

# Introduction to Multimedia Journalism | IMJ

**M MEDIA ARTS:**  
The production of both...  
**(a) IMAGES, SOUND, & ART** designed strategically to attract audience attention;  
**(b) MESSAGES** written, researched, & broadcast to convey a big idea or motivate the viewer to take a given action.




## JOURNALISM

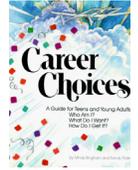
The study and production of written, visual, and/or audio material that reports **factual stories, topics, & photography** to inform a community about edifying & useful details. Journalism makes public the events, persons, and topics that would otherwise remain private.

**CLASS CODES**  
**PER 2 bzglrf**  
**PER 4 gepx20**

### 1. Overview:

This introductory one year CTE course teaches the two crafts of Journalism and Media Art using monthly projects and a focus on the people and stories of this campus. Students will train in Adobe Photoshop, Illustrator, & InDesign, in Wordpress (website design/management), in DSLR photography and video, and web-based creative tools. They will also complete the acclaimed "Career Choices" curriculum, defining their skills and preferences

while studying the costs and pathways to achieve a career. Top projects are published over district channels and in Crimson Newsmagazine, nationally awarded journalism portal of PRHS. Creative projects and technical skills from the class prepare for job readiness in video, web design, photography, business, communications, advertising, marketing, journalism, sales, fashion, & other fields that require a combination of artistry and message for an audience.



#### Professors:

**Jeff Mount, Rm. 604 + John Rucker, Rm. 606**

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#### COURSE WEBSITE:

[www.prhsmedia.org](http://www.prhsmedia.org)

Texts: *DESIGN INDEX* by Jim Krause, *INSIDE REPORTING* by Tim Harrower, *CAREER CHOICES* textbook & workbook, Adobe training materials, readings from design publications + informational sites.

### 2. Coursework & skills assigned over prhsmedia.org + Google Classroom (CLASS CODES ABOVE)

1. Writing: *interviewing, quoting, leads, fact-finding for news writing, feature writing, sports writing, & opinion*
2. Adobe software: *Photoshop, Illustrator, InDesign*
3. Design: *3C's of Design, Typography, Logo & Ad Design, Color, 2D animation, Video design*
4. Photography: *DSLR and cell phone controls, photo composition, photo editing, lens use, etc.*
5. Video/Audio/Animation: *Recording, editing, sequencing, publication*
6. Web production: *Posting, layout, image control, & menus using WORDPRESS*
7. Self promotion & career planning: *using GFSF activities, resume, and portfolio*

Top scoring work will be published on PRJUSD and Crimsonnewsmagazine sites (Facebook, Wordpress, Instagram).  
Spring final project presented to professionals from local business

### 3. Project Based Learning

IMJ Projects cover PRHS staff, students, sports & events including "career choices" research & reporting.

1. Posters / Flyers / T-shirts
2. Photography: Portraits & Events

3. Infographics, Logos, & Ads
4. News, Feature, & Sports Writing
5. 2D & Type Animation
6. Radio podcast

7. Video Featurette
8. Color studies
9. Job interview (Spring Final)
10. Ten Year Career Plan

### 5. Grading System

The categories to the right define student grades. Organize daily work in (1) an INTERACTIVE, SPIRAL NOTEBOOK for notes and handout glue-ins, and (2) the "CAREER CHOICES" WORKBOOK. *Both these collections are graded quarterly, in addition to individual assignments & projects. Late work is accepted with 10% point deduction per day late. Absent students receive a deadline extension for the number of days absent.*

#### GRADE CATEGORIES

**IMJ Projects** ..... 30% of class grade  
**Career Choices** ..... 30%  
**IMJ Drills** ..... 20%  
**Spiral Interactive Notebook** ..... 20%

### 6. Course materials daily:

1. Spiral 3-subject notebook (70 sheets minimum):  
*must hold 8.5 x 11 glue-ins*
2. Career Choices Workbook

3. Glue sticks x 3
4. Highlighter pens x 3
5. Ball point pens x 3
6. Colored pencil set for sketching

**Late is better than never**

Even a 53% F is better than 0%—be sure to complete all assignments, even if late.

Supply check  
FRIDAY 30 pts.

## IMJ Rules

*The following are expected of you in this course...*

1. Treat others and Mount as you want to be treated, including how you listen, speak, show respect.
2. Be at TABLES & your seat when bell rings, not at computers.
3. Clean up the floor, countertop, & table AND return chairs at end of period.
4. Do not horse around with computers or any equipment or materials.
5. Use your phone only with teacher permission. Please ask for permission.
6. Uphold the PRHS Journalism Equipment & Ethics Contract:
  1. Practice ethical decisions and produce ethical content (print + online) for public viewing.
  2. Follow camera & device checkout procedure.
  3. Protect Crimson equipment.
  4. Replace Crimson equipment you damage or lose.
  5. Produce only work that you have created or compiled. No copyrighted use.
  6. Do not deceive, trick, or misrepresent in any work produced in this room.
7. Uphold the PRHS User Agreement:
  1. Never change another person's files or folders using a computer.
  2. Never hack into another student's account: PRHS, Facebook, etc.
  3. Never visit, view, or share pornographic, racist, or drug related images.
  4. Never install unauthorized software onto PRHS stations.

## Mount's Rules

*The following are expected of him in this course:*

1. Never demean, mistreat, or act unfairly towards you.

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2. Do not assign you busywork ( = work intended to keep you busy and/or stressed but having little educational value).

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3. Create for you a safe, clean, comfortable, and productive place.

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4. Lead you into smart, useful lessons that contain creativity, variety, technological excellence, and high educational value.

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5. Improve your skills, understanding, and joy in your role in the journalism, photography, and design of this institution and world.

I thank you for taking time to read this and I promise IMJ will be a class worth coming to every day.



Jeff Mount

Please share this syllabus and the PARENT LETTER with your parents at home tonight.