

## *Accessible Content Production for Journalists*

### Communication Media-Acad Del

<b>Course Number:</b> MCOM 10214	<b>Equivalencies:</b> N/A	<b>Pre-Requisites:</b> N/A
<b>Applicable Program(s):</b> 297 - Journalism	<b>Core/Elective:</b> Core	
<b>Prepared by:</b>	Jennifer Curry Jahnke, Faculty	
<b>Approved by:</b>	Kurt Muller, Associate Dean	
<b>Approval Date:</b>	Monday, June 20, 2016	
<b>Approved for Academic Year:</b>	2016-2017	
<b>Normative Hours:</b>	42.00	
<b>Course Level:</b>	Foundational	

### Course Description

Create journalism content using Universal Design which will be accessible in all formats including digital audio, video, and print media, and web content. Articulate the disability perspective through integrated learning opportunities applicable to the field of journalism. Identify the principles and practices of pertinent legislation and standard Web guidelines. Demonstrate the appropriate professionalism.

### Relationship to Vocational Learning Outcomes

This course contributes to your program by helping you achieve the following Vocational Learning Outcomes:

<b>297 - Journalism</b>	
VLO 1	Report on a range of stories in an accurate, detailed, balanced, professional, and timely manner. (A,R)
VLO 2	Apply computer and technical skills to a range of production and research functions in journalism. (T,A,R)
VLO 3	Provide leadership within editorial and production teams, while valuing independence and fostering collaboration. (R)
VLO 4	Analyze knowledge from communities, current events and public affairs, and history to interpret and express the context for a range of journalism publications and/or productions. (T,A)
VLO 5	Develop strategies for personal and professional development. (T,A)
VLO 6	Comply with and promote adherence to relevant Canadian legislation, standards, and the principles and practices of journalism. (T,A)
VLO 7	Write and edit complex content for a range of media platforms. (T,A)
VLO 8	Publish and broadcast content for a range of media platforms. (T,A)
VLO 9	Apply production skills and use production equipment in the preparation and distribution of content for a range of media platforms. (T,A)

## Relationship to Essential Employability Skills

This course contributes to your program by helping you achieve the following Essential Employability Skills:

EES 1	Communicate clearly, concisely and correctly in the written, spoken and visual form that fulfills the purpose and meets the needs of the audience. (T,A)
EES 2	Respond to written, spoken or visual messages in a manner that ensures effective communication. (T,A)
EES 4	Apply a systematic approach to solve problems. (T,A,R)
EES 5	Use a variety of thinking skills to anticipate and solve problems. (T,A,R)
EES 6	Locate, select, organize and document information using appropriate technology and information systems. (T,A)
EES 7	Analyze, evaluate and apply relevant information from a variety of sources. (T,A)
EES 8	Show respect for diverse opinions, values, belief systems and contributions of others. (T,A)
EES 9	Interact with others in groups or teams in ways that contribute to effective working relationships and the achievement of goals. (T,A)
EES 10	Manage the use of time and other resources to complete projects. (T,A)
EES 11	Take responsibility for one's own actions, decisions and consequences. (T,A,R)

## Course Learning Outcomes/Elements of Performance and Relationship to Vocational Learning Outcomes

When you have earned credit for this course, you will have demonstrated the ability to:

**1.) Demonstrate the principles of Universal Design as they apply to journalism.**

1.1.) Reflections / Discussions

Interview Video

Closed Captioning of Video

Create Accessible Word Document

Create Accessible PDF Document

Create Accessible InDesign Document

Create Accessible WordPress Site

**2.) Articulate the disability perspective through integrated learning opportunities applicable to the field of journalism.**

2.1.) Online Quizzes

Reflections / Discussions

Interview Video

Create Accessible WordPress Site

**3.) Identify the principles and practices of the OHRC, AODA/IASR legislation. As well as the World Wide Web Consortium's Web Content Accessibility (WCAG) 2.0 to the field of journalism.**

3.1.) Online Quizzes

Interview Video

Closed Captioning of Video

Create Accessible Word Document

Create Accessible PDF Document

Create Accessible InDesign Document

**4.) Create journalism content using the principles of Universal Design which will be accessible in all formats including digital audio, video, and print media, web content, and accessible feedback processes.**

4.1.) Interview Video

Closed Captioning of Video

Create Accessible Word Document

Create Accessible PDF Document

Create Accessible InDesign Document

**5.) Demonstrate the appropriate terminology and professionalism when producing stories involving individuals with disabilities.**

5.1.) Reflections / Discussions

Interview Video

Create Accessible InDesign Document

## **Evaluation/Earning Credit**

The following list provides evidence of this course's learning achievements and the outcomes they validate:

#### Quiz(zes)/Test(s) (15%)

Validates Outcomes:

CLO 2, CLO 3

EES 7, EES 10, EES 11

297 VLO 2, 297 VLO 6

#### Journal/Reflective Assignment(s) (20%)

Validates Outcomes:

CLO 1, CLO 2, CLO 3, CLO 5

EES 1, EES 2, EES 5, EES 6, EES 7, EES 8, EES 9, EES 10, EES 11

297 VLO 2, 297 VLO 4, 297 VLO 6, 297 VLO 7, 297 VLO 8

#### Assignment(s) (65%)

Validates Outcomes:

CLO 1, CLO 2, CLO 3, CLO 4, CLO 5

EES 1, EES 4, EES 5, EES 6, EES 7, EES 8, EES 9, EES 10, EES 11

297 VLO 1, 297 VLO 2, 297 VLO 3, 297 VLO 4, 297 VLO 5, 297 VLO 6, 297 VLO 7, 297 VLO 8, 297 VLO 9

## Learning Resources

eLearn

Accessibility for Ontarians with Disabilities Act, 2005, S.O. 2005, c. 11

WCAG 2.0

## Delivery Format

2 hours in class

1 hour online

## Prior Learning Assessment and Recognition

Students who wish to apply for prior learning assessment and recognition (PLAR) need to demonstrate competency at a post-secondary level in all of the course learning requirements outlined above. Evidence of learning achievement for PLAR candidates includes:

- Project/Assignment

## Grade Scheme

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## Course Related Information

Accessible Content Production for Journalists course focuses on creating accessible content that can be accessed by everyone, including individuals with disabilities, as directed by the Accessibility for Ontarians with Disabilities Act (AODA), 2005. Journalism students are expected to maintain the standards of excellence as a community committed to personal development. Every student and employee of the College is to provide and maintain an environment conducive to learning and working.

## **Department Related Information**

## School of Media and Entertainment Charter of Expectations

The School of Media and Entertainment strives to maintain standards of excellence as a community committed to personal development. Every student and employee of the College is to provide and maintain an environment conducive to learning and working. All individuals are treated with respect and dignity. Our department has set standards and guidelines to promote positive student conduct structured around but not necessarily limited to the following principles:

### **Professionalism**

We expect students to:

- Adopt an attitude of professionalism and respect that will promote a sense of pride in our community.
- Strive to maintain an environment in which proper language is used without profanity.
- Demonstrate integrity, responsibility, honesty, respect and enthusiasm.
- Maintain an environment free from harassment, discrimination and disruptive behavior.

### **Honesty and Integrity:**

We dedicate ourselves to upholding the reputation, integrity and honour of our role in education. We expect students to understand the following:

- All individual evaluations must be the result of the student's own work and not that of others.
- Academic dishonesty is a serious offense and subject to the Academic Honesty policy.
- E-learn, Mocomotion and all computer accounts must be kept confidential. All inappropriate activity that comes from the student's accounts will be associated with that student and they can be held accountable.

### **Types of Academic dishonesty include, but are not limited to the following:**

- Possession or use of unauthorized material.
  - o Copying from other students' work.
  - o Direct use or paraphrasing of material without acknowledgement of its source.
- Falsifying data Copyright infringement, such as using unlawfully downloaded or photocopied materials.
- Submitting individual work that has been done by someone else, whether in whole or in part.
- Making your material available for others to submit as their own work.

The following guidelines are used in Media and Entertainment as penalties for academic honesty infringements during your time at Mohawk College:

- 1st Offence – zero on the evaluation
- 2nd Offence – zero on the course
- 3rd Offence – possible suspension from the program.

### **Responsibility and Commitment:**

As a member of the school of Media and Entertainment, the student is accountable for actions both in and out of class including distracting other students during class time. The student is responsible for:

- Reviewing the course Learning Plan for course expectations including evaluation criteria.
- Learning material covered for all missed classes.
- Preparing for classes by completing assignments such as readings and homework.
- Scheduling personal appointments and work schedules outside of school hours.
- Informing Professors of CAAP's prior to class times especially if a CAAP requires in-class support.
- Working in a productive manner with group members.
- Scheduling group meetings in a mutually convenient manner.
- Completing and submitting assignments, reports, labs and projects on time.
- Keeping a backup copy of all individual and group assignments.

**Faculty Contact:**

Faculty may be contacted by e-mail, or by phone and you must include your full name, student number, and course code, and reason for your message. If you choose to e-mail the Professor, you must use your Mocomotion address (@mohawkcollege.ca). If leaving a voice mail message, please speak slowly and clearly.

**Tests and Evaluations:**

All references to test(s) should be understood to mean test(s), quizzes, exam(s) or in-class assessment(s). If the expectations, listed below, are not met, a grade of zero (0) will apply.

1. It is the student's responsibility to be available for all tests at their scheduled time and to meet deadlines for all assessments. It is the student's responsibility to notify the course Professor by e-mail or telephone PRIOR to the start of the test if they cannot be present for any reason.

- All final written tests will be scheduled during exam week according to the posted Exam Timetable.
- It is the student's responsibility to inform the Professor of any conflict as soon as test schedules are posted.

2. The student will be required to provide documentation such as a medical note or accident report validating the reason for missing the test, assessment or evaluation. Please discuss this with your Professor privately. Upon return to school, submit your documentation to your Professor immediately. Medical notes must specifically state that you were unable to write the test on the specific date. A student has a right to view their test with the Professor within ten (10) working days of the grade posting and should make these arrangements with the Professor directly.

**Test Protocol:**

- Students must arrive 10 minutes prior to all tests.
- Students arriving less than 30 minutes late for a test will be allowed to write the test, but they have lost the time that they have missed. The 30-minute grace period will be shortened for shorter tests such as quizzes.
- Students will not be permitted to enter a testing room if they are thirty (30) minutes late and will receive a grade of zero unless relevant documentation is provided.
- Students will not be permitted to leave within the first thirty (30) minutes of a test.
- Students who request to leave the test at any point during the scheduled test will not be able to return unless permission has been granted by the Professor.
- The use of aids such as electronic devices, dictionaries and translators during a test must be approved by the Professor prior to the test.
- Students must place their personal belongings at the front or side of the test room.
- Students must be prepared to place their Mohawk Identification Card in front of them on the desk throughout the test period for identification purposes.
- While waiting outside a test room, students should be respectful and considerate of others who are still writing the test.

**Compliance:**

Individual faculty members are charged with the responsibility of dealing with infractions. If you choose not to comply with these guidelines, disciplinary measures may include any of the following:

- verbal warning
- written warning
- deductions from the student's class mark
- ejection from the class, course, program or College

**Blended Learning:**

In the blended delivery model, students commit to both face-to-face classroom instruction and active learning outside the classroom. The student is expected to be fully prepared for face-to-face classes by completing self-study activities such as:

- required readings

- pre-class deliverables
- supplementary learning resources such as videos, games or simulations
- on-line discussions through Discussion boards
- on-line activities
- group work
- site visits

Note: Discussion boards are not monitored by the Professor unless specifically stated in an evaluation rubric. Lab Work: Students are expected to come to a lab class prepared for the lab. If a student is not prepared, they could be asked to leave the lab class and complete the work before returning. They will have lost the time they missed in the lab.

***For the most up-to-date information on the following policies and procedures, consult Mohawk College Corporate Policies***

<http://www.mohawkcollege.ca/corporate-policies-procedures.html>

## College Related Information



Mohawk College is committed to creating a learning community where all students and staff experience a safe and respectful work and study environment. College policies and procedures respect individual rights and responsibilities, promote accountability, fairness and due process. Students are expected to familiarize themselves with Mohawk College's Policies and Procedures accessible through the College website <http://www.mohawkcollege.ca/corporate-policies-procedures/student.html>

Students with permanent or temporary disabilities who require academic accommodations are encouraged to register with Accessible Learning Services. Documentation outlining the functional limitations of disability is required; however, interim accommodations pending receipt of appropriate documentation is possible. All documentation is kept confidential in the office of Accessible Learning Services. For more information, contact (905) 575-2211 or email [als@mohawkcollege.ca](mailto:als@mohawkcollege.ca)

In addition, students enrolled in Mohawk/McMaster collaborative programs are protected under McMaster University's policies and procedures outlined in General Academic Regulations, McMaster Undergraduate Calendar, and in McMaster's Academic Integrity Policy <http://www.mcmaster.ca/academicintegrity/> . Please be advised that all policies and procedures are subject to change.

To maintain academic integrity student submissions may be assessed using <http://www.turnitin.com/>

EFFECTIVE FALL 2009 - Policy: SS-3103-2009 - Program Promotion and Graduation Requirements: A minimum grade of 50% is required as a course pass at Mohawk College. Please be aware, however, that a higher passing grade (minimum 60% or 70%) may be required if this course is taken as part of certain diploma or certificate programs. Please consult your Academic Department for details. Additionally, if you are taking this course as part of a diploma or certificate program, be aware that you need an overall weighted grade point average (WGPA) of at least 60% to graduate. Graduation requirements are higher for some programs. Please check requirements with your department.

PLEASE NOTE: Faculty are required to review Emergency Lockdown procedures and Emergency Evacuation Procedures, including Evacuation and Lockdown procedures for students with disabilities, at the first class of every course they are teaching each semester. This information is available in the College Emergency Safety and Security Procedures Booklet distributed to all staff in hard copy, or online in MOCOMotion within the Human Resources Tab in the Occupational Health and Safety Channel (Occupational Health and Safety web site).

## Legend

**Terms**

- ALO: Aboriginal Learning Outcome
- Apprenticeship LO: Apprenticeship Learning Outcome
- CLO: Course Learning Outcome
- DPLO: Degree Program Learning Outcome
- EES: Essential Employability Skill
- EOP: Element of Performance
- GELO: General Education Learning Outcome
- LO: Learning Outcome
- ES: External Standard
- PLA: Prior Learning Assessment
- PLAR: Prior Learning Assessment and Recognition
- VLO: Vocational Learning Outcome

**Assessment Levels**

- T: Taught
- A: Assessed
- R: Reinforced