



**A bottom-up approach for the design and pilot
of a joint Master Course in Cross-Media Journalism**

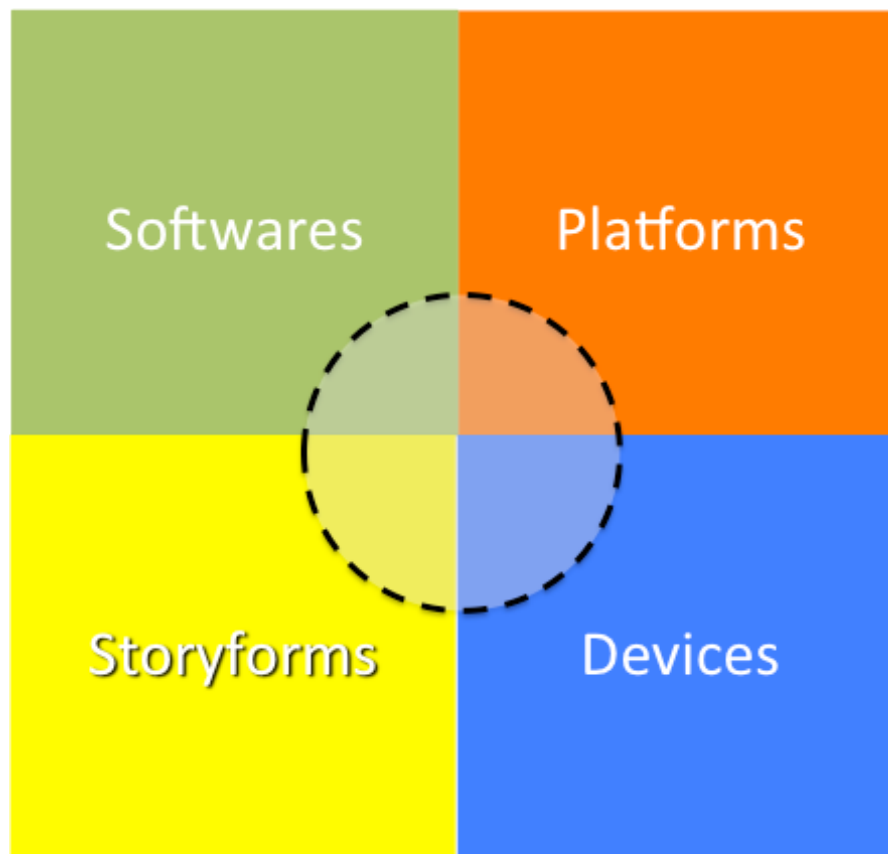
Building a successful photojournalism curriculum for the 2020'ies

Anssi Männistö, UTA/CMT

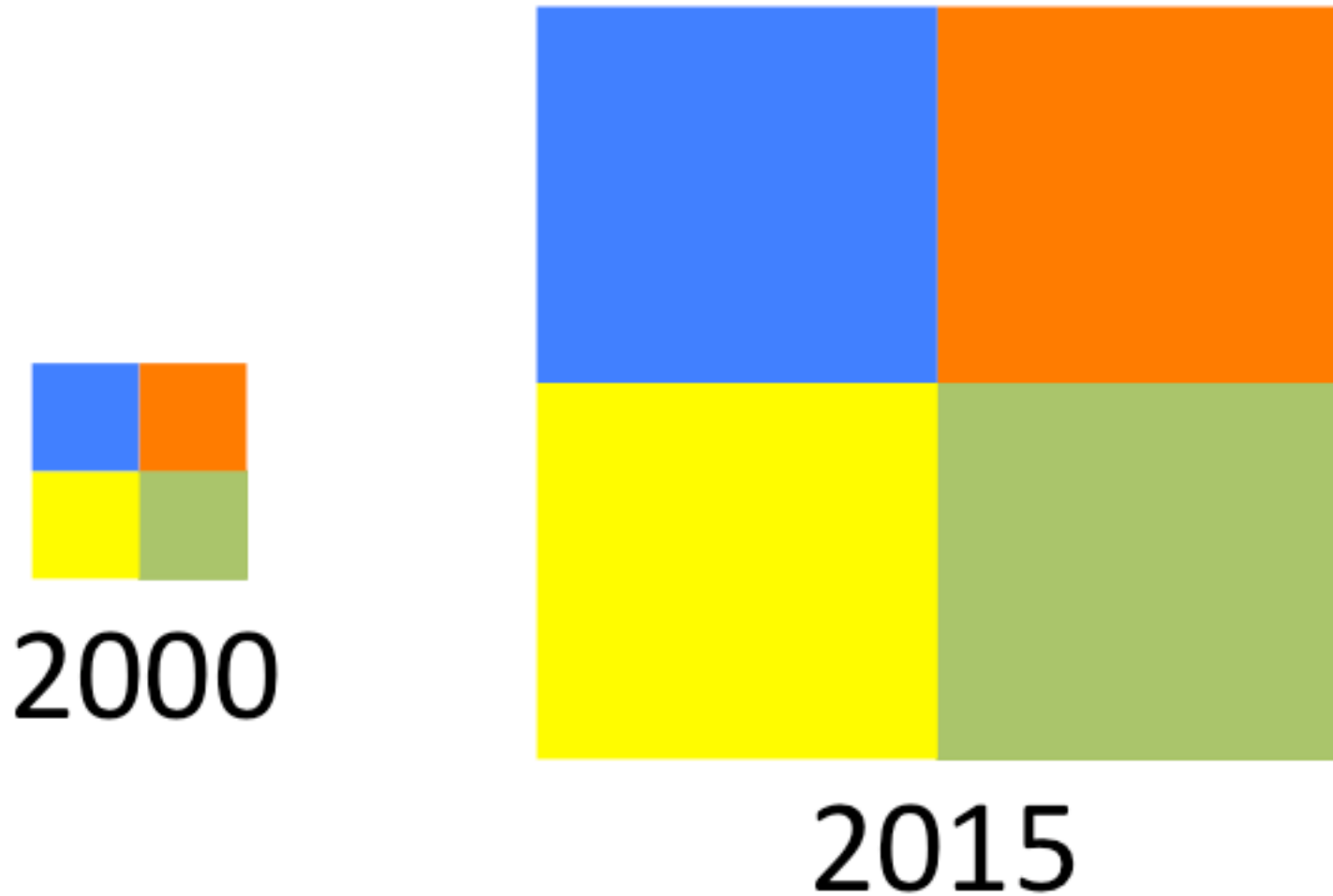
Photojournalism in the 21th century

- The field of photojournalism has evolved rapidly and to many directions in the 21th century
- When compared to the late 20th century there is far greater variety in publications and storyforms as well as in devices and softwares needed
- The rhythm of media has become faster
- Greater emphasis on visual journalism in media
- Harder to choose which skills to teach

How to choose which skills to teach?



Far greater variety in every fields



UTA / CMT Journalism B.A.

Softwares

- Photoshop / ACR
- Indesign
- Illustrator
- editorial (Neo)
- audio (Audacity)
- Premiere / iMovie
- HTML / Drupal /Flash
- apps, Dropbox, cloud..

Platforms

- newspaper
- magazine
- web
- blog
- tablet
- cross

Storyforms

- news
- column
- reportage
- **online-news**
- **blog posts**
- web-video (intro)
- multimedia

Devices

- DSLR + studio flash
- prosumer
- mobile phone
- video-recorder
- audio-recorder
- laptop
- desktop
- tablet

Basics
in visual
journalism

UTA / CMT Visual journalism B.A.

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- Indesign
- Illustrator
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- audio (Audacity)
- Premiere / iMovie
- HTML / Drupal /Flash
- apps, Dropbox, cloud...

Platforms

- newspaper
- magazine
- web
- blog
- tablet
- cross

Storyforms

- news
- column
- reportage
- online-news
- blog posts
- web-video (basics)
- multimedia

Devices

- DSLR + studio flash
- prosumer
- mobile phone
- video-recorder
- audio-recorder
- laptop (CMT / BYOD)
- desktop
- tablet

Professional
approach to
visual
journalism:
emphasis
on print and
crossmedia

UTA / CMT Visual journalism M.A.

Softwares

- Photoshop / ACR
- Indesign
- Illustrator
- editorial (Neo)
- audio (Audacity)
- Premiere / iMovie
- HTML / Drupal / Flash
- apps, Dropbox, cloud...

Platforms

- newspaper
- magazine
- web
- blog
- tablet
- cross

Storyforms

- news
- column
- reportage
- online-news
- blog posts
- web-video
- multimedia

Devices

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- video-recorder
- audio-recorder
- laptop
- desktop
- tablet

Advanced,
multiplat-
form
approach
to visual
journalism

In the future

- The centrality of "mobile first" approach
- Production of video and multimedia increasing
- Team work skills are needed
- More and more "Bring your own device" (BYOD)
- Greater emphasis on media ethics, fact checking and curating the social media. All of these extremely important for visual journalism

eMEDia

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