

<b>Program</b>	BS Media & Development Communication	<b>Course Code</b>	<b>MDC 242</b>	<b>Credit Hours</b>	3
<b>Course Title</b>	<b>DIGITAL MEDIA &amp; STORYTELLING FOR DEVELOPMENT (Major)</b>				
<b>Course Introduction</b>					
This course explores the use of digital media and storytelling techniques in the context of development communication. Students will learn to create compelling digital content that addresses development issues and engages diverse audiences.					
Learning Outcomes					
By the end of this course, students will be able to:					
1. Understand the principles of digital media and storytelling.					
2. Develop skills in creating digital content for development communication.					
3. Evaluate the impact of digital storytelling on development initiatives.					
<b>Course Content</b>				<b>Assignments/Readings</b>	
<b>Week 1</b>	1. Introduction to digital media				
<b>Week 2-3</b>	2. <b>Research software for producing digital audio, video, graphics, and images</b> 2.1 Understand key terminology of digital media.  Use search engines to locate open source/free digital media related software.				
<b>Week 4-5</b>	3. <b>Create and modify digital media</b> 3.1 Identify elements of digital media software user interfaces and demonstrate knowledge of their functions. 3.2 Demonstrate knowledge of manipulating digital images, audio, video, and graphics.  Demonstrate knowledge of working with selections.				
<b>Week 6-7</b>	4. Social media platforms and their usage for development communication 5. Digital political communication				
<b>Week 8-9</b>	6. Potential use of digital media in development of different sectors. 6.1 Role of digital media in the socio-economic development 6.2 Role of digital media in learning, understanding and retention of curriculum content 6.3 Role of digital media in developing health care system 6.4 Role of digital media in developing environmental communication. 6.5 Role of digital media in effective agricultural				

	communication	
<b>Week 0-11</b>	<p><b>7. The Art of Storytelling: Past, Present, and Future</b></p> <p>7.1 Storytelling and the human brain</p> <p>7.2 What is Data Storytelling?</p> <p>7.3 Bringing data to life: Emotions and data Storytelling</p> <p>7.4 The elements of a good data story</p> <p>7.5 Emotion modulators: Color, language, and other design elements</p> <p>7.6 Framing, priming and format of Data Story</p> <p>7.7 Telling the stories within the data story</p> <p>7.8 What makes a good, rich dataset for analysis and visualization</p> <p>7.9 Knowing Your Data</p>	
<b>Week 12-13</b>	<p><b>8. What is data visualization?</b></p> <p>8.1 Components of a data visualization</p> <p>8.2 The “Data Visualization Process”</p> <p>8.3 What makes an effective data communication?</p> <p>8.4 Visual design and the application to data graphs</p> <p>8.5 Challenges in data visualization and data storytelling</p>	
<b>Week 14-16</b>	<p><b>9. Practical</b></p> <p>9.1 Introduction to Tableau and Hands-on Exercise</p> <p>9.2 Data Visualization Best Practices, Visualization ethics: How visualization may mislead, and how it can tell the truth</p> <p>9.3 How to choose graphic forms for your data</p> <p>9.4 Stories with charts and maps &amp; Visual design for communication</p> <p>9.5 How to ask questions of data?</p> <p>9.6 Visualizing locations and time</p> <p>9.7 How to export charts from Tableau for use in PowerPoint and Word</p> <p>9.8 How to identify the “most important thing” in your data?</p> <p>9.9 How to write about numbers?</p> <p>9.10 How to prepare your elevator pitch?</p> <p>9.11 Using “Measure Names” and “Measure Values” in Tableau</p> <p>9.12 How to design effective charts for presentations</p> <p>9.13 Final Assignment: Tell a Great Story with Your Data</p>	
<b>Textbooks and Reading Material</b>		

1. Lee, M., Jin, D.Y. (2018). Understanding the Business of Global Media in the Digital Age. Routledge.
2. Berry, D. M., Fagerjord, A. (2017). Digital Humanities: Knowledge and Critique in a Digital Age. Polity.
3. Dixit, S.N. (2009). Political Journalism with New Challenges. Pearl Books, New Delhi.
4. Pavlik, J. V. (2008). Media in the Digital Age. Columbia University Press, New York.
5. Singh, G. (2006). Major Trends in Commercial Journalism in the World. Arise Publishers & Distributors.
6. Chauhan, S., Chandra, N. (2005). Modern Journalism; issues and challenges. Kanishka Publishers, Distributors, New Delhi.
7. Davies, A. (2005). The Focal Digital Imaging. Focal Press.
8. Boczkowski, P. J. (2004). Digitizing the News; Innovation in Online Newspapers. The MIT Press, Cambridge.
9. Clark, V., Baker, J. & Lewis, E. (2003). Key Concepts & Skills for Media Studies. Hodder & Stoughton.
10. Sharma, J. K. (2003). Digital Broadcasting Journalism. Authors Press.
11. Herbert, J. (2001). Journalism in the Digital Age; Theory and Practice for Broadcast, Print and On-Line Media. Focal Press.
12. Adams. T., Clark, N. (2001). The Internet Effective Online Communication. Harcourt College Publishers.
13. Whittaker, J. (2000). Producing for the Web. Routledge.
14. Knaflic, C. N. Storytelling with Data: A Data Visualization Guide for Business Professionals (ISBN: 9781119002253).
15. Murray, D. Tableau Your Data! Fast and Easy Visual Analysis with Tableau Software (1st or 2nd Edition (ISBN: 9781119001195).
16. Stray. The Curious Journalist's Guide to Data.
17. The Data Journalism Handbook, Become Data Literate in Three Steps.
18. Journalist's Resource. Math Basics for Journalists: Working with Averages and Percentages, Tips for Journalists Working with Math, Statistics: A List of Key Resources.
19. Herzog. Data Literacy, Sections I-II, pp. 1-64.
20. Meyer, P. Mathematics Competency Test for Journalists.
21. Journalist's Resource. Guide to Critical Thinking, Research, Data and Theory: Overview for Journalists, Steven Van Evera.

### **Teaching Learning Strategies**

1. Class Discussion
2. Projects / Assignments
3. Group Presentations
4. Students led presentations
5. Thought Provoking Questions
6. Field Visits and Guest Speakers

### **Assignments: Types and Number with Calendar**

Assignments may include special reports, projects, class presentations, field work. The nature of assignment will be decided by the teacher as per the requirements of the course.

### **Assessment**

Sr. No.	Elements	Weightage	Details
1.	Midterm Assessment	35%	Written Assessment at the mid-point of the semester.

2.	Formative Assessment	25%	Continuous assessment includes: Classroom participation, assignments, presentations, viva voce, attitude and behavior, hands-on-activities, short tests, projects, practical, reflections, readings, quizzes etc.
3.	Final Assessment	40%	Written Examination at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.