Description and Contextualisation of the Subject Course

If new technology has already led to a quantum leap in many areas of modern society, in the field of professional journalism it has caused a veritable earthquake. Both the GATHERING and subsequent professional TREATMENT or editing of information and its PUBLICATION - and of course its final CONSUMPTION - are being so profoundly revolutionised that media professionals have been forced to take up information technology, the internet and the world of online publishing as the main tools of their day-to-day practice.

The aim of the subject course in Technology of Journalism is to introduce second-year students to new technology applied to their professional field. From searching for data and managing information to editing and publishing news content in both digital and printed media.

Competencies / Learning outcomes from this subject course

Upon completing the subject course, students can achieve the following eight Learning Outcomes:

1. They will learn the rudiments of HTML and browsing to be able to create a simple interactive website
2. They will be able to manage their own internet domain, where they can host and publish digital content, while respecting intellectual property and learning to distinguish between the different types of copyright licences.
3. They will understand how internet search engines work in order to use them professionally
4. They will relate this knowledge to SEO to understand how it currently influences the production of journalistic content
5. They will digitally process photographs, create vector images and handle typefaces
6. They will lay out newspaper pages using press publishing software
7. They will learn more about the operation of computers and mobile devices, their operating systems and the main peripherals.
8. They will learn the basics of touch typing and practise it as a skill

Theoretical and practical content

1. Hardware
   - The workspace
   - The keyboard. Touch typing
   - Other peripherals

2. Operating systems
   - Mac / Windows / Linux / Android
   - Working jargon
   - Bits / Bytes / multiples
   - Characters / coding / UTF-8
   - Screen captures
   - The digital keychain

3. Browsing
   - Browsers
   - Paths / files / extensions
   - File types.
   - Owners and sharing
   - The DNS. Domains / levels / URLs
   - Shorteners
   - Web hosting
   - HTML / tags
   - Types of link
   - CSS styles
4. Search engines
   Business model and operation of Google
   Advanced searches
   Google Rank
   The attention market
   Adwords and Adsense
   Positioning / SEO
   Social networks

5. Mobile devices and connectivity
   Android / iOS
   Mobile apps
   Responsive Design
   Other media
   GPS
   Email
   Instant messaging
   VOIP services

6. Digital imaging

6.1. The pixel
   Grey scale
   Hexadecimal system
   Colour: additive model (RGB)
Image processing
Adobe Photoshop
Most common tools
Layers and channels
Transparency
Bitmap formats
(RAW, TIFF, JPG, GIF, PNG)
Image banks
6.2. Vector graphics
Vector image processing
Adobe Illustrator
Vector image format types
(EPS, PDF, SVG)
Typography

6.3. Infographics
7. Legal and ethical implications
   Copyright / credits
   Security
8. Content management
   systems (CMS)
   Wordpress / Drupal / Blogger / Joomla
9. Printing systems
   History
   Types of printing
Colour. Subtractive system (CMYK)

Rotary printing

Systems of measurement

Page layout

Desktop publishing software.

Adobe InDesign

10. Other digital tools

Databases

Big data.

Open Data

Spreadsheets. Microsoft Excel

3D modelling

Geographical and street information

(KMZ, KML, Maps, StreetView)

Cloud services

(Dropbox / iCloud / Drive / Google)

Cooperative platforms. G.Docs

e-Learning

(Lynda / TED / MOOCs /

Google Activate)

Self-publishing platforms

Methodology

Each ECTS credit represents 25 hours of work. Therefore, the 6 credits for this subject course represent 150 hours of work by students (60 of them face-to-face, in the classroom, and 90 autonomous work or study).
Of these 60 hours of class time (which in practice are divided into 56 50-minute sessions), nearly half (26) take place in the multimedia classroom. The time plan shows the calendar for the subject course and the timetable for each of the two groups - morning and afternoon - as well as the distribution by surnames of the split multimedia classes.

*(Tutorial times are for guidance only. Look up the current ones at www.bit.do/tutoriasTDP)*

Can I choose a different timetable for practicals that suits me better, or change it occasionally because of a particular problem with attending?

While the Faculty is explicitly strict with regard to changes between split groups, the tutor is open to individual changes providing:

- They are requested in good faith and for the sole purpose of maximising learning
- They scrupulously respect the interests of other subject courses affected by the change, and
- They are individual and feasible for the resources of each multimedia classroom, whose resources and recommended capacity are limited.

The following students will take priority in any adjustments to timetables:

- Those with any kind of disability
- Those repeating this subject course
- Those repeating other subject courses where the timetables overlap with that of this course
- Non Spanish speakers
- Those from abroad or
- Participants in mobility or exchange programmes with other universities.

It is impossible for me to come to classes. What do I have to do?

All the in-house course materials handed over in the classroom will be posted in the course Moodle (or the Online Campus that the UPV/EHU calls 'eGela'). Also, as far as possible, all the content taught in class will be summarised and links will be posted to other complementary content.

So can I follow the subject course entirely from home?

The tutor will try to record the progress made in the classroom online. The aim is to help all students - both regular attenders at class and absentees - to do their work to build up a core of shared materials.

However, it should be remembered that out of the 150 hours' work represented by the six ECTS credits on this subject course (60 in class), 90 are already non-face to face in nature. Following the course entirely from home would mean taking on this extra burden of effort and autonomous work.
BIBLIOGRAPHY

BERNAL TRIVIÑO, Ana I. Herramientas digitales para periodistas. 2015. Ed. UOC.


SYSTEM OF FINAL ASSESSMENT

100% of the mark can be scored in the final examination, which is open to all students enrolled, with no prerequisites in terms of completing practical work or attending classes.*

Examination type

Practical written test in which questions requiring long and short answers as well as multiple-choice items are set (in the latter case with no penalisation for wrong answers), plus practical exercises on the computer. They will cover all the material dealt with during the course.

The mark is divided into 5 areas. Each area is worth 20% of the total. The marks obtained in each will simply be added together

1. Practical work
2. Digital tools
3. News and reading
4. Typing
5. Theory

1. Practical work (20%)

Brief multiple-choice section (Test. 5%) and a practical exercise (the part each student is free to use their own notes and materials. It will be selected at random from the following:

Creating a small web page using HTML code.

Editing three digital images and preparing them for publication online or on paper.

Laying out a page of a newspaper in modular format.
Carrying out three advanced searches for information on the internet

Designing a small journalistic data infographic

2. Digital tools (20%) Short-answer questions on different utilities and tools of a technological nature used by journalists, which will be explained during the course under this specific heading. Each of them must be used to prepare a standardised descriptive information sheet which will then be filled in.

3. News and readings (20%) During the course students will be asked to read news reports concerning the field of information technology. These can be followed at:

https://twitter.com/TecnoPeriodismo. Exhaustive study is not necessary; one or two careful readings of these articles will be sufficient to pass the pertinent reading test. This will consist of short or multiple-choice questions.

4. Typing (20%) In this section two aspects will be assessed: one the one hand, assimilation of the theory of touch typing (10%) by means of short or multiple-choice questions, and on the other the skill acquired by each student (the remaining 10%) through practical work on the keyboard.

5. Theory (20%)

Brief multiple-choice section (Test. 5%) and a question requiring a long answer (the remaining 15%), to be selected at random from the following:

'The technological revolution on the journalistic attention market'

'The function, tools, skills, aptitudes and determining factors involved in SEO'

'Operation and business model of the Google search engine'

'Colour. Additive and subtractive systems'

'Digital imaging'

** It will also be possible to add a further 10% during the course by giving a presentation in class. Students who wish to can choose the topic that interests them the most (a heading from the subject course, particular software, a useful website or digital tool, etc.) by agreement with the tutor and prepare - individually or in pairs - a presentation of 10-12 minutes in both classes (morning and afternoon groups). Practical work will be supervised by the tutor, who will give the necessary guidance on how to go about it, and its content will form part of the subject matter of the course.

Obligatory materials
Moreover, to follow the subject course properly it is essential that each student have the following, among other things:

- Google account / -Twitter account / -Dropbox account / -Own domain and hosting service (to be specified)

Students should also have access to a smartphone and a computer of their own on which they can install and configure applications.

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Tutor's telephone number: 94 601 2332
Look up your tutorial times at: www.bit.do/tutoriasTdP
Other queries: www.bit.do/guideTdP
Moodle to follow the course: www.bit.do/egela
News about the subject course and readings at: @TecnoPeriodismo
Provisional marks: www.bit.do/notasTdP
Examination dates: www.bit.do/examenesperiodismo