

DIGITAL JOURNALISM (NEW COURSE)

OVERVIEW

Digital Journalism - Course Structure

1st Year - Diploma of Digital Journalism

Semester 1

100.1: Foundations of Journalism	101.1: Principles of Sound and Sound Production	102.1: Scriptwriting and Storyboarding	103.1: Digital Photography
-------------------------------------	--	---	-------------------------------

Semester 2

100.2: Writing Skills for Journalism	101.2: Introduction to Audio Technology	102.2: Digital Audio and Video Production	103.2: Multimedia Graphic Design
---	--	--	-------------------------------------

Semester 3

201.1: Research Methods	104.2: Studio Production	104.1: Audio Visual Production	201.2: Web Technology
----------------------------	-----------------------------	-----------------------------------	--------------------------

Semester 4

202.1: Journalism Practice	202.2: Editorial Production
-------------------------------	--------------------------------

Point of completion for Diploma of Digital Journalism

DIGITAL JOURNALISM UNITS

Module 100: Introduction to Journalism

100.1 Foundations of Journalism: This unit is a guide to the fundamentals of news media. It aims to enable students to develop an understanding of journalism and how the global news media works. The course provides a solid foundation in the history of journalism, changes in media, law and ethics, as well as providing an industry overview.

100.2 Writing Skills for Journalism: Students are introduced to descriptive, expository, and persuasive writing techniques essential for modern journalism. Emphasis will be placed on grammar, syntax and journalist style, with a focus on writing for credibility and avoiding logical fallacies.

Module 101: Introduction to Audio Production

101.1 Principles of Sound and Sound Production: This unit deals with the theory of sound and characteristics of the human ear which affect the human perception of sound. Students are guided through the sound production process and equipment requirements for sound production.

101.2 Introduction to Audio Technology: Students are introduced to equipment used in sound production. A practical hands on approach to this unit enables them to develop a thorough working knowledge of such equipment.

Module 102: Video Narrative

102.1 Scriptwriting and Storyboarding: This unit will introduce students to the concepts and practices of developing and actualising scripts

and storyboards and animatics for projects in many media.

102.2 Digital Audio & Video Production: In this unit, the theoretical and practical implications of the use of digital video and audio are examined. Students will be provided with a range of skills and theoretical knowledge necessary for the production of digital video and audio.

Module 103: Visual Design

103.1 Digital Photography: This unit introduces the fundamentals of photojournalism. Students will learn how to capture images on the move that will support their print journalism in a variety of areas, such as feature news, sports, and glamour. Computer-based imaging, editing, and enhancement will also be covered.

103.2 Multimedia Graphic Design: This foundation unit will introduce students to specific multimedia, graphic and typographical tools used in the field. Student will learn basic design theory, and how to critically evaluate visual design elements.

Module 104: Audio Production

104.1 Audio Visual Production: This unit aims to install a basic working knowledge of the stages and technologies involved in a digital film project with particular emphasis on the editing process.

104.2 Studio Production: This unit deals with the sound recording studio and students are taught proper production and post production techniques required to achieve quality sound production content.

COURSE INFO

Qualification

Diploma of Digital Journalism

Duration

12 months full-time

Entry Requirements:

- Completion of at least two GCE O-Level subjects including passing of English or equivalent or completion of SAE certificate; and
- Mature age of over 17 years; For international students:
 - IELTS overall band score 6.0 or above; or
 - TOEFL overall grade of 550 or above (paper-based); or
 - TOEFL overall grade of 213 or above (computer-based); or
 - TOEFL overall grade of 79 or above (internet-based); or
 - A high school transcript showing proof of satisfactory English to year 10 or higher.

Module 201: Journalism Techniques

201.1 Research Methods: This unit will provide students with analytical research abilities that are fundamental for informed journalism. Emphasis will be on critical thinking skills needed to evaluate potential research methodologies and analysis, interviewing and surveying techniques, Internet and print-based sources.

201.2 Web Technology: This unit introduces students to different tools needed to become an online journalist. This course will teach basic website design using static code in HTML and CSS and various content management systems so that students will learn how to integrate text, design, and audio visual elements into a seamless whole.

Module 202: Advanced Journalism

202.1 Journalism Practice: This unit equips students with the skills they need in the field to move from basic preparations to a finished piece of new media journalism. Students will hone their observation skills and learn important time management skills. Student will also learn about the business aspects of journalism, the importance of PR and how to pitch freelance work.

202.2 Editorial Production: This unit prepares students to report, write and present news for radio, television and any electronic media. Working in teams, students will learn how to produce an online news magazine using integrated design of print, audio, and visual media.

DIGITAL JOURNALISM FAQ (FREQUENTLY ASKED QUESTIONS)

Q: What is 'Digital Journalism'?

A: Digital Journalism refers to journalism that can be gathered and broadcast by a small unit of independent reporters, including individual reporters. By merging traditional journalism skills with digital technological know-how, Digital Journalism creates reporters who can report from almost anywhere both professionally and independently.

Q: Are digital journalists 'real' journalists?

A: Yes! The field of digital journalism is rapidly becoming established and respected by both news media audiences and broadcasters. The Diploma program at SAE Institute ensures that our students learn the fundamentals of good reporting along with the technological skills required for professional independent journalists in the 21st Century.

Q: What kind of jobs can I get as a digital journalist?

A: There are many kinds of career paths your diploma can set you on. You may find work in traditional news media companies, or you may work as a 'stringer', or paid freelancer, for existing companies. On the other hand, you may simply report your own material and sell it to existing companies, or work as a freelancer, or a full-time blogger, or as a fact-gathering journalist for NGOs or government bodies. The field really is wide open.

Q: Where can I find examples of digital journalists work?

A: Currently most major global news outlets and wire services, including the BBC, Al Jazeera, Yahoo! News, Reuters, CNN, Associated Press, The New York Times, and The Nation (Thailand) all use material provided by independent journalists, including both written as well as broadcast quality audio and video packages. There are also professional news outlets that use independent material exclusively, including ProPublica and Global Post. Many independent journalists also operate—and earn revenue—from their own blogs and websites.

Q: How long is the diploma course at SAE Institute?

A: The Diploma program is divided into four semesters of about 12 weeks each, and a little over a dozen modules, across the range of journalism, audio and video production, and integrated web design. The courses may be roughly broken out as: Journalism 40%, Audio 20%, Video 20% and Multimedia 20%.

Q: What can I expect to learn on the diploma program?

A: Students on the program will learn the fundamentals of journalism, including critical writing and research techniques including interviewing skills, plus the essentials of digital photography, video, audio, and multimedia production. It is an integrated course that will enable graduates to create, produce, and distribute their own professional content.

Q: Does SAE Institute offer any placement or internship programs?

A: We are actively in discussion to place our students or their work with a major online news provider.

Q: Can professional reporters gain something from the course?

A: Absolutely! If professional journalists want to sign up for the program to brush up on their technical skills, and if they have the relevant work experience, we can grant credit for the academic courses so they can focus more on the technical aspects of the program.

Q: I'm interested in documentary films and community involved media, but not really 'journalism'. Will I benefit from this diploma course?

A: Yes! Not all journalism is about 'breaking news' or big media events. The skills and technical knowledge that you will learn on this course are also applicable to creating documentary films or audio/video packages, or even professional level community-based blogs.

Q: I'm interested in writing my own blog, but I don't have the background in writing and research.

A: SAE Institute also offers a 30 hour short course in Journalism for Bloggers that will teach the fundamentals of web-based journalism and writing for the web.

Q : Who can I contact if I want to enroll for the Digital Journalism Diploma program at SAE Institute located in Singapore?

A : You may contact Lieberty, who is responsible for all the enrollment matters. Her email address is l.chalang@sae.edu