UniSC

COURSE OUTLINE

CMN150 Digital Journalism

School: School of Business and Creative Industries

2025 | Semester 2

UniSC Sunshine Coast UniSC Moreton Bay	**BLENDED LEARNING**	Most of your course is on campus but you may be able to do some components of this course online.
Online	**ONLINE**	You can do this course without coming onto campus, unless your program has specified a mandatory onsite requirement.

Please go to usc.edu.au for up to date information on the teaching sessions and campuses where this course is usually offered.

1. What is this course about?

1.1. Description

The digital world is constantly changing and this course is dynamic. It delivers an introductory understanding of multimedia journalism and factual storytelling. You will learn about the value of news and how to write it, as well as theoretical debates around online delivery, including journalism ethics. The course provides you with an understanding of digital media, teaching you skills for writing and producing content. It encourages you to recognise the value of social media and video. Participating in the online publishing process and building a portfolio of content is a key element.

1.2. How will this course be delivered?

ACTIVITY	HOURS	BEGINNING WEEK	FREQUENCY
BLENDED LEARNING			
Learning materials – Self-directed, online, pre-workshop asynchronous learning materials	1hr	Week 1	12 times
Tutorial/Workshop 1 – On-campus, scheduled, face-to-face workshop	2hrs	Week 1	12 times
ONLINE			
Learning materials – Self-directed, online, pre-workshop Asynchronous learning materials	1hr	Week 1	12 times
Tutorial/Workshop 1 – Interactive, scheduled, online workshop (Will also be recorded)	2hrs	Week 1	12 times

1.3. Course Topics

Module 1 – What is news? Reporting and news values

Module 2 – Digital publishing and ethics

Module 3 – Multimedia reporting

1.4. Mature Content

Adult themes

2. What level is this course?

> 100 Level (Introductory)

Engaging with discipline knowledge and skills at foundational level, broad application of knowledge and skills in familiar contexts and with support. Limited or no prerequisites. Normally, associated with the first full-time study year of an undergraduate program.

3. What is the unit value of this course?

> 12 units

4. How does this course contribute to my learning?

COURSE LEARNING OUTCOMES On successful completion of this course, you should be able to...		GRADUATE QUALITIES Completing these tasks successfully will contribute to you becoming...
1	Produce content and video as a communication tool and consider their impact on the audience	Knowledgeable Creative and critical thinker
2	Create content for the online medium that adheres to professional and ethical standards	Empowered Ethical Engaged
3	Create web-based content incorporating the use of digital and video elements	Knowledgeable Engaged

5. Am I eligible to enrol in this course?

Refer to the UniSC Glossary of terms for definitions of "pre-requisites, co-requisites and anti-requisites".

5.1. Pre-requisites

> Not applicable

5.2. Co-requisites

> Not applicable

5.3. Anti-requisites

> Not applicable

5.4. Specific assumed prior knowledge and skills (where applicable)

> Not applicable

6. How am I going to be assessed?

6.1. Grading Scale

> Standard Grading (GRD)

High Distinction (HD), Distinction (DN), Credit (CR), Pass (PS), Fail (FL).

6.2. Details of early feedback on progress

In-class feedback in Weeks 1 to 3 on appropriate usage of news writing and news style.

6.3. Assessment tasks

DELIVERY MODE	TASK NO.	ASSESSMENT PRODUCT	INDIVIDUAL OR GROUP	WEIGHTING %	WHAT IS THE DURATION / LENGTH?	WHEN SHOULD I SUBMIT?	WHERE SHOULD I SUBMIT IT?
All	1	Written Piece	Individual	20%	Up to 250 words	Week 4	Online Assignment Submission with plagiarism check
All	2	Artefact - Creative, and Written Piece	Individual	35%	Approximately 400 words using the instructions provided.	Week 9	Online Assignment Submission with plagiarism check
All	3	Artefact - Creative, and Written Piece	Individual and Group	45%	Around 300 words of text and a video of around 1 minute in the digital news package. Around 250 words of individual student reflection.	Exam Period	Online Assignment Submission with plagiarism check

All - Assessment Task 1: Identifying news values and writing intros

GOAL:	You will be given information to write the start of a series of news stories. You will also identify the primary news value in your hypothetical news stories, and select a copyright-free image to support one of these stories.
PRODUCT:	Written Piece
FORMAT:	Professional/Industry format. You will write these stories in line with news style outlined in class.
CRITERIA:	**No.** / **Learning Outcome assessed**

No.		Learning Outcome assessed
1	Correct news-style sentence construction	2
2	Correct, accurate, engaging and appropriate intros	2
3	Appropriate news value identification and digital photographic usage	1

GENERIC SKILLS:	Communication, Applying technologies, Information literacy

All - Assessment Task 2: Digital production

GOAL:	To create web-based journalism, and critically engage with contemporary journalism issues
PRODUCT:	Artefact - Creative, and Written Piece
FORMAT:	Professional/Industry format. You will be required to plan, research and complete a blog post and an interactive social media post, written and produced to deadline in class or online, about a journalism or media issue.

CRITERIA:	No.		Learning Outcome assessed
	1	Evidence of analytical reporting and engaging content	①
	2	Demonstrated use of the online medium and understanding of the Content Management System	②
	3	Demonstration of journalistic style and grammar usage	②

GENERIC SKILLS:	Communication, Problem solving, Applying technologies, Information literacy

All - Assessment Task 3: Digital news package

GOAL:	To collaborate and demonstrate your ability to produce a multimedia news package for the web.
PRODUCT:	Artefact - Creative, and Written Piece
FORMAT:	Professional/Industry format. In groups* organised in class you will research and produce a digital news package on a topical issue. The package includes three components: a text-based element; interactivity and audience engagement; and an audio-visual story. Each component is based on the group's own newsgathering. All visual and audio elements must be taken and recorded by the group members. This is a digital package using text, social media, visual and audio aspects to tell the story. The audio-visual component must include at least one grab from a source who you have never met before. Grabs should be the original recordings as recorded by your group. The finished audio-visual product must be published on YouTube and embedded into a blog post along with the story text and other digital publishing elements. The individual student reflection will focus on the newsworthiness of the package, what has been learned from the process, and how these elements can be used in future in the profession. Mark - 15% individual, 30% group *These requirements can be modified for those studying online-only.

CRITERIA:	No.		Learning Outcome assessed
	1	Organisation, structure and journalistic inquiry of news package	②
	2	Use and cohesion of visual and audio recording, mixing and editing, and appropriate sequencing	①
	3	Clarity and newsworthiness of text component	③
	4	Use of interactivity and audience engagement features	②

GENERIC SKILLS:	Communication, Collaboration, Applying technologies, Information literacy

7. Directed study hours

A 12-unit course will have total of 150 learning hours which will include directed study hours (including online if required), self-directed learning and completion of assessable tasks. Student workload is calculated at 12.5 learning hours per one unit.

8. What resources do I need to undertake this course?

Please note: Course information, including specific information of recommended readings, learning activities, resources, weekly readings, etc. are available on the course Canvas site– Please log in as soon as possible.

8.1. Prescribed text(s) or course reader

> There are no required/recommended resources for this course.

8.2. Specific requirements

To participate in this course you must have a working digital camera and a device for capturing video. HD quality smartphone, DSLR, or compact cameras are acceptable. Your camera should have some manual control functions and have an accompanying instruction manual. For video, you can use HD quality smartphones, compact digital cameras with video capacity, DSLRs or handycams. You must have an accompanying instruction manual and relevant memory cards and cables for connecting to a computer. You will also be required to cover any associated camera costs (e.g batteries, power cords, memory cards etc).
Students undertaking the workshops ONLINE will require a mobile phone or video recording device and will require a cable to transfer images and video footage from the device to a computer. Access to a tripod and microphone is highly recommended. This course requires some commercial editing software or hardware which is provided at UniSC campuses for student use. If you elect to do this course ONLINE, you may either: attend a campus at which it is available, discuss alternative open source solutions with your course coordinator that would enable you to demonstrate the learning outcomes, or if you prefer you may acquire this software and / or hardware at your own expense.

9. How are risks managed in this course?

Health and safety risks for this course have been assessed as low. It is your responsibility to review course material, search online, discuss with lecturers and peers and understand the health and safety risks associated with your specific course of study and to familiarise yourself with the University's general health and safety principles by reviewing the online induction training for students, and following the instructions of the University staff.

10. What administrative information is relevant to this course?

10.1. Assessment: Academic Integrity

Academic integrity is the ethical standard of university participation. It ensures that students graduate as a result of proving they are competent in their discipline. This is integral in maintaining the value of academic qualifications. Each industry has expectations and standards of the skills and knowledge within that discipline and these are reflected in assessment.

Academic integrity means that you do not engage in any activity that is considered to be academic fraud; including plagiarism, collusion or outsourcing any part of any assessment item to any other person. You are expected to be honest and ethical by completing all work yourself and indicating in your work which ideas and information were developed by you and which were taken from others. You cannot provide your assessment work to others. You are also expected to provide evidence of wide and critical reading, usually by using appropriate academic references.

In order to minimise incidents of academic fraud, this course may require that some of its assessment tasks, when submitted to Canvas, are electronically checked through Turnitin. This software allows for text comparisons to be made between your submitted assessment item and all other work to which Turnitin has access.

10.2. Assessment: Additional Requirements

Your eligibility for supplementary assessment in a course is dependent of the following conditions applying:

The final mark is in the percentage range 47% to 49.4%.
The course is graded using the Standard Grading scale.
You have not failed an assessment task in the course due to academic misconduct.

10.3. Assessment: Submission penalties

Late submission of assessment tasks may be penalised at the following maximum rate:
- 5% (of the assessment task's identified value) per day for the first two days from the date identified as the due date for the assessment task.
- 10% (of the assessment task's identified value) for the third day.
- 20% (of the assessment task's identified value) for the fourth day and subsequent days up to and including seven days from the date identified as the due date for the assessment task.
- A result of zero is awarded for an assessment task submitted after seven days from the date identified as the due date for the assessment task. Weekdays and weekends are included in the calculation of days late.

To request an extension you must contact your course coordinator to negotiate an outcome.

10.4. SafeUniSC

UniSC is committed to a culture of respect and providing a safe and supportive environment for all members of our community. For immediate assistance on campus contact SafeUniSC by phone: 07 5430 1168 or using the SafeZone app. For general enquires contact the SafeUniSC team by phone 07 5456 3864 or email safe@usc.edu.au.

The SafeUniSC Specialist Service is a Student Wellbeing service that provides free and confidential support to students who may have experienced or observed behaviour that could cause fear, offence or trauma. To contact the service call 07 5430 1226 or email studentwellbeing@usc.edu.au.

10.5. Study help

For help with course-specific advice, for example what information to include in your assessment, you should first contact your tutor, then your course coordinator, if needed.

If you require additional assistance, the Learning Advisers are trained professionals who are ready to help you develop a wide range of academic skills. Visit the Learning Advisers web page for more information, or contact Student Central for further assistance: +61 7 5430 2890 or studentcentral@usc.edu.au.

10.6. Wellbeing Services

Student Wellbeing provide free and confidential counselling on a wide range of personal, academic, social and psychological matters, to foster positive mental health and wellbeing for your academic success.

To book a confidential appointment go to Student Hub, email studentwellbeing@usc.edu.au or call 07 5430 1226.

10.7. AccessAbility Services

Ability Advisers ensure equal access to all aspects of university life. If your studies are affected by a disability, learning disorder mental health issue, injury or illness, or you are a primary carer for someone with a disability or who is considered frail and aged, AccessAbility Services can provide access to appropriate reasonable adjustments and practical advice about the support and facilities available to you throughout the University.

To book a confidential appointment go to Student Hub, email AccessAbility@usc.edu.au or call 07 5430 2890.

10.8. Links to relevant University policy and procedures

For more information on Academic Learning & Teaching categories including:

- Assessment: Courses and Coursework Programs
- Review of Assessment and Final Grades
- Supplementary Assessment
- Central Examinations
- Deferred Examinations
- Student Conduct
- Students with a Disability

For more information, visit https://www.usc.edu.au/explore/policies-and-procedures#academic-learning-and-teaching

10.9. Student Charter

UniSC is committed to excellence in teaching, research and engagement in an environment that is inclusive, inspiring, safe and respectful. The Student Charter sets out what students can expect from the University, and what in turn is expected of students, to achieve these outcomes.

10.10. General Enquiries

In person:

- **UniSC Sunshine Coast** - Student Central, Ground Floor, Building C, 90 Sippy Downs Drive, Sippy Downs
- **UniSC Moreton Bay** - Service Centre, Ground Floor, Foundation Building, Gympie Road, Petrie
- **UniSC SouthBank** - Student Central, Building A4 (SW1), 52 Merivale Street, South Brisbane
- **UniSC Gympie** - Student Central, 71 Cartwright Road, Gympie
- **UniSC Fraser Coast** - Student Central, Student Central, Building A, 161 Old Maryborough Rd, Hervey Bay
- **UniSC Caboolture** - Student Central, Level 1 Building J, Cnr Manley and Tallon Street, Caboolture

Tel: +61 7 5430 2890

Email: studentcentral@usc.edu.au