



Certificate in Online Journalism (aka Citizen Journalism or Social Media)

Foundation Course

INTRODUCTION to ONLINE JOURNALISM (ONJN101) : Writing for the Web, Conducting Interviews, Covering Diversity, Ethics, Legal Issues (copyright, censorship, blogger rights & responsibilities), Mind-mapping, GTD, Project Management, Blog Networks and Services, Social Bookmarking (i.e. digg, Technorati, del.icio.us), RSS, SEO, Contextual Advertising, additional tools (wikis, forums, mailing lists) and other miscellaneous resources...

Elective Course(s)

At school's discretion should it be decided that program be longer than foundation and core courses listed. Select one to three courses from catalogue, appropriate course list to be decided upon by the school.

Placement Component

Relevant only should the program be expanded to include an internship or placement component; could be as short a time period as one day job-shadowing or as long as a week or two onsite at a blog network, advertising agency, community organization or a local corporation.

Core Courses

BLOGGING (ONJN102) : 1] overview of blogging and content management systems and services; 2] choosing, installing and configuring a system (hands-on with Blogger, WordPress, Movable Type, Typo, FlatPress, Drupal); 3] coding/scripting crash course (XHTML, CSS, JavaScript, Ajax, Perl, Ruby on Rails, PHP, MySQL, XML (hands-on with NVU or DreamWeaver); 4] using and creating themes, widgets and plug-ins

DIGITAL IMAGING (ONJN103) : 1] shooting and editing digital photos (hands-on with GIMP or Photoshop); 2] creating and animating graphics (hands-on with Illustrator/Flash)

PODCASTING (ONJN104) : 1] selecting, evaluating and installing software and hardware (hands-on with Audacity); 2] understanding and transcoding various formats (mp3, wma, ogg, mov); 3] recording, editing and uploading audio files

VIDEObLOGGING (ONJN105) : 1] selecting, evaluating and installing software and hardware (hands-on with iMovie, Windows MovieMaker, QuickTimePro); 2] understanding and transcoding various formats (divx, mov, wmv, mpeg, flv); 3] shooting, editing and uploading video files