Journalism and Content Creation in the Digital Age

Instructor: Kalen Allen
Institution: NYU
Course Credits: 4 Credits
Duration: 6 Weeks
Schedule: 6 hours per week

Course Overview

This hands-on course immerses students in the fast-paced world of journalism and content creation, blending traditional journalistic practices with digital-first strategies. Students will gain real-world experience by working in rotating production teams, taking on key roles such as Director, Producer, Talent, and Writer. Each week, teams will explore different subjects, such as entertainment, politics, and breaking news, rotating both roles and beats to build versatility.

The course culminates in a **final solo project**, where students will independently take on all four production roles (Director, Producer, Talent, and Writer) to create content for an assigned beat. This final challenge ensures that each student walks away with practical experience in managing the full production process.

Learning Objectives

By the end of this course, students will:

- Understand the core principles of storytelling, reporting, and digital content creation.
- Gain hands-on experience working collaboratively in production teams and rotating roles each week.
- Develop the ability to adapt storytelling and production styles for various beats (entertainment, politics, news, and more).
- Hone pitching, writing, producing, and content delivery skills across different digital platforms.
- Build confidence managing a project from concept to completion, working independently for the final solo project.

Course Structure & Timeline

Each week, students will rotate production roles and explore a new beat, building their expertise in key journalistic areas. Teams will create short content pieces to reflect their assigned subject, experimenting with different formats like video, podcasts, and social media. The final week will be devoted to solo

projects where students take on every production role, completing a piece on an individually assigned beat.

Weekly Breakdown

Week 1: Foundations of Storytelling & Content Creation

- **Lecture**: Introduction to Storytelling Across Media Platforms
- **Workshop**: Role Dynamics (Director, Producer, Talent, Writer) and Team Production Basics
- **Assignment**: Teams assigned beats and initial roles
- **Deliverable**: Produce a 3-minute segment introducing a relevant entertainment or news topic

Week 2: News & Current Events

- **Lecture**: Reporting Breaking News vs. Feature Stories
- **Workshop**: Interviewing Techniques and Fact-Checking Fundamentals
- **Team Rotation**: New roles and beats assigned
- **Deliverable**: Produce a 2-4 minute news segment (video or audio)

Week 3: Entertainment Journalism & Pop Culture

- **Lecture**: The Convergence of Entertainment and Journalism
- **Workshop**: Creating Shareable Content and Covering Live Events
- **Team Rotation**: Switch roles and subjects
- **Deliverable**: Produce a piece on entertainment news, social trends, or pop culture analysis

Week 4: Political Reporting & Social Issues

- **Lecture**: Journalism in Politics and Advocacy Reporting
- **Workshop**: Navigating Bias and Maintaining Objectivity
- **Team Rotation**: Assign new roles for this week's project
- **Deliverable**: Create a political commentary or news analysis segment

Week 5: Multi-Platform Production and Content Strategy

- **Lecture**: Adapting Content for Different Platforms (Video, Podcast, Social Media)
- **Workshop**: Editing and Post-Production Techniques
- **Team Rotation**: Final role rotations before individual assignments
- **Deliverable**: Create a multimedia story or podcast segment

Week 6: Final Solo Project Production and Presentations

- **Lecture**: The Future of Journalism & Content Creation
- **Workshop**: Coaching on Managing Production Solo
- **Assignment**: Each student is assigned a beat (news, entertainment, politics, or social issues)
- **Deliverable**: **Solo Project** – Create a 5-7 minute segment, taking on all roles (Director, Producer, Talent, Writer)

- **Presentation**: Students present their solo projects for critique and feedback from the instructor and peers

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Assessment & Grading

- **Weekly Deliverables** (40%): Weekly team projects graded on creativity, accuracy, and teamwork
- **Participation & Collaboration** (20%): Active involvement in team roles and class discussions
- **Final Solo Project** (30%): Graded on the ability to independently manage the entire production process and deliver a compelling segment
- **Peer Evaluation** (10%): Students evaluate their teammates' contributions throughout the course

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Teaching Methodology

The course emphasizes experiential learning through rotating production roles and hands-on assignments. Lectures provide foundational knowledge, while workshops focus on applying skills in real-world scenarios. Teams will rotate roles each week, fostering adaptability and collaboration. The **final solo project** will challenge students to synthesize everything they've learned by managing the full production process independently.

Summary

This course offers students the unique opportunity to develop essential storytelling and production skills across multiple journalism beats. The team-based rotation ensures students gain a holistic understanding of all key roles in content creation, while the final solo project guarantees each student builds the confidence to take full control of a production. By the end of the course, students will have a comprehensive portfolio and the skills to thrive in the ever-changing landscape of journalism and digital content.