

# Journalistisk Håndværk 4 (Craft 4) Model Course

## Long-form Digital Media Production

**Selection criteria:** In editorial teams students, 1) produce a long-form digital multimedia production including digital elements such as maps, timelines, videos, and series of photos; 2) develop and pitch a business model for the multimedia production.

*University of Southern Denmark  
Centre for Journalism*

**Website:** Journalistisk Håndværk 4 course: (no description available in English)  
Journalism BA curriculum:  
[http://www.sdu.dk/en/Uddannelse/Bachelor/Journalistik/Uddannelsens\\_opbygning](http://www.sdu.dk/en/Uddannelse/Bachelor/Journalistik/Uddannelsens_opbygning)

Study program:	Level	ECTS:	Weeks/Topics	Students
Bachelor in Journalism	BA	10	14 weeks	74

**Keywords:** multimedia, online, production, group/team

**Short description:** The goal of the course is to equip the students with

- methods to conduct systematic research and fact checking
- tools to write longer narrative formats
- the ability to communicate digitally and understand business models

Topic	Practical exercise / application	Learning outcome
<b>Fact Checking and Digital Research</b>	<b>Assignment 1:</b> Students will write a story with an angle based on a claim, critically using the acquired fact-finding and research methodology. The story will be accompanied by an analytical report explaining the procedure, research and angle. The report must contain references to curriculum.	<ul style="list-style-type: none"> <li>To gain knowledge and experience of in depth research and investigative reporting methods</li> </ul>
<b>Narrative Journalism</b>	<b>Assignment 2:</b> Students will write a story using a narrative model. The story will be accompanied by an analytical report explaining the procedure, angle, and narrative model. The report must contain references to curriculum.	<ul style="list-style-type: none"> <li>To be able to apply narrative models</li> </ul>
<b>Business Models and Presentation</b>	<b>Assignment 3:</b> Students shall (in teams) create a business model for a multimedia production; submit a brief description of the elements on the site and prepare a five minutes presentation of the business model using the Pecha Kucha model.	<ul style="list-style-type: none"> <li>To be able to develop and pitch a business model for a multimedia production</li> </ul>

### Suggested readings

Author	Title/Description of content	Year
<b>Buch-Andersen, Thomas a.o.</b>	Fup, fejl og fordrejninger – bliv din egen detektor. København: Gyldendal Business (192 pages in Danish).  Detector host and the program's former editor, reduce the experience from more than 400 fact checks down to an entertaining and accessible guide. It shows the typical pitfalls and how, with simple questions, learning to spot errors and distortions in social debate can be attained. Better understand figures, facts, and statistics and get ready to ask the question: Can it really be true?	<b>2014</b>
<b>Kramer, Mark a.o.</b>	Telling True Stories – a nonfiction writer's guide London: A PLUME BOOK (317 pages in English).  The country's most prominent journalists and nonfiction authors gather each year at Harvard's Nieman Conference on Narrative Journalism. Telling True Stories presents their best advice—covering everything from finding a good topic, to structuring narrative stories, to writing and selling your first book.	<b>2007</b>

**Assessment criteria:** In order to do the final project, students must individually submit and receive approval of the two practical course assignments: 1) Fact Checking and Digital Research; 2) Narrative Journalism.

Final project: Editorial teams of 3 students should produce a multimedia production. Each student will contribute a text piece and a digital element such as a map, a timeline, a video, an audio piece or a series of photos. In addition, each student must write an analytical report, explaining their choice of methods, target group, ethical reflections. The report should include a list of sources and relevant literature references.

**Contact:**



**Instructor/Contact person:**

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**Instructor/Contact person:**

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**Bonus material:**

**Short quote from instructor**

*Anne Lea Landsted:*

"Future journalists must navigate in a digital jungle of information - some true, some false. It is no longer just about getting the story first, but about telling correctly. In this course, students learn to understand figures, facts, and statistics and to present the story using digital tools like Storify and Storymap; they practice long form digital storytelling inspired by Singles and Longreads; and they develop and present their own business models."