

Multimedia News Lab

Jour 4998-01

Spring 2011

1:00 – 3:15/Tuesday and Thursday /MJ212

Lurene Kelley

MJ312

T/TH 9:30 – 11:30

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COURSE SPECIFIC REQUIREMENTS**CATALOGUE/COURSE DESCRIPTION:**

Applied skills in writing, videography, editing and studio work to present a multi-media product.

PROFESSIONAL VALUES AND COMPETENCIES FOR MULTIMEDIA NEWS LAB:

- To understand and apply the principles and laws of freedom of speech and press, for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances.
- To demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society. demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- think critically, creatively and independently;
- conduct research and evaluate information by methods appropriate to the communications professions in which they work;
- write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- apply tools and technologies appropriate for the communications professions in which they work.

PREREQUISITE:

Permission of instructor

TEXTBOOKS:

Briggs, Mark. Journalism Next. (2009) CQ Press

CLASS WEBSITE:

<http://uofmultimedia.weebly.com>

All additional readings will be located on the class website.

EQUIPMENT:

1. Access to a digital camera and ability to upload images.
2. Access to a laptop or portable hard drive capable of holding 100GB (video storage)
3. Access to a laptop or smartphone for mobile reporting

HOW PROFESSIONAL VALUES AND COMPETENCIES WILL BE MET:

Cognitive Objectives To Be Mastered (Ability To Explain, Analyze, Understand, Think Critically):

- To understand that stories on the web can be told in a variety of ways and that format is an important element of storytelling.

Performance Standards To Be Met (Demonstrable Skills, Abilities, Techniques, Applied Competencies):

- Determine which format is appropriate for story telling (video, slideshow, web-story, long format).
- Understand and practice different styles of writing for web stories, videos, long format writing and captions.
- Use social media, websites, digital cameras and editing programs to present information.

HOW ASSESSMENT OF STUDENT LEARNING WILL BE MET FOR MULTIMEDIA NEWS LAB:

Awareness

- Discuss the role of new media in society and responsibilities associated with covering underserved communities
- Discuss ethical treatment of subjects and issues

Application

- Gather information from the community and disseminate to the public via the Internet
- Develop stories for the web and determine the most appropriate format for presentation.
- Gather information and research to develop stories for the web
- Create natural sound video packages, slideshows, and stories written for the web.

CLASSROOM FORMAT:

The class will be presented in both the lecture and lab formats. Class discussion will involve discussion and training related to various multimedia skills. Assignments will require students to use a variety of software to tell news stories through a variety of media platforms.

GRADING:

Attendance and Participation:	20%
Assignments:	50%
Quizzes:	20%
Tracking Record	10%

TENTATIVE TIMETABLE:

Thurs, Jan 13

Introduction to class

Learn to do PPTs and screenshots for Tracking Report

Uploading to your hidden Weebly page

Online Portfolio

Assignment: Team Research project about Cooper-Young

Multimedia presentation

Due: Feb. 1st in class – you will present before the class

Readings for Jan 18: JournalismNext p.14 – 20, 55-65

JournalismNext ch.5 – mobile blogging

Tues, Jan 18

Choosing story format

Comparing multimedia sites

Our website – choose a beat

RSS feed

Mobile blogging

Thurs, Jan 20

Writing for the web

Chunks

Hyperlinking

Headlines

Assignment:

Write story for web. Upload to your hidden page on Weebly site

Due: Tuesday, Jan 25th before class.

Assignment:

Tweet from live event in Cooper-Young and then submit web story on deadline!

- *Must include digital image.*

- *If not using a Smartphone, must determine if site has Internet access for your laptop*

o *So that you can send information instantaneously.*

Due: By end of semester – but don't let it go until the end!!

Tues, Jan 25

Shooting video and editing

Thurs, Jan 27

Class lab day – work on video editing

Assignment: Gather video, edit :30 – 1:00 piece. Upload to your hidden Weebly page.

Due: Tues, Feb 3 before class.

Readings for Feb 1st: JournalismNext ch. 6

Tues, Feb 1

Shooting pictures and slideshows
Research presentations in class

Assignment: Sign up for individual story development meeting held on Thursday, Feb. 10th

Thurs, Feb 3

Fieldtrip – Cooper Young
*Bring digital camera to fieldtrip.

Assignment:

1. Cooper-Young slideshow uploaded to your hidden Weebly page.

Due: Tuesday, Feb. 8 before class

2. PPT story pitch. Upload to your hidden Weebly page.

Due: Thursday, Feb. 10th by class time.

Tues, Feb 8

Lab day – work on PPT story pitch. Due Feb. 10th by class time

Thurs, Feb 10

One-on-one story development meetings
MJ312 (my office)

Readings for Feb. 15th: JournalismNext p. 109-117

JournalismNext Chapter 8

Tues, Feb 15

Shooting the natural sound package
Look at examples
Shot planning

Assignment: Prepare to work on stories for Thursday lab

Thurs, Feb 17

Lab day
Team 1
Write and post stories by end of lab
Tweet your story

Readings for Feb 22: JournalismNext ch. 11

Tues, Feb 22

Mini-lecture – SEO, analytics and retweets
Story meeting
Lab

Thurs, Feb 24

Lab day

Team 2

Write and post stories by end of lab

Tweet your story

Assignment: Add 2 related hyperlinks to site

Tweet links

PPT report on retweets: upload to your hidden weebly site

Report deadline: Before class, Tuesday, Mar 1

Tues, Mar 1

Mini-lecture

Story Meeting

Lab

Assignment: Tracking Report update – upload to hidden Weebly page.

Due by beginning of class, Thursday, Mar 3

Thurs, Mar 3

Lab day

Team 3

Write and post stories by end of lab

Tweet your story

Mar 5 – 13 Spring Break**Tues, Mar 15**

Production day – work on Natural Sound video story

Assignment: Add 2 related hyperlinks to site

Tweet links

PPT report on retweets: upload to your hidden weebly site

Report deadline: Before class, Thursday, Mar 17

Thurs, Mar 17

Lecture – editing with Natural Sound

Tues, Mar 22

Required lab edit – natural sound piece

Thurs, Mar 24

Required lab edit – natural sound piece

Assignment: Upload finished natural sound piece to your hidden Weebly page by start of class – Monday, Mar 28 @ noon.

Tues, Mar 29

Critique of natural sound piece

Assignment: Add 2 related hyperlinks to site

Tweet links

PPT report on retweets: upload to your hidden weebly site

Report deadline: Before class, Tuesday, Mar 1

Thurs, Mar 31

Enhanced edit of natural sound piece

Upload by end of class

Assignment:

1. Promote video via social media

2. Report activity on PPT (retweets, analytics)

Deadline: Before class Tuesday, April 5

Tues, April 5

Mini-lecture

Story Meeting

Lab

Assignment: Tracking Report update – upload to hidden page on Weebly

Due by beginning of class, Thursday, April 7.

Thurs, April 7

Lab day

Team 4

Write and post stories by end of lab

Tweet your story

Tues, April 12

Mini-lecture

Story meeting

Lab

Thurs, April 14

Lab day

All teams

Write and post stories by end of lab

Tweet your story

Assignment: Add 2 related hyperlinks to site

Tweet links

PPT report on retweets and analytics: upload to your hidden weebly site

Report deadline: Before class, Tuesday, Apr 19

Tues, April 19

Mini lecture

Story meeting

Lab

Thurs, April 21

Lab

Final day to complete page

All assignments uploaded by end of day.

Assignment:

1) *Full class promotes page.*

2) *Final Tracking Report due in PPT format. Turn in to your hidden weebly page.*

Deadline: By start of class, Tuesday, April 26.

Tues, April 26

How did we do?

Finals week

Individual meeting to review online portfolio

DEPARTMENT POLICIES**EMAIL:**

You must have your UM email account activated. If you are using another provider such as Google, you are required to have your UM email forwarded to that account. Go to the <http://iam.memphis.edu> website to implement forwarding of UM email. You are required to check your email daily. You are responsible for complying with any email sent to you by your professor or the University.

CELLPHONES:

You must turn them off during class.

ATTENDANCE:

Class attendance is mandatory in the Department of Journalism. You may be assigned a failing grade for the semester for nonattendance, or habitual late arrival. No late work will be accepted without prior arrangements, which are acceptable to your professor. Students may not be permitted to make up any missing work unless it is for an absence due to illness or other catastrophic emergency such as a death in the family that can be documented (e.g. with a doctor's note or a copy of the newspaper obituary). This is a professional program for journalists who are expected to understand and comply with deadlines. If you have some problem making it to class on time make arrangements to fix the problem or consider taking another class. You should consider this class your "job" in the educational process and be on time just as you would elsewhere.

CHEATING:

In addition to university-wide policies stated in the Code of Student Rights and Responsibilities, the Department of Journalism considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses, or a student receiving any assistance from others for work assigned to be done on his/her own, as acts of cheating punishable to the degree determined appropriate by the course instructor and department chair. That may include grade reductions or seeking dismissal of the student from the university.

"Your written work may be submitted to Turnitin.com, or a similar electronic detection method,

for an evaluation of the originality of your ideas and proper use and attribution of sources. As part of this process, you may be required to submit electronic as well as hard copies of your written work, or be given other instructions to follow. By taking this course, you agree that all assignments may undergo this review process and that the assignment may be included as a source document in Turnitin.com's restricted access database solely for the purpose of detecting plagiarism in such documents. Any assignment not submitted according to the procedures given by the instructor may be penalized or may not be accepted at all." (Office of Legal Counsel, October 17, 2005)

ONLINE SETEs:

You are urged to complete the SETEs evaluation of this Once your instructor has posted your grade, you can immediately see that grade, provided you completed a teacher evaluation for that class. How to access your evaluation forms: Log in using your UUID and email password; click on the gray "Student" tab; complete an evaluation for each course listed and hit the "Submit" button at the bottom of the form. It will only take a few minutes of your time. We take the evaluations very seriously and use them to improve courses and instructional quality. Your feedback is essential and will be appreciated.

EXIT EXAM FOR ALL JOURNALISM MAJORS:

All Journalism majors are required to take the Journalism Exit Exam their last semester before graduation. Please contact the Journalism office staff anytime during the semester to sign up. You may take the test anytime there are open lab hours during the semester. You will not be certified to graduate until you have completed the test.

PROFESSIONAL VALUES AND COMPETENCIES FOR JOURNALISM PROGRAM:

The Accrediting Council on Education in Journalism and Mass Communication requires that, irrespective of their particular specialization, all graduates should be aware of certain core values and competencies and be to

- understand and apply the principles and laws of freedom of speech and press, for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;
- demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
- demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.
- demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.
- understand concepts and apply theories in the use and presentation of images and information;
- demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- think critically, creatively and independently;
- conduct research and evaluate information by methods appropriate to the communications professions in which they work;
- write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;

- critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- apply basic numerical and statistical concepts;
- apply tools and technologies appropriate for the communications professions in which they work.

ASSESSMENT OF STUDENT LEARNING FOR JOURNALISM PROGRAM:

The Council seeks to promote student learning and encourages experimentation and innovation. Assessment is a system of evaluation of student learning at the course or unit level (as opposed to grading at the individual level). Three criteria should guide assessment of student learning:

- Awareness: familiarity with specific information, including facts, concepts, theories, laws and regulations, processes and effects.
- Understanding: assimilation and comprehension of information, concepts, theories and ideas.
- Application: competence in relating and applying skills, information, concepts, theories and ideas to the accomplishment of tasks.