or been reinforced based on the exposure to the understanding of the human experience of others. Submit opinion piece via email to Mr. W AT LEAST 24 HOURS BEFORE THE FIRST DUE DATE. (If turned in later, 20% off if not submitted by 5 p.m. that day, 50% off if not submitted by the start of class on the first date due, then zero credit after the first due date.) Then make a presentation to the class either highlighting what you learned, reflecting on your self-discoveries (do NOT just show the article you wrote). Then engage the class in a creative way by leading a five-minute discussion about the topic. About 10 minutes maximum per person.

**WHY: The individual storytelling projects will help you expand your creativity in coming up with story ideas and provide you with chances to learn the basics of different media writing formats. No matter what area of communication you are interested in for your career, learning these will help you get a job in the modern convergent, multimedia environment.**

## Course Policies

You are required to attend every class and arrive on time. You are allowed one absence or one tardiness (but if you are absent or late on a date when a project or test are due you will have points deducted as stated elsewhere). Beyond that **if you are absent your final grade will drop 25 points and if you are tardy your final grade will drop 10 points.** If you come to class over 10 minutes late or you leave class before it's completed, you will be marked absent.

**If you fail to have the book questions completed by the beginning of class on the date due, you will earn a 50 point reduction in your final grade each time, will be required to leave the classroom until the book review is completed** and then must show the completed questions to Mr. W before you are allowed to take the test. Any academic dishonesty as noted in the student handbook will result in an automatic failing grade in the course.

Please do not attend if you are truly ill. In case of a verifiable illness or a death in the family, please have someone contact me before class to explain the circumstances. Under some circumstances I reserve the right to not mark a person absent or late. Do not assume you have an "excused" absence, and Mr. W will not normally consider excusing an absence without being contacted BEFORE the class meeting. Do not be offended if Mr. W asks for verification of your reason for absence or tardiness. If you are involved in athletic event or athletic travel, you are expected to notify Mr. W before missing class and submit all material due as assigned. He may also meet with you privately to recommend you withdraw from the class if repeated offenses to the attendance policy occur.

All tests and quizzes are to be taken as scheduled by Mr. W and are not allowed to be taken late. For a verifiable personal illness, weighted late tests may be given at the discretion of Mr. W based on the individual situation, but late tests or quizzes will never be given for tardiness, sleeping late, normal absences or unverifiable illness. If tests are open note you are only allowed to use notes written in your own handwriting and not copies of other students notes without permission from Mr. W.

**If you do not turn in a project in time for a point grade, you will receive a zero on the project & a point deduction in your grade equal to the value of the project for failing to meet class requirements. All projects must receive a point grade & all tests taken in order to earn a C or above in the class.**

No laptops, cell phones or other electronic devices are allowed to be used during class without prior written permission from Mr. Winzenburg. CELL PHONES MUST BE TURNED OFF DURING CLASS.

**Mr. Winzenburg also reserves the right to change any course requirements at any point during the semester for any reason, such as (but not limited to) school closing due to weather, illness or problems with recording schedules.** Students will be notified verbally in class or via email of any changes made in the syllabus. He also reserves the right to limit the time length for exams, including limiting the final exam.

***Mr. W believes in students being creative in their work instead of just copying ideas that he gives them; therefore, students are not given a large amount of specific feedback on their projects outside of class. However, in response to requests from students like, "Will you listen to this and tell me if it's okay?," he has set aside Wednesday morning from 8 to 10 a.m. for an open door worktime where you can ask him for specific project feedback or get help on completing the work to professional standards. Please schedule an appointment with him for those times to make sure he is free to meet.***

## **GRAND VIEW UNIVERSITY**

### **Institutional Undergraduate Syllabus Statements University E-Mail Account**

Revised: 6/30/2016

It is essential that all students check their Grand View University e-mail account or set their account to forward to a preferred e-mail address. Students may set-up an e-mail auto forward from the myView web site (myView > Campus Life > IT for Students > Email > [Forwarding Email](#)).

### **IDEA Student Ratings of Instruction**

Grand View University is interested in knowing how learners experience the classroom environment. To that end, all students will be asked to participate in the IDEA student ratings of instruction system at the end of each fall and spring term. IDEA is also administered in some summer classes. Students are asked to provide honest and thoughtful feedback to their instructor through the IDEA process. All student responses are confidential and are not provided to the instructor until after grades are submitted.

### **Academic Responsibility/Academic Honesty**

In accordance with its mission statement, Grand View University is dedicated to the development of the whole person, and committed to truth, excellence, and ethical values. The University strives to promote appreciation of the dignity and worth of each individual and open interaction among students, faculty and staff. Personal integrity and academic honesty are essential to building a campus of trust. Thus, honesty in all aspects of the college experience is the responsibility of each student, faculty, and staff member. This is reflected in the Grand View University Code of Integrity which states: "As a member of the Grand View University community, and in accordance with the mission of the university and its Lutheran identity, I agree to appreciate and respect the dignity and worth of each individual. I will honor and promote a community of open interaction, personal integrity, active and intellectual engagement, and academic honesty with students, faculty and staff."

The following list describes various ways in which the principles of academic honesty/integrity can be violated. This list is not exhaustive; see the Student Handbook for a complete list.

- **Plagiarism:** The use of another's ideas, words, or results and presenting them as one's own. To avoid plagiarism, students are expected to use proper methods of documentation and acknowledgement according to the accepted format for the particular discipline or as required by the faculty in a course.
- **Cheating:** The use or attempted use of unauthorized materials, information, notes, study aids, or other devices in any academic exercise. Cheating also includes submitting papers, research results and reports, analyses, etc. as one's own work when they were, in fact, prepared by others.
- **Fabrication and Falsification:** The invention or falsification of sources, citations, data, or results, and recording or reporting them in any academic exercise.
- **Facilitation of Dishonesty:** Facilitation of dishonesty is knowingly or negligently allowing one's work to be used by another student without prior approval of the instructor or otherwise aiding another in committing violations of academic integrity. A student who facilitates a violation of academic

honesty/integrity can be considered as responsible as the student who receives the impermissible assistance, even if the facilitator does not benefit personally from the violations.

- **Academic Interference:** Academic interference is deliberately impeding the academic progress of another student.

### **Procedure for an Incident of Academic Dishonesty**

Any incident of academic dishonesty requires action by both the student and the instructor directly involved, and the submission of an Academic Dishonesty Report to the Office of the College Deans. If the instructor is unsure how to proceed, she/he may consult with the Student Academic Life Committee at any point in the process.

- The faculty member must also provide the student with a copy of the Academic Dishonesty Report. The report form should identify the following series of consequences:
- If it is the student's **first incident** of academic dishonesty:
  - The instructor can impose a range of sanctions from the following, depending upon the nature of and degree of seriousness of the incident:
    - ▮ A warning with opportunity to rectify the violation
    - ▮ A failing grade for the academic exercise with no opportunity to rectify the violation
    - ▮ A failing grade for the course
  - The student will receive a letter from the Provost and Vice President for Academic Affairs about the incident, the University's expectations regarding academic honesty/integrity, and future possible consequences should the student commit another act of academic dishonesty during their enrollment at Grand View. Copies of the letter will be sent to the student's academic advisor, the instructor, and the registrar.
- Following a **second incident** of academic dishonesty, the student minimally will fail the course and be placed on academic dishonesty probation. Upon receiving notification from the instructor of a violation, and determining that it is a second violation, the Provost and Vice President for Academic Affairs must notify the student about the incident. This letter will inform the student of her/his failing grade and placement on probation. Copies of the letter will be sent to the student's academic advisor, the instructor, and the registrar.
- When a student is reported for a **third incident** of academic dishonesty, the student will fail the course and will be suspended from the University, and the suspension for academic dishonesty will be noted on the student's transcript. Upon receiving notification from the instructor of a violation, and determining that it is a third violation, the Provost and Vice President for Academic Affairs must notify the student about the incident. This letter will inform the student of her/his failing grade and suspension. Copies of the letter will be sent to the student's academic advisor, the instructor, and the registrar. Should the student appeal the decision, he/she will be allowed to complete the term during which the appeal is heard; if upheld, the suspension will occur during the regular term following the appeal.
- Students suspended for Academic Dishonesty must follow the same procedures for readmission as those listed for students who have been academically suspended—with the exception that they will not be required to enroll elsewhere during their suspension.
- When a student has returned to Grand View after being suspended for a third violation and is subsequently reported for a **fourth incident** of academic dishonesty, the student will fail the course and will be suspended immediately from the University, and the suspension for academic dishonesty will be noted on the student's transcript. The suspension will remain in force during the appeal process; if the suspension is upheld, the student will be expelled from the University.

### **Netiquette (from 'Internet etiquette')**

"Netiquette" refers to the standards for appropriate interaction in an online environment. Students are expected to display proper netiquette in their communications with their teacher and with other students. This includes using proper written English, being polite, disagreeing agreeably when necessary, and including your name and other necessary identifiers on any communication. If an email or discussion post ever concerns you, please notify the instructor right away in a private manner.

### **Accommodation**

Grand View University prohibits unlawful discrimination and encourages full participation by all students within the university community. When a student requires any instructional or other accommodation to optimize participation and/or performance in this course, it is the responsibility of the student to contact both the instructor and the Associate Director of Student Success: Academic Support and Disability Services and apply for any requested accommodation. The associate director is [Ms. Joy Brandt](#) and she can be reached at 515-263-2971.

### **Class Attendance**

Students are responsible for adhering to the attendance policies as expressed by the instructor/department. Furthermore, the Federal Government requires that students receiving financial aid attend classes. Students who are identified by the instructor as not attending classes will be reported. Students who fail to attend classes may lose all or a portion of their financial aid.

### **Blended/Online Attendance Policy**

For classes designated blended or online attendance is measured by either face-to-face attendance or access to the course site. All other policies for Changes in Registration, Individual Course Withdrawal, and Dropping Classes still follow University policy with the understanding that logging into the course site equals attendance. Once a student has attended one class meeting or has logged into the course site during the add/drop period for the term, the student has committed to maintaining his/her entire registration for the term, including the charges associated with those decisions.



**Classroom Conduct**

Students should conduct themselves as responsible members of the University community respecting the rights of others. Any student behavior interfering with the professor's ability to teach and/or the student's ability to learn constitutes a violation of the Code of Student Conduct found in the [University Catalog](#). The professor may ask the student to leave the classroom and that student will be subject to disciplinary sanctions.

**Appeal of Final Course Grade or Faculty Member's Final Academic Disciplinary Action**

Students who wish to appeal a final course grade or other academic disciplinary action of an instructor must complete at least section I.A. of the Academic Appeal Form on-line within fourteen calendar days after the published due date for the final grade submission of the academic term in which the issue of disagreement occurred. Visit site below to complete first part of the form. myView > Academics > Registrar > [Forms](#). This form must be submitted electronically to the Office of the Provost. Nursing Students appealing a grade in a nursing course must follow the Nursing Division procedures.

**Use of Blackboard and MyGrades**

The MyGrades tool of Blackboard is intended to be a communication tool and to facilitate information sharing between instructors and students. The grades and feedback posted on MyGrades are not to be interpreted as the final grade submitted by the instructor. Discrepancies and mistakes can be made in using and interpreting the technology – by both student and instructor. Refer to the grade policy in the syllabus for a full understanding of how your grade is calculated. Students will find their final grade on myView > myTools > Academic Profile > Grades by Term.

**Assignment of Credit Hours**

With successful completion of this course, Grand View University will award you a specified number of credit hours on your transcript. Our accrediting body, the Higher Learning Commission, as well as the US Department of Education have standards in the definition of what counts as a credit hour (see [University Catalog](#) for a full definition) so that students receive the full educational experience we claim. This course will involve a variety of modalities and individual learning activities to fulfill credits awarded.

## COMM 141 Tentative Course Schedule

PLEASE COME PREPARED WITH BOOK QUESTIONS ANSWERED ON APPROPRIATE DAYS

<u>WEEK</u>	<u>TOPIC</u>
Aug. 29 Aug. 31	Introduction to mass media writing styles Fresh perspectives/lots of ideas
Sept. 5 Sept. 7	Writing for the mass audience (chp. 1) Print journalism (chp. 4)
Sept. 12 Sept. 14	Assign project 1; Mr. W's guidelines (chp. 2) Tools of Writing (chp. 3)
Sept. 19 Sept. 21	Timely ideas/trendy ideas <b>Storytelling Project 1 due: Print</b> Location/local angle
Sept. 26 Sept. 28	Photos & Magazines (chp. 5) Do things you don't like/Careers (chp. 7)
Oct. 3 Oct. 5	Writing for broadcast (chp. 10)—assign project 2 Writing advertising; (chp. 12); audio storytelling examples
Oct. 10 Oct. 12	<b>Exam 1 (inc. Chp. 1-8 but not broadcast/advertising lectures)</b> <b>Storytelling Project 2 groups 1-4: Radio ad recorded in class</b>
Oct. 17 Oct. 19	<b>Storytelling Project 2 groups 5-8: Radio ad recorded in class</b> Playback radio ads; assign project 3 (chp. 13)
Oct. 24 Oct. 26	Writing for public relations (chp. 11) <b>Storytelling Project 3 due: PR</b> ; Writing for television—examples Assign project 4
Oct. 31	<b>Storytelling Project 4 students 1-12: TV storytelling</b> <b>(recorded in class)</b>
Nov. 2	<b>Storytelling Project 4 students 13-24: TV storytelling</b> <b>(recorded in class)</b>
Nov. 7 Nov. 9	Opinion piece (chp. 8)—assign Cult. Awareness Project Playback TV stories (chp. 9) Pitch cultural awareness project
Nov. 14 Nov. 16	Multimedia writing (chp.6) <b>Exam 2</b>
Nov. 21 THANKSGIVING	CULTURAL PROJECT WORK DAY—meet in groups outside of class
Nov. 28 & 30	<b>Cultural Awareness Project (opinion piece due 8 a.m. Nov. 27)</b> presented in class during assigned times
Dec. 5 & 7	<b>Cultural Awareness Project</b> presented in class during assigned times