



Cathy Yungmann
Assoc. Prof. of Communication
email: cathy.yungmann@cabrini.edu
voicemail: 610.902.8349

Com. 474 Convergence Practicum Fall 2009 Syllabus

The Convergence Practicum's primary objective will be planning, coordinating and executing of media assets to be used in the Communication Department's spring convergence project. This process will help you understand and demonstrate proficiency in new media production and management. By the end of this year, you will be able to demonstrate the Communication Department's principal learning outcome: the ability to gather, analyze, create, and present messages to specific audience segments using multiple media in order to enhance the common good of society.

You will accomplish this objective by:

- Brainstorming project ideas to create a focus for the convergence project;
- Learning about the production process of multiple media, thereby achieving the ability to communicate in several media;
- Meeting regularly as a group throughout the semester to share updates about convergence asset production;
- Conducting a risk analysis of the convergence piece production process;
- Planning strategies to overcome problems encountered in the asset creation process;
- Functioning as producers of your own media assets by assuming responsibility for the end product quality and timely completion, thereby attaining a superior level of communication competency;
- Creating a rough site map of the finished department convergence project to be completed in spring 2010;
- Participating in on-line seminars offered by the Poynter Institute;
- Practicing your leadership and management skills as you work with and mentor your classmates, demonstrating the technical and social skills necessary for teamwork, collaboration, and cooperation.

READINGS: Convergent Journalism: An Introduction by Stephen Quinn & Vincent Filak. Focal Press 2005.

Various web sites examples of convergence and www.poynter.org

NOTE: This syllabus is subject to change. It contains some of our mutual responsibilities. Please read it and keep it so that you and I will have the same understanding about what is expected. The last day to withdraw from this course is 11/5/09.

OFFICE HOURS: You can contact me outside class in several ways:

Office Voicemail: (610) 902-8349

Email: cathy.yungmann@cabrini.edu

Leave Message with Faculty Secretaries: (610) 902-8310

Call me at Home: (610) 853-2767 (before 9:00pm, please!)

During my office hours, you can find me **either** in the Communication Floor video areas or in my FH273 office at (610) 902-8349. My office hours are:

Mondays and Thursdays 1-3pm

Other days and times by appointment only. Please email me to set up a time.

Feel free to call me or stop by to chat if you have any questions or concerns about this course.

GRADING: Your course grade tentatively will be calculated based on the following:

NewsU courses – 5%

Annotated Research – 10%

Potential Media Piece Topics – 10%

Risk Analysis, Virtual Reports between Class Meetings, Skills/Traits Assignments – 20%

Class Participation & Convergence Demo – 10%

Media Assets you create or help to create – 35%

Final Paper Evaluation and Summary of Experience - 10%

Grading Scale

A = 95 - 100	A- = 90 - 94.9	B+ = 87 - 89.9
B = 84 - 86.9	B- = 80 - 83.9	C+ = 77 - 79.9
C = 74 - 76.9	C- = 70 - 73.9	D+ = 65 - 69.9
D = 60 - 64.9	F= 0 - 59.9	

ACADEMIC HONESTY POLICY:

The principal objective of the Cabrini College Academic Honesty Policy is to encourage a dynamic, open, and honest intellectual climate based on the personal and academic integrity of all members. It is the responsibility of students to help maintain the community of academic integrity. Students shall not receive credit for work that is not a product of their own efforts. For a full description of the policy, please see the Academic Affairs homepage and follow the Academic Honesty link, or see the 2009-2010 Undergraduate *Catalog*.

Academic dishonesty includes, but is not limited to:

- Plagiarism, Cheating . Information falsification or fabrication, Theft or destruction of intellectual property, Facilitation of academic dishonesty

For a first violation, the faculty member will meet with the student or otherwise communicate the charge. The faculty member will complete an Academic Honesty Violation Charge Form, stating the violation and assigning a penalty. The student should sign and date the charge form and return it to the faculty member. The student may request a hearing before the Academic Honesty Board by indicating that option on the form. For a second violation in a given course, the faculty member will follow the same procedures as in the first incident but will assign a penalty of failure of the course without privilege of withdrawal. For any second or subsequent violation during a student's academic career at Cabrini College, the Academic Honesty Board shall conduct a hearing.

DISABILITY RESOURCE CENTER: Cabrini College provides support services and appropriate accommodations for qualified students with documented disabilities. If you are a student who requires classroom or testing accommodations, please contact the Disability Resource Center by phone at 610-902-8572 or e-mail at dss@cabrini.edu. Please note that classroom or testing accommodations can only be provided to students who have Accommodation Notification Forms from the Disability Resource Center. Students are responsible for providing the instructor with the Accommodation Notification Forms and informing the instructor when they need academic adjustments.

TENTATIVE COURSE SCHEDULE FALL 09

This class meets about 12 times during the semester on Thursdays 4:35 pm - 5:50 pm. Please report in virtually during the weeks that we don't meet in person, per below.

Read Convergent Journalism: An Introduction chapters by the dates they're listed below.

The Knight Digital Media Site is available at: <http://multimedia.journalism.berkeley.edu/tutorials>

The NewsU site is available at www.newsu.org

DATE	IN-CLASS TOPIC	DUE TODAY	BEFORE NEXT CLASS
Aug. 27	Set Semester's Goals and Expectations. What would successful outcome be? Goal, Scope, Outcome What's in it for you? Discuss list of potential topics/pieces.		GoogleDocs Assignment: What skills & traits to you have and what do you need to develop?
Sept. 3	ID stakeholders. Set Milestones & Responsibilities Finalize topic. Plan segments. Model Convergence Demo	GoogleDocs Assignment: Contact Info	SUBSCRIBE TO NEWSU www.newsu.org Take the courses Reporting Global Issues Locally and Five Steps to Multimedia Storytelling
Sept. 10	Finalize planning.	Upload list of potential story topics for convergence proj. Read Chpt. 1 & 2	Read "Learn Recording Limits" Legal Guidelines http://www.kcnn.org/legal_risk/rule_7/
Sept. 17	Demonstrate Writing Across Media. Risk analysis and timeline (ID critical tasks as part of schedule – if any task not accomplished, it will throw whole project off) Convergence Demo 1	Risk Analysis & Read Chpt. 3, 4, &5	SUBSCRIBE TO NEWSU www.newsu.org The Language of the Image and Photo section (Berkeley site)
Sept. 24	Demonstrate Video Recording Risk mitigation strategies. (i.e. "If this happens, then we'll do this.") Convergence Demo 2	Read Chpt. 6	Take the NEWSU site Take the course Telling Stories with Sound covers the process to create audio narratives from start to finish.course
Oct. 1	Demonstrate Audio Recording. SUBSCRIBE TO NEWSU www.newsu.org Take On-Line Project Development Part 1 course – follow the Rochester Democrat & Chronicle Convergence Demo 3	Log in and report - Update Your Milestones & Responsibilities Read Chpt. 7	Read Video Cameras, Accessories, Shooting Tips & Stand-ups (Berkeley Site) And Exporting Web Video (Berkeley Site)

DATE	IN-CLASS TOPIC	DUE TODAY	BEFORE NEXT CLASS
Oct. 8	Demo Video Recording & compression	Read Chpt. 8 & 9.	Read Photoshop Tutorial (Berkeley Site) Sign into GSN and begin responses
Oct. 15	Demonstrate Still Photography. In class report on stakeholder problems. What new risks might have cropped up. Make changes to plan. Convergence Demo 4	Log in and report Upload updated Milestones & Respon Read Chpt. 10 & 11	Continue GSN Human Trafficking responses.
Oct. 22	Progress reports & strategies for problem resolution Convergence Demo 5 & 6	Read Chpt. 12	
Oct. 29	Develop Preliminary Media Flow Chart Convergence Demo 7 & 8	Log in and report Upload updated Milestones & Respon Read Chpt. 13	
Nov. 5	Watch Human Trafficking Video	Log in and report	SUBSCRIBE TO NEWSU www.newsu.org Take On-Line Project Development Part 2 course – follow the Making it in LA
Nov. 12	ATTEND 11/10 CABRINI DAY	GSN Discussion	
Nov. 19	Present “deliverables” to group	GSN Discussion	
Nov. 26	No Class – Thanksgiving		
Dec. 3 –	Present “deliverables” to group	Evaluation & Summary of Experience Paper	