



DEPARTMENT OF JOURNALISM, MEDIA AND COMMUNICATION

JU1403 Media production, 30 credits

Medieproduktion, 30 högskolepoäng

First Cycle

Confirmation

This course syllabus was confirmed by Department of Journalism and Mass Communication on 2017-02-09 and was last revised on 2021-02-11 by Department of Journalism, Media and Communication to be valid from 2021-08-08, autumn semester of 2021.

Field of education: Other 100%

Department: Department of Journalism, Media and Communication

Position in the educational system

Single subject course, could be included in a BA exam.

Main field of studies

Journalism

Specialization

G1N, First cycle, has only upper-secondary level entry requirements

Entry requirements

Learning outcomes

On successful completion of the course the student will be able to:

Knowledge and understanding

Account for laws, regulations and conditions that governs digital publishing.

Account for principles for usefulness and accessibility on the Internet.

Competence and skills

Independently produce content for digital publishing: text, video and audio.

Apply standards for developing web sites with regard to design, navigation and user-friendliness.

Identify their own needs for continuous competence and ability to find necessary Resources.

Judgement and approach

Assess media productions with regard to user-friendliness and audience targeting.

Assess media productions based on democratical aspects such as availability and linguistic adaption.

Do journalistic considerations for media production from source critical and ethical perspectives.

Course content

In the course, the student will learn about the basics of journalism: source criticism, laws and regulations. Through excersises and workshops, the student aquire necessary skills for creating journalistic content and publish it digitally as text, audio and video. The course also contains knowledge about audience analysis, usefulness, accessibility, design, and technical skills aquired for creating adjusted and functioning web sites.

Sub-courses

1. **Publishing** (*Att publicera*), 4.5 credits
Grading scale: Pass with Distinction (VG), Pass (G) and Fail (U)
2. **Video** (*Rörlig bild*), 8 credits
Grading scale: Pass with Distinction (VG), Pass (G) and Fail (U)
3. **Audio** (*Ljud*), 8 credits
Grading scale: Pass with Distinction (VG), Pass (G) and Fail (U)

4. Digital publishing (Webbpublicering), 9.5 credits

Grading scale: Pass with Distinction (VG), Pass (G) and Fail (U)

Form of teaching

The course consists of both lectures, compulsory seminars and workshops and instructor led hand-on training, individually and in groups.

Language of instruction: Swedish

Assessment

The course is examined through assignments, seminars, workshops and examination.

All workshops and seminars are mandatory and requires active participation from the students.

If a student, who has failed the same examined element on two occasions, wishes to change examiner before the next examination session, such a request is to be submitted to the department in writing and granted unless there are special reasons to the contrary (Chapter 6, Section 22 of Higher Education Ordinance).

In the event that a course has ceased or undergone major changes, students are to be guaranteed at least three examination sessions (including the ordinary examination session) over a period of at least one year, though at most two years after the course has ceased/been changed. The same applies to work experience and VFU, although this is restricted to just one additional examination session.

Grades

The grading scale comprises: Pass with Distinction (VG), Pass (G) and Fail (U).

Pass requires Pass on all assignments.

Pass with distinction requires Pass with distinction on at least two assignments.

Course evaluation

The results of and possible changes to the course will be shared with students who participated in the evaluation and students who are starting the course.

Additional information

To follow the course, an own laptop and smartphone or tablet is required. There is also assignments which requires WordPress and space for related content. More information about this and other additional information is found in the course guide.