MCP-466 Producing for the Web (3 Credit Hours)

Course Objectives

1.   This course is aimed to teach students to create content for online media. It will help students take a step forward from online journalism and move towards producing multimedia content for internet. It will focus on creating and publishing content for internet, while heavily relying on a practical component.

Learning Outcomes

2.   After this course, the students will be able to:

   a. Produce multimedia content for internet platforms
   b. Understand the mechanisms of online publishing
   c. Run and manage an online multimedia publication

Contents

3.   This course will have two simultaneous components, a practical part, where students will create, publicise and manage an online multimedia publication, along with theory part as outlined below:

   a. Digital audience
   b. Types of multimedia online
   c. Online publication platforms
   d. Advanced web designing
   e. Animation production
   f. Audio-visual streaming (plug-ins, codes and standards)
   g. Podcast, video cast and webisodes
   h. Interactive and immersive storytelling
   i. Transmedia storytelling
   j. Marketing online multimedia

References

1. Producing For Web 2.0 A Student Guide Third Edition. (2009).
2. Rabiger, M. (1987). Directing the documentary. Boston: Focal Press.
3. Sturken, Marita & Lisa Cartwright. Practices of Looking. An Introduction to Visual Culture, Oxford University Press, 2001
4. Rosenthal, A., & Rosenthal, A. (1996). Writing, directing, and producing documentary films and videos. Carbondale: Southern Illinois University Press.
5. Whittaker, J., & Whittaker, J. (2002). Web production for writers and journalists. London: Routledge.