USC Annenberg

JOUR 499: Glass Journalism
Number of Units: 2
Fall 2014: Tuesday, 6-8:40 p.m.
Section: 21447D
Location: ANN405

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Office Hours: One-hour before and after class or by appointment.

I. Course Description

This class – "Glass Journalism" – takes all students' diverse skills (reporting, multimedia storytelling, Web development, design, user coding/programming, Agile development, etc.) and applies them all toward the exploration and experimentation focused around Google Glass and other emerging wearable technologies.

The class, in partnership with the media organizations and a variety of experts, will research and develop new journalism-related apps for the Glass platform, ranging from content creation to content consumption.

Students will be work together, navigating the different skills and culture, in a series of in- and out-of-class exercises that will focus on brainstorming, designing and developing Glass news apps based on existing media brands/content, as well as creating from scratch.

This class is a sandbox for journalism, technology and creativity. You are expected to put in work to produce creative prototypes that are aimed at a public launch.

II. Overall Learning Objectives and Assessment

After taking this class, you should have the necessary skills to work within a development team that can prototype apps, either for traditional mobile or wearable devices. You will also have the skills needed for project and product management, working with a diverse team that will include stakeholders, journalists, designers and developers.

You will:
- Complete different phases for team-produced Glass news apps comprised of advanced individual story/informational experiences (approved by the instructor):
  - Research: Get familiar with Google Glass and wearables.
  - Brainstorm: News apps from scratch or based on media partners' brands/content for the creation or consumption of journalistic stories.
  - Scope/Specs: Outline the features from content to design, including storytelling features.
  - Production: Design and building the spec, factoring variables like technology, skill level and deadline.
  - Launch: Publish the news apps that showcases the work produced by teams.
  - User-testing: After launching, test and collect feedback from users.
  - Re-launch: Factoring in the feedback, make changes to project.
- Complete several smaller exercises related to re-examining the "article" and storytelling that takes advantage of the tech features offered by the device.
- Learn and work with team using Agile Project Management with Scrum.

Although specific expectations may vary somewhat for journalism/non-journalism students, all students will be expected to produce work of publishable quality. This includes professionalism in presentation, editorial decisions, editing, spelling and grammar.

Every student is <u>required</u> to schedule at least one meeting with the instructor sometime around the semester's mid-point. However, you should feel free to talk to your instructor at any point during the semester.

III. Assignments and Assessment

While different students will be graded on different aspects/roles of the final project, every student will complete universal tasks/assignments, including writing for the public facing site/blog, pitching ideas solo or with a team and peer teaching.

Overall assignments/goals include:
- Become familiar with Glass/wearables, reviewing its strengths and weaknesses.
- With the knowledge of Glass, brainstorm and sketch Glassware – either for content creations or content consumption – based on our media partners' brand and content.
- Pitching news Glassware ideas to be developed over the majority of the semester.
- Play an active role – based on your individual skillset and in coordination with the professor – in the group selected Glassware.
- Test Glassware – in different stages – to gather feedback and insights from potential users, partners and other stakeholders.
- Document, present and share our acquired knowledge throughout this course, either via our public site, meetups, media coverage or simply within our classroom.

Please note that specific assignments, readings and weekly subjects may be revised as the course progresses.

IV. Grading Breakdown

While grades are essential in any classroom, grades play a secondary role to the experience and knowledge we gain through this course. Grades are in place to monitor our progress, but also to reward our calculated risks we take in developing the final projects.

Overall course breakdown:
- In-class, online participation   10 percent
- Exercises/Assignments   30 percent
- Pitches/Presentations   20 percent
- Final Project/Launch   40 percent

The final grade percentage/letter breakdown:
A is 94% and higher. A- is 90% and less that 94%. B+ is 87% and less that 90%. B is 84% and less that 87%. B- is 80% and less that 84%. C+ is 77% and less that 80%. C is 74% and less that 77%. C- is 70% and less that 74%. D+ is 67% and less that 70%. D is 64% and less that 67%. D- is 60% and less that 64%. F is 0% and less that 60%.

General guidelines for grades in assignments and projects:
Projects earning an A are professional and ready to publish; they are accurate, clear and comprehensive, and include multiple online elements. Headlines and text are well written and require only minor editing for AP style, grammar/punctuation/spelling and consistency. Visual or audio elements are relevant (e.g., no video just for the sake of having video), and edited or cropped effectively and appropriately.

Projects earning a B require more than minor editing, and have a few style or spelling errors. There is at least one significant online element omitted.

Projects earning a C need considerable editing or rewriting. There are online elements missing or incomplete.

Projects earning a D require excessive rewriting and have numerous errors. They likely go little beyond the original print or broadcast story (if there is one), or are sloppy and/or unprofessional. They are not publishable and should not have been submitted.

Projects earning an F have failed to meet the major criteria of the assignment, have numerous errors or both. They may be misleading or contain content from third parties used without attribution. They are not publishable and should not have been submitted. A story that has a factual error that is material to the story merits an F. There should be no exceptions. Excessive occurrences of misspelled proper names also merit an F.

Assignments and projects will be judged on elements including text, visuals (photos, graphics, video), interactivity, navigation and adherence to assignment specifics. Design and color decisions will be judged on appropriateness and usage of concepts discussed in class. Another unique factor is usability – the perspective/experience from the user. Students should demonstrate an understanding of all previously covered concepts in each assignment, even if the assignment does not specifically address those issues.

Assignments and projects are to be turned in on time and in a professional manner, edited to AP style, and by the assigned deadline (some projects may be time-specific).

Furthermore, most assignments will be graded on a scale of 1-100, and then translated into traditional letter grades. You can lose points for:
- AP Style, Punctuation, minor spelling errors or coding/broken links = Two to five points each.
- Clarity, organization = Five to seven points for short stories; seven to 10 points for longer stories.
- Omissions = Five points.
- Misspellings (of proper names) and/or factual errors = Automatic "F" on the assignment.

* If your stories have too many style, punctuation and/or spelling errors, you may be asked to rewrite your assignment and return it to your instructor within 24 hours, or be graded accordingly.

NOTE: As an online journalism class, the same high journalism standards from print and broadcast disciplines are expected.

V. Assignment Submission Policy
This class will use a combination of tools for its infrastructure, including Wordpress, Trello, Facebook, FTP and others. Assignments will be submitted through the appropriate platform, according to the professor's instructions. Grades will be posted on Blackboard.

Late assignments get a failing grade, but should be completed nonetheless as they may qualify for a grade up to a "C" under the rewrite policy. Students should turn in each assignment as specified – some may be sent by e-mail, some turned in as hard copy, some posted to our/your web space. Do not remove materials from the web space until you have received confirmation from your instructor that the material has been graded.

This class will be carried out like a professional newsroom. The instructor acts as editor and you need to be in communication during the assignments.

Don't miss deadlines.

VI. Required Readings and Supplementary Materials

REQUIRED: 37signals (2004). "Getting Real: The smarter, faster, easier way to build a successful web application," self-published. Site: http://gettingreal.37signals.com

NEWS CONSUMPTION/WEB RESOURCES
As journalists and developers for news, it is imperative that you are an informed news consumer. You must follow the news and be familiar with what is going on around the world, the country and in Los Angeles. Get local news from the *Los Angeles Times*, NBC4 or NPR (KPCC) daily, in addition to national news from the *New York Times*, *CNN*, etc. You should also develop a list of other news sources that you check daily; these could include *LA Observed, The Daily News, Washington Post, Sacramento Bee, The Huffington Post, Pro Publica, California Watch and others.*

Web journalism is in constant evolution. These lists of sites are additional resources to read and learn from throughout the semester.

- **Google Glass (G+):** https://plus.google.com/+GoogleGlass/posts
  Los Angeles Glass Explorers
  (https://plus.google.com/communities/103309444950754329228**)**
  Glass Almanac (http://glassalmanac.com/)
  ARLA - Augmented Reality Los Angeles (http://meetup.com/ARLosAngeles/**)**
- **Training sites:**
  KDMC (http://multimedia.journalism.berkeley.edu/tutorials/)
  Lynda (http://www.usc.edu/its/lynda)
  W3Schools (http://www.w3schools.com/)
- **Journalism-related sites:**
  10,000 Words (http://10000words.net/)
  Carnival of Journalism (http://carnivalofjournalism.com)
  Mashable (http://mashable.com/)
  Nieman Journalism Lab (http://niemanlab.org)
  Online Journalism Review (http://www.ojr.org/)
  PBS Mediashift (http://www.pbs.org/mediashift/)
  Read Write Web (http://www.readwriteweb.com/)
  Romenesko (http://jimromenesko.com/)
  Interactive Narratives (http://www.interactivenarratives.org)
- **Weekly Web journalism chats:**
  #WJCHAT (Wednesdays, 5PM PDT)
- **Tech sites:**
  Hacker News (http://news.ycombinator.org/)
  Reddit (http://www.reddit.com/)

ADDITIONAL COURSE MATERIALS
- **AP Stylebook:** Your work is expected to conform to AP style, unless otherwise noted by the instructor that another style takes precedence.
- **Blackboard**: The course will use Blackboard mainly for grading and syllabus. Any emails sent via Blackboard will be sent to your USC email address, so make you check that address regularly.

  To log into Blackboard:
  1. Go to: http://blackboard.usc.edu
  2. You must use your USC login and password on Blackboard
  3. Click on your section
- **Class Site**: The course will use a customized social media site to post assignments for the course. Information about assignments THAT ARE NOT IN THE SYLLABUS will be posted on this site, as well as any supplemental readings and documents used for the course. Therefore, it is imperative that you check the site regularly for assignments and announcements. Any emails sent via the site will be sent to your USC email address, so make you check that address regularly.

  The site URL is: http://class.glassjournalism.io/
- **Recommended Hardware:**

  Digital Camera A minimum of 2 megapixels
  Digital audio recorder
  Flash memory SD card
  Headphones
  Portable USB hard drive
- **Recommended Software:**

  Adobe Suite (Including Dreamweaver, Photoshop, Audition and more)
  Audacity (http://audacity.sourceforge.net/)
  FTP program (**Fetch** or **FileZilla** https://software.usc.edu/index.aspx)
  Microsoft Office or **Google Docs**
  SoundSlides Plus (http://soundslides.com/)
  Text Editor
  > Mac: TextWrangler (http://bit.ly/textwrangler/)
  > PC: Notepad++ (http://notepad-plus-plus.org)
- **USB flash drive/Pen drive:** Although not required for in-class work or homework, you will find it convenient to have a flash drive to organize and transport files and assignments. Be sure to label your flash drive so it can be returned if you lose it.
- **Web accounts:** Please have an account for these Web services:

  YouTube (http://www.youtube.com)
  Google (http://google.com - you may already have one)
  Trello (https://trello.com)
  Twitter (http://www.twitter.com)
  Flickr (http://www.flickr.com)

VII. Laptop Policy

Effective fall 2014, all undergraduate and graduate Annenberg majors and minors will be required to have a PC or Apple laptop that can be used in Annenberg classes. Please refer to the Annenberg Virtual Commons for more information. To connect to USC's Secure Wireless network, please visit USC's Information Technology Services website.

ADDITIONAL LAPTOP/CELLPHONE POLICY
Information communication technologies are a part of the modern education landscape. Students are welcome to use laptop computers in classroom for purposes relevant to the class lesson and furthering discussion. However, out of consideration for the learning environment and fellow classmates, we respectfully ask that you refrain from extraneous activities such instant messaging, gaming or other online services. On the occasions when the professor asks for laptops and devices to be put away in the classroom, please honor those requests.

Unless there is an emergency, don't use cell phones during class. Wait for the class break.

VIII. Course Schedule: A Weekly Breakdown
Important dates:
- **September 12**: Last day to register and add classes
- **September 12**: Last day to drop a class without a mark of "W," except for Monday-only classes, and receive a refund
- **September 16**: Last day to drop a Monday-only class without a mark of "W" and receive a refund
- **November 14**: Last day to drop a class with a mark of "W"

Important note to students: Be advised that this syllabus is subject to change – and probably will change – based on the progress of the class, news events, and/or guest speaker availability.

Week 1: Orientation and Intro to Google Glass/Wearables   Aug 26
Intros; Class goals/infrastructure; Skills assessment; Exploring Glass
- Assignment #1: Wear Glass for 48 hours and write/review experience - post on class site
- Pre-assignment: Read MIT Technology Review on Google Glass
  http://www.technologyreview.com/review/524576/glass-darkly/
- Pre-assignment: Read My Google Glass app ideas for different news orgs
  http://blog.webjournalist.org/2013/05/24/my-google-glass-app-ideas-for-different-news-orgs/

Week 2: Research/review current Glass news apps   Sep 2
Share experiences; Explore Glass news apps; Discuss current limitations/possibilities
- Assignment: Review content of media partners for brainstorm/pitch next week
        Groups, made by the professor, will be randomly assigned to brands.
- Assignment: Read Ch. 1 of "Getting Real" | http://bit.ly/gettingreal-toc

Week 3: Brainstorm, sketch/design, feasibility: Existing news brands   Sep 9
Brainstorming based on media partners' brand/content; sketch/design; feasibility
- Assignment: Sketch prototypes and user test using storyboards
- Assignment: Read Ch. 2 of "Getting Real" | http://bit.ly/gettingreal-toc

Week 4: Present sketch/design/Storyboards to partner/stakeholders   Sep 16
Present results of brainstorm and user testing to media partner/stakeholders
- Assignment: Write a blog post about experience
- Assignment: Prepare for brainstorming on creation/consumption news app(s)
- Assignment: Read Ch. 3 of "Getting Real" | http://bit.ly/gettingreal-toc

Week 5: Brainstorm semester-long projects: Creation & consumption   Sep 23
Team(s) brainstorm/pitch ideas on using Glass for journalism creation/consumption
- Assignment: Refine, prototype and code
- Assignment: Read Ch. 4 "Getting Real" | http://bit.ly/gettingreal-toc

Week 6: Spec/scope out approved semester-long project(s)   Sep 30
Planning the infrastructure and features for the class selected project(s)
- Assignment: Sketch and create design comps
- Assignment: Begin coding infrastructure
- Assignment: Read Ch. 5 "Getting Real" | http://bit.ly/gettingreal-toc

Week 7: Identify stories for the semester-long project(s)   Oct 7
Factoring in the tech specs, what stories can be told on our platform
- Assignment: Prepare for Glass story brainstorm/presentation
- Assignment: Read Ch. 6 "Getting Real" | http://bit.ly/gettingreal-toc

Week 8: Brainstorm, sketch/design and feasibility: Optimized stories   Oct 14
Team(s) present ideas on using journalistic storytelling for Glass; group brainstorm

- Assignment: Create design comp and storyboards
- Assignment: Begin reporting/collecting story assets
- Assignment: Ch. 7 of 37signals' "Getting Real" | http://bit.ly/gettingreal-toc
- *[Midterm point: One-on-one check ins – sign up for appointments]*

Week 9: Present Design Comps/Storyboards: Optimized stories   **Oct 21**
Continue to coding/producing semester-long project and optimized stories
- Assignment: Continue production
- Assignment: Write a blog post about experience

Week 10: Production and Project Assessment   **Oct 28**
From coding to interface to content, what is the status of the optimized app
- Assignment: Continue production

Week 11: Production and Project Assessment - continued   **Nov 4**
Continue production, prepare to present live demo for class, followed by user test

Week 12: Present optimized stories   **Nov 11**
Demo the news app/stories optimized for Glass; have classmates do first user testing
- Assignment: User test Glass project(s)/app(s)/stories

Week 13: User test Glass apps   **Nov 18**
Have users test the experience to see reactions and document changes

Week 14: Present optimized news app to partners/stakeholders   **Nov 25 - Thanksgiving**
After making tweaks, demo the finalized news app optimized for Glass to partners/stakeholders

Week 15: Launch apps   **Dec 2**
Make changes learned from user testing. Focus on our own projects, also produce project class homepage
- Assignment: Diary of production – lessons learned

Study days   **Dec 6-9**

Final Project Launch   **TBD**

IX. Policies and Procedures
A. Plagiarism
Statement on Academic Integrity
USC seeks to maintain an optimal learning environment. General principles of academic honesty include the concept of respect for the intellectual property of others, the expectation that individual work will be submitted unless otherwise allowed by an instructor, and the obligations both to protect one's own academic work from misuse by others as well as to avoid using another's work as one's own. All students are expected to understand and abide by these principles. Please see the *SCampus* (http://scampus.usc.edu/1300-academic-integrity-review/) for the university's Student Conduct Code.

USC School of Journalism Policy on Academic Integrity
The following is the USC Annenberg School of Journalism's policy on academic integrity and repeated in the syllabus for every course in the school:

"Since its founding, the USC School of Journalism has maintained a commitment to the highest standards of ethical conduct and academic excellence. Any student found plagiarizing, fabricating, cheating on examinations, and/or purchasing papers or other assignments faces sanctions ranging from an 'F' on the

assignment to dismissal from the School of Journalism." All academic integrity violations will be reported to the office of Student Judicial Affairs & Community Standards (SJACS), as per university policy, as well as journalism school administrators."

In addition, it is assumed that the work you submit for this course is work you have produced entirely by yourself, and has not been previously produced by you for submission in another course or Learning Lab, without approval of the instructor.

B. Additional Policies
DIVERSITY
In addition to being ethical in developing your projects, it is important that you consider diversity. When looking at your work, you should consider who is involved and how it will impact others. Is your work fair and does it represent all stakeholders in a balanced manner? This class will help you learn how to write in a manner that includes diverse viewpoints. The class will discuss socioeconomic, racial, religious, gender, geographical and sexual orientation issues in the context of current events.

WEB AGGREGATION
Aggregation is the term for doing on the Web what newspapers and broadcasters have done for decades -- taking content from a variety of clearly labeled sources and packaging it into a unique news product. You will certainly be aggregating in other courses and/or Learning Labs, so here are the rules: **Anything that you do not report or produce yourself must be attributed and/or linked to the original source.** In an aggregated story, summarize the story in your own words, and use only a few quotes. The goal is to encourage readers to link to the full story.

ATTENDANCE POLICY
Attendance is required for all classes. If you expect to miss class due to a family emergency, a medical problem, or a religious holiday, please contact your instructor beforehand (either send an e-mail or give your instructor a call). Tardiness is unacceptable. If you expect to be more than 15 minutes late to class, please stay home.

If you miss a class, please get the notes from another student. Separate "catch-up" sessions will not be conducted. In-class assignments cannot made-up, either.

CLASS PROTOCOL AND PROFESSIONAL DRESS CODE
This is a professional degree program. As such, students are expected to deal with each other and with me in a collegial manner. That means you should immediately talk to your instructor if you have any concerns about the course, grading, fellow students, the length of time it takes to get back graded assignments, etc.

For purposes of this class, you are a bona fide member of the working press. You should expect to be treated with all of the normal courtesies and privileges afforded to the news media. In return, you are expected to represent the profession in a dignified and appropriate manner. If you do not take yourself seriously, be advised that no one else will.

If you want to be taken seriously in the field then you need to dress like a professional, not a college student. Business casual is best: women should wear skirts or dresses of an appropriate length and pants that are not jeans; men should wear button-down shirts and pants that are not jeans. No skimpy or tight clothing, shorts, wrinkled t-shirts or flip flops. Avoid clothing with any sort of logo, including USC logos.

RESEARCH ASSISTANCE
USC has Libraries have 23 libraries and research centers that provide access to thousands of electronic and print resources. Make sure you become familiar with resources available to you. The librarian for the Annenberg School for Communication & Journalism is Chimene Tucker, 213-740-2332 cetucker@usc.edu. For your research needs schedule an appointment with Chimene or visit the Reference Desk in Doheny Library. http://www.usc.edu/libraries

MULTIMEDIA COACHING/HELP
Technical assistance is available by contacting New Media Specialist, Courtney Miller, at courtnem@usc.edu or 213-740-3433 to schedule an appointment.

C. Internships
The value of professional internships as part of the overall educational experience of our students has long been recognized by the School of Journalism. Accordingly, while internships are not required for successful completion of this course, any student enrolled in this course that undertakes and completes an approved, non-paid internship during this semester shall earn academic extra credit herein of an amount equal to 1 percent of the total available semester points for this course. To receive instructor approval, a student must request an internship letter from the Annenberg Career Development Office and bring it to the instructor to sign by the end of the third week of classes. The student must submit the signed letter to the media organization, along with the evaluation form provided by the Career Development Office. The form should be filled out by the intern supervisor and returned to the instructor at the end of the semester. No credit will be given if an evaluation form is not turned in to the instructor by the last day of class. Note: The internship must be unpaid and can only be applied to one journalism class.

D. Statement for Students with Disabilities
Any student requesting academic accommodations based on a disability is required to register with Disability Services and Programs (DSP) each semester. A letter of verification for approved accommodations can be obtained from DSP. Please be sure the letter is delivered to me (or to TA) as early in the semester as possible. DSP is located in STU 301 and is open 8:30 a.m.–5:00 p.m., Monday through Friday. Website and contact information for DSP: http://sait.usc.edu/academicsupport/centerprograms/dsp/home_index.html, (213) 740-0776 (Phone), (213) 740-6948 (TDD only), (213) 740-8216 (FAX) ability@usc.edu.

E. Stress Management
Students are under a lot of pressure. If you start to feel overwhelmed, it is important that you reach out for help. A good place to start is the USC Student Counseling Services office at 213-740-7711. The service is confidential, and there is no charge.

F. Emergency Preparedness/Course Continuity in a Crisis
In case of a declared emergency if travel to campus is not feasible, USC executive leadership will announce an electronic way for instructors to teach students in their residence halls or homes using a combination of Blackboard, teleconferencing, and other technologies.

About Your Instructor
Robert Hernandez, aka WebJournalist, has made a name for himself as a journalist of the Web, not just on the Web. His primary focus is exploring and developing the intersection of technology and journalism – to empower people, inform reporting and storytelling, engage community, improve distribution and, whenever possible, enhance revenue. He is an Associate Professor of Professional Practice at USC Annenberg School for Communication and Journalism, but he's not an academic… he's more of a "hackademic" and specializes in "MacGyvering" Web journalism solutions. He connects dots and people. He has worked for seattletimes.com, SFGate.com, eXaminer.com, La Prensa Gráfica, among others. Hernandez is also the co-founder of #wjchat and creator of Learn Code for Journalism with Me project. He is currently serving on the Online News Association board and a lifetime member of the National Association of Hispanic Journalists. He has Glass, but is not a Glasshole. b-)