Web-based Journalism and Online Media Production

Module Code: FDME014S7  Credits/Level: 30/7  Module Type: Practical

Teaching Pattern: 11 three-hour sessions plus a three-hour workshop

Term and Class Times: Spring term, Tuesdays 6.00-9.00pm, plus one Saturday workshop

Synopsis: This module aims to develop your skills across the full range of digital media practices at which journalists and other media practitioners are expected to be adept. Covering everything from the distinctive writing styles of online journalism to multimedia content and interactive and social media, the focus of the module is on using digital media strategically rather than gratuitously. As well as working on particular skills, you will be expected to develop an effective overall strategy for presenting yourself online, and doing so in a way that demonstrates critical engagement with a fast-changing media environment and awareness of the needs and interests of digital media users.

Indicative Content:
- Writing digital journalism
- Working with images
- Video basics and editing skills
- Audio recording and editing
- Multimedia scripts
- Monetising online journalism
- SEO and web metrics
- Digital storytelling
- Media law for online journalism
- Content strategies
- Going viral
- Development and pitching
- Building a freelance career

Coursework/Assessment

Component | Basic Requirements | Weighting |
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Web publication | Website, magazine, service or online space | 50% |
Content strategy | 1,500 words | 20% |
Portfolio | 6 pieces of curated writing, imaging and multimedia | 30% |