

JOURN 380: Long-Form Digital Journalism

Assignment: Final Project

Point Total: 300

Overview:

Throughout the semester, students will learn about the elements of cinematic, long-form storytelling through the lens of magazine writing. The elements of story haven't changed, but understanding how each media can be used takes patience and practice. On top of that, the delivery mechanism will shape the way you tell a story as well.

With that backdrop, students will explore the world of long-form, digital storytelling through the construction of a story and the reverse-engineering of the process they went through.

Objectives:

- Understand the basic components of a cinematic story and apply those in the creation of an interactive or digital-based story that contains multiple forms on media
- Select a series of elements for an author-based website and create a companion site using materials gathered during the story writing process
- Evaluate the development and creation processes as demonstrated by a written process document

Requirements:

This project will be developed throughout the semester, and will require the student to make regular progress throughout the term. Failure to meet deadlines will result in a substantially lowered grade.

- Cinematic Long-Form Story: Students will turn in a final story complete with multi-media components or in multiple digital formats (e.g. ePub, Scribd, Kindle). Stories must be no less than 10 pages in length, and should include multiple forms of media. It will be graded on:
 - Media Use: the author should use good judgment in choosing specific media to tell the story
 - Professionalism: While authors will not be graded on the aesthetic of the media pieces, the presentation and the writing should be professional in nature
 - Story: Authors will be expected to tell a story using traditional frameworks
 - Delivery Mechanism: Authors will be expected to deliver their piece in multiple formats
- Website: Students will have a functioning companion website, complete with multi-media elements that augment the story and contain timely information. It should include, at minimum:
 - About page describing the project
 - Author page with an introductory video and a written biography
 - Blog posts related to the story

- Process Document: Students will turn in a paper that is no less than 2 pages, which documents the creative process. Students should examine their development process (from story idea, through prototyping, to evaluation, and to completion), and discuss what worked and what didn't, paying particular attention to creating a framework for development moving forward
 - Appendices
 - Story Idea/Description
 - Prototypes
 - Teacher Evaluation
 - Student Evaluation
- Screencast: Students will deliver a 5-minute screencast using Jing (or some screen capture equivalent) that gives an overview of the final products. It should focus on global descriptions as opposed to individual elements.

Grading:

	A	B	C	D	F
Story					
Story (50)					
Media Use (25)					
Delivery Mechanism (15)					
Professionalism (10)					
Website					
Minimum Requirements (60)					
Storytelling (10)					
Creativity (10)					
Professionalism (20)					
Process Document					
Analysis (30)					
Appendix (10)					
Professionalism (10)					
Screencast					
Project					

Overview (25)					
Easily Understandable Points (10)					
Creativity (5)					
Professionalism (10)					
Total					