

## CMNS3470: Data Visualisation in Journalism

Singapore PSB

Trimester 2 - 2024 (Singapore)



THE UNIVERSITY OF  
NEWCASTLE  
AUSTRALIA

## OVERVIEW

<b>Course Description</b>	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.
<b>Academic Progress Requirements</b>	Nil
<b>Requisites</b>	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].
<b>Contact Hours</b>	<b>Singapore PSB</b> <b>Lecture</b> Face to Face On Campus 1 hour(s) per week(s) for 12 week(s)  <b>Tutorial</b> Face to Face On Campus 2 hour(s) per week(s) for 12 week(s)
<b>Unit Weighting Workload</b>	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

<b>Course Coordinator</b>	<b>Singapore PSB</b> Ms Angelina Tu Angelina.Tu@newcastle.edu.au Consultation: In class or by email
<b>Teaching Staff</b>	Other teaching staff will be advised on the course Canvas site.
<b>School Office</b>	<b>School of Humanities Creative Industries and Social Sciences</b> Social Sciences Building Callaghan CHSF-PSB-Singapore@newcastle.edu.au +61 2 4985 4500

# SYLLABUS

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

Week	Week Begins	Topic	Learning Activity	Assessment Due
1	6 May	Course Introduction	Software installation. Intro to LinkedIn Learning Videos. Assignment 1 Discussion	
2	13 May	Data Journalism Overview	Students' plan for the first assignment.  How to undertake a literature search in Google Scholar.	
3	20 May	Data Sources	Understanding data reliability and credibility	
4	27 May	Best practices in data journalism	Understanding different styles of data presentation  Assignment 1 Discussion	

5	3 Jun	Visualising data and the tools to communicate effectively		Submission: Assignment 1 - Case Analysis Report (25%) in class
6	10 Jun	Integration of data in stories	Assignment 2 Discussion	
<b>Recess</b>				
7	24 Jun	Data Visualisation for Journalism Part 1	Assignment 2 Discussion	
8	1 Jul	Data Visualisation for Journalism Part 2	Assignment 3 Discussion	Submission: Assignment 2 - Data plan, story and visualisation plan (25%) in class
9	8 Jul	Data Visualisation for Journalism Part 3	Assignment 3 Discussion	
10	15 Jul	Data Visualisation for Journalism Part 4	Assignment 3 Discussion	
11	22 Jul	Legal and ethical implications of using big data	Assignment 3 Discussion	
12	29 Jul	Emerging technologies and tools in data visualisation	Assignment 3 Discussion	Submission: Assignment 3 - Data-driven news project (50%) in class
13	5 Aug			
<b>Examination Period</b>				
<b>Examination Period</b>				

## 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 in class	Individual	25%	4
2	Data plan, story and visualisations plan	Week 8 in class	Individual	25%	1, 2, 3
3	Data-driven news project	Week 12 in class	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 Length

25%

800 words

#### Due Date

Week 5 in class

#### Submission Method

Online in Canvas

#### Assessment Criteria

The rubric will be available in the course site.

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<b>Return Method</b>	Returned via Canvas.
<b>Feedback Provided</b>	Feedback will be supplied via the assessment rubric and in class discussion.
<b>Opportunity to Reattempt</b>	Students WILL NOT be given the opportunity to reattempt this assessment.

## Assessment 2 - Data plan, story and visualisations plan

<b>Assessment Type</b>	Proposal / Plan
<b>Description</b>	<p>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:</p> <ul style="list-style-type: none"><li>• communication and media industries</li><li>• social media platforms and usage</li></ul> <p>Other topics may be negotiated with your lecturer. Students will then develop a plan for visualising the data.</p> <p>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.</p>
<b>Weighting</b>	25%
<b>Length</b>	800 words
<b>Due Date</b>	Week 8 in class
<b>Submission Method</b>	Online in Canvas
<b>Assessment Criteria</b>	The rubric will be available in the course site.
<b>Return Method</b>	Returned via Canvas.
<b>Feedback Provided</b>	Feedback will be supplied via the assessment rubric and in class discussion.
<b>Opportunity to Reattempt</b>	Students WILL NOT be given the opportunity to reattempt this assessment.

## Assessment 3 - Data-driven news project

<b>Assessment Type</b>	Project
<b>Description</b>	<p>Based on the Proposal and Plan developed in Assessment 2, students will complete the following tasks:</p> <ol style="list-style-type: none"><li>1. Develop a print article using visual graphics to illustrate the story.</li><li>2. Develop a 30-second video news story in which the students will present to camera and include visualisation graphics.</li></ol> <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>
<b>Weighting</b>	50%
<b>Length</b>	30 second video and article according to professional requirement (300 – 500 words).
<b>Due Date</b>	Week 12 in class
<b>Submission Method</b>	Online
<b>Assessment Criteria</b>	The rubric will be available in the course site.
<b>Return Method</b>	Not returned.
<b>Feedback Provided</b>	Online.
<b>Opportunity to Reattempt</b>	Students WILL NOT be given the opportunity to reattempt this assessment.

# 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

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:

1. the assessment item is a major assessment item; or
2. 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;

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3. you are requesting a change of placement; or
  4. the course has a compulsory attendance requirement.

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>

### **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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