

CMNS3470: Data Visualisation in Journalism

Singapore PSB

Trimester 1 - 2024 (Singapore)



THE UNIVERSITY OF
NEWCASTLE
AUSTRALIA

The School of Humanities, Creative Industries and Social Sciences is committed to providing an inclusive environment in which all cultures are accorded respect and all students and staff are expected to act with honesty, fairness, trustworthiness and accountability in dealings with others. The School recognises and respects the unique histories and cultures of Aboriginal and Torres Strait Islander peoples, their unbroken relationship with the lands and the waters of Australia over millennia, and the validity of Aboriginal ways of knowing. We are dedicated to reconciliation and to offering opportunities for Aboriginal and Torres Strait Islander peoples to access and succeed in higher education.

OVERVIEW

Course Description

This course will require students to interpret data through the creation of tables, charts, animations and infographics for journalism. Students will build on skills learnt in other Communication courses to visualise data in a journalistic context and learn how to represent complex ideas, issues and data using various forms of visualisation. The legal and ethical implications of working with big data will be an integral part of the course as will an understanding of the social implications of data journalism and visualisation.

Academic Progress Requirements

Nil

Requisites

This course is only available to students enrolled in the Bachelor of Communication and the Bachelor of Creative Industries, and associated combined degree programs [11496], [11503], [12342], [40041], [40125], [40246], [40289].

Contact Hours

PSB Singapore

Lecture

Face to Face On Campus
1 hour per Week for 12 Weeks

Tutorial

Face to Face On Campus
2 hours per Week for 12 Weeks

Unit Weighting Workload

10

Students are required to spend on average 120-140 hours of effort (contact and non-contact) including assessments per 10 unit course.

COURSE OUTLINE

CONTACTS

Course Coordinator	Singapore PSB Ms Khadijah Seron Khadijah.Seron@newcastle.edu.au Consultation: by email or in class
Teaching Staff	Other teaching staff will be advised on the course Canvas site.
School Office	PSB Academy Enquiries Log your question or request to the PSB Program Executives at the following website: http://www.psb-academy.edu.sg/eng +65 6390 9000 School of Humanities Creative Industries and Social Sciences Social Sciences Building Callaghan CHSF-PSB-Singapore@newcastle.edu.au +61 2 4985 4500

SYLLABUS

Course Content	Topics will include: <ul style="list-style-type: none">• What is data in journalism• Data Credibility• Best practice data journalism• The history, current practice and impact of data journalism• Visualising data and the tools to communicate effectively• How to integrate data into stories• Legal and ethical implications of using big data• Emerging technologies and tools in data visualisation• Creating illustrations, animations and infographics
Course Learning Outcomes	On successful completion of this course, students will be able to: <ol style="list-style-type: none">1. Reproduce data and visualisation in a range of journalistic styles;2. Access, analyse and curate data from publicly available sources;3. Create visualisations of primary data using research and technical tools;4. Explain the social, legal and ethical implications of data journalism
Course Materials	Refer to Materials on Course Site

SCHEDULE

Week	Week Begins	Topic	Learning Activity	Assessment Due
1	8 Jan	Course Introduction	Software installation. Intro to LinkedIn Learning Videos. Assignment 1 Discussion	
2	15 Jan	Data Journalism Overview	Students' plan for the first assignment. How to undertake a literature search in Google Scholar.	
3	22 Jan	Data Sources	Understanding data reliability and credibility	
4	29 Jan	Best practices in data journalism	Understanding different styles of data presentation Assignment 1 Discussion	
5	5 Feb	Visualising data and the tools to communicate effectively		Submission: Assignment 1 - Case Analysis Report (25%) Friday, 9 Feb. 2359hrs
Recess				
6	19 Feb	Integration of data in stories	Assignment 2 Discussion	
7	26 Feb	Data Visualisation for Journalism Part 1	Assignment 2 Discussion	
8	4 Mar	Data Visualisation for Journalism Part 2	Assignment 3 Discussion	Submission: Assignment 2 - Data plan, story and visualisation plan (25%) Friday, 8 Mar. 2359hrs
9	11 Mar	Data Visualisation for Journalism Part 3	Assignment 3 Discussion	
10	18 Mar	Data Visualisation for Journalism Part 4	Assignment 3 Discussion	
11	25 Mar	Legal and ethical implications of using big data	Assignment 3 Discussion	
12	1 Apr	Emerging technologies and tools in data visualisation	Assignment 3 Discussion	Submission: Assignment 3 - Data-driven news project (50%) Friday, 5 Apr. 2359hrs
13	8 Apr			
Examination Period				
Examination Period				

ASSESSMENTS

This course has 3 assessments. Each assessment is described in more detail in the sections below.

	Assessment Name	Due Date	Involvement	Weighting	Learning Outcomes
1	Case Analysis Report	Week 5 Feb 8	Individual	25%	4
2	Data plan, story and visualisations plan	Week 8 Mar 9	Individual	25%	1, 2, 3
3	Data-driven news project	Week 12 April 5	Individual	50%	1, 2, 3

Late Submissions

The mark for an assessment item submitted after the designated time on the due date, without an approved extension of time, will be reduced by 10% of the possible maximum mark for that assessment item for each day or part day that the assessment item is late. Note: this applies equally to week and weekend days.

Assessment 1 - Case Analysis Report

Assessment Type Description

Report
Students will undertake a Google Scholar search to find academic research text that describe 'best practice' in the visualisation of data. Students are required to find at least three texts – these can be books or journal articles. Students will summarise the 'best practice' techniques. Students will then conduct an online search for examples of data visualisation that they believe meet the requirements of 'best practice'. In an 800-word report, students will present their findings and analysis.

Weighting

25%

Length

800 words

Due Date

Feb 8 by 11.59pm

Submission Method

Online in Canvas

Assessment Criteria

The rubric will be available in the course site.

Return Method

Returned via Canvas.

Feedback Provided

Feedback will be supplied via the assessment rubric and in class discussion.

Assessment 2 - Data plan, story and visualisations plan

Assessment Type Description

Proposal / Plan
This assessment is a planning event for the final project in the course. Students will undertake a Google search to find a recent research article that provides statistical data related to one of the following topics:

- communication and media industries
- social media platforms and usage

Other topics may be negotiated with your lecturer. Students will then develop a plan for visualising the data.

The 800-word Proposal and Plan, containing a mock-up of the data visualisation design and style, and summary of the research article will inform the development of Assessment 3.

Weighting

25%

Length

800 words

Due Date

Mar 9 by 11.59pm

Submission Method

Online in Canvas

Assessment Criteria

The rubric will be available in the course site.

Return Method

Returned via Canvas.

Feedback Provided

Feedback will be supplied via the assessment rubric and in class discussion.

Assessment 3 - Data-driven news project

Assessment Type	Project
Description	Based on the Proposal and Plan developed in Assessment 2, students will complete the following tasks: <ol style="list-style-type: none"> 1. Develop a print article using visual graphics to illustrate the story. 2. Develop a 30-second video news story in which the students will present to camera and include visualisation graphics. <p>Students will use the media production skills they have gained throughout the program to generate the assessment items.</p> <p>Students are free to use whichever software packages they believe will best achieve the required quality of output.</p>
Weighting	50%
Length	30 second video and article according to professional requirement.
Due Date	Apr 5 by 11.59pm
Submission Method	Online
Assessment Criteria	The rubric will be available in the course site.
Return Method	Not returned.
Feedback Provided	Online.

ADDITIONAL INFORMATION

Grading Scheme

This course is graded as follows:

Range of Marks	Grade	Description
85-100	High Distinction (HD)	Outstanding standard indicating comprehensive knowledge and understanding of the relevant materials; demonstration of an outstanding level of academic achievement; mastery of skills*; and achievement of all assessment objectives.
75-84	Distinction (D)	Excellent standard indicating a very high level of knowledge and understanding of the relevant materials; demonstration of a very high level of academic ability; sound development of skills*; and achievement of all assessment objectives.
65-74	Credit (C)	Good standard indicating a high level of knowledge and understanding of the relevant materials; demonstration of a high level of academic achievement; reasonable development of skills*; and achievement of all learning outcomes.
50-64	Pass (P)	Satisfactory standard indicating an adequate knowledge and understanding of the relevant materials; demonstration of an adequate level of academic achievement; satisfactory development of skills*; and achievement of all learning outcomes.
0-49	Fail (FF)	Failure to satisfactorily achieve learning outcomes. If all compulsory course components are not completed the mark will be zero. A fail grade may also be awarded following disciplinary action.

*Skills are those identified for the purposes of assessment task(s).

Communication Methods

Communication methods used in this course include:

- Canvas Course Site: Students will receive communications via the posting of content or announcements on the Canvas course site.
- Email: Students will receive communications via their student email account.
- Face to Face: Communication will be provided via face to face meetings or supervision.

Course Evaluation	Each year feedback is sought from students and other stakeholders about the courses offered in the University for the purposes of identifying areas of excellence and potential improvement.
Oral Interviews (Vivas)	As part of the evaluation process of any assessment item in this course an oral examination (viva) may be conducted. The purpose of the oral examination is to verify the authorship of the material submitted in response to the assessment task. The oral examination will be conducted in accordance with the principles set out in the Oral Examination (viva) Procedure . In cases where the oral examination reveals the assessment item may not be the student's own work the case will be dealt with under the Student Conduct Rule .
Academic Misconduct	All students are required to meet the academic integrity standards of the University. These standards reinforce the importance of integrity and honesty in an academic environment. Academic Integrity policies apply to all students of the University in all modes of study and in all locations. For the Student Academic Integrity Policy, refer to https://policies.newcastle.edu.au/document/view-current.php?id=35 .
Adverse Circumstances	<p>The University acknowledges the right of students to seek consideration for the impact of allowable adverse circumstances that may affect their performance in assessment item(s). Applications for special consideration due to adverse circumstances will be made using the online Adverse Circumstances system where:</p> <ol style="list-style-type: none">1. the assessment item is a major assessment item; or2. the assessment item is a minor assessment item and the Course Co-ordinator has specified in the Course Outline that students may apply the online Adverse Circumstances system;3. you are requesting a change of placement; or4. the course has a compulsory attendance requirement. <p>Before applying you must refer to the Adverse Circumstance Affecting Assessment Items Procedure available at: https://policies.newcastle.edu.au/document/view-current.php?id=236</p>
Important Policy Information	The Help button in the Canvas Navigation menu contains helpful information for using the Learning Management System. Students should familiarise themselves with the policies and procedures at https://www.newcastle.edu.au/current-students/respect-at-uni/policies-and-procedures that support a safe and respectful environment at the University.

This course outline was approved by the Head of School. No alteration of this course outline is permitted without Head of School approval. If a change is approved, students will be notified and an amended course outline will be provided in the same manner as the original.

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