Course Prefix and Number: COMM 256
Credit Hours: 3
Course Title: Introduction to Multimedia Reporting
Course Prerequisites: None

Course Description: Techniques of writing, reporting, camera work, packaging, and presentation of news. This class will introduce multimedia reporting concepts, including integration of internet components to on-air news product.

Learning Outcomes:
At the end of this course the student will be able to:

A. develop understanding of relationship between on-air news casts and online elements;
B. understand how to achieve a professional, credible delivery that is relaxed and conversational; and
C. adopt skills to enterprise story ideas, and produce, write, shoot and edit a news package.

To achieve the learning outcomes, the student will:

1. create news stories for use on-air, and the internet. (A,B,C)
2. produce voice over in the audio booth, and behind the desk; self and peer-critique of delivery. (A,B,C)
3. develop focus statements for every story they enterprise for the class. (A,C)

Course Requirement: This course requires attendance, class participation, assignments, exams, and projects as determined by the instructor.

Course Grading Scale:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>A</td>
<td>90 – 100</td>
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<tr>
<td>B</td>
<td>80 – 89</td>
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<td>C</td>
<td>70 – 79</td>
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<tr>
<td>D</td>
<td>60 – 69</td>
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<tr>
<td>F</td>
<td>0 – 59</td>
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Attendance Policy: The college attendance policy is available at http://www.bpcc.edu/catalog/current/academicpolicies.html

Revised 7/2017
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Title VI, Section 504, and ADA Coordinator  
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Email: sculpepper@bpcc.edu  
Hours: 8:00 a.m.-4:30 p.m. Monday - Friday, excluding holidays and weekends.

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