

**Multimedia Storytelling**

JOUR 3526-002

Fall 2017

2:00 p.m. to 4:15 p.m. MW

Meeman 212

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**COURSE REQUIREMENTS****CATALOG DESCRIPTION:**

Introduction to the basic elements of multimedia journalistic storytelling. Students will produce news-driven multimedia packages for various storytelling platforms, including photography, audio, video, and data visualization.

**PREREQUISITE:**

JRSM 3900

**CLASS INSTRUCTION:**

This course is designed to stock the toolbox of a talented multimedia journalist. Students will learn techniques and the principles behind them to execute projects for a multimedia news and information environment. Further, students will build a portfolio of work to show potential employers. Some sessions might require students to leave the classroom, in which case conduct will be governed by the rules of the classroom and the rules of the venue in which the class is meeting. A typical class session will consist of a lecture, discussion, and assignment/lab time.

Students are required to complete multiple multimedia activities and multimedia projects throughout the semester, as well as a final portfolio. The multimedia activities reinforce principles of the software and specific media platforms. The multimedia projects allow students to combine those skills into journalistic work.

**TEXTBOOKS:**

George-Palilonis, J. (2013). *The Multimedia Journalist: Storytelling for Today's Media Landscape*. Oxford University Press.  
*Associated Press Stylebook*

**REQUIRED SOFTWARE:**

Adobe Photoshop CC

Adobe InDesign CC

Adobe Premiere CC

Audacity

Infographic applications found online

*Note: You can purchase the Adobe Creative Cloud on a month-to-month basis from Adobe.com.*

**OTHER REQUIREMENTS:**

One Flash Drive (At least 2GB capacity)

**GRADING:**

A=90-100; B=80-89; C=70-79; D=60-69; F=Below 60

Grading Philosophy: A=Professional quality work that could be use with little or no modification; B=Good to excellent work and exceeds requirement, but would require revision to be used professionally; C=Satisfactory work and adequately meets requirement, but would need significant revision; D=Barely satisfies minimum requirement and below average quality; F=Unsatisfactory work and does not meet minimum requirement. NOTE: Plusses and minuses may be given.

Grade Distribution:

<b>Assignment</b>	<b>Number</b>	<b>Points</b>
Multimedia activities	10	100 (10 each)
Multimedia projects	5	600
Weekly Quizzes	10	100
Portfolio	1	200

**COMPUTER USAGE:**

Students are expected to use a computer in this course. Students will use Apple computers running the Macintosh operating system in class, but may use Windows computers at their own discretion. Students will work with the design software standard in the professional world. At this time, the professional standard is the Adobe Creative Cloud, particularly Adobe InDesign, Adobe Photoshop and Adobe Illustrator. Extensive instruction about how to use these programs will be offered in this course.

**WRITING STYLE:**

Although this is not specifically a writing course, students will be required to adhere to the Associated Press style guide and other journalistic writing standards. Additionally, students will write 200-300 word journalistic stories with each of their Multimedia Projects during the semester.

**ASSIGNMENT FORMAT:**

- All assignments are to be submitted electronically via eCourseware.
- Generally, each assignment will come with unique formatting guidelines. Be sure to follow these guidelines exactly. Work that does not comply to these guidelines, as well as the production specifications for the assignment, will receive a grade of 0.
- All homework and quizzes are due at 11:59 p.m. Friday of the week they are assigned. Late work is not accepted.
- Work will be critiqued in the classroom and must be suitable for presentation. Students are encouraged to work ahead on assignments to develop their own processes for the work.

### **Multimedia Assignments**

MA1: 5-Shot sequence (mobile photo)  
MA2: Mobile photo scavenger hunt  
MA3: DSLR photo shoot  
MA4: Photo slideshow in Premiere Pro  
MA5: Audio script writing  
MA6: Audio editing in Audacity  
MA7: Infographics  
MA8: Video Interview in Premiere Pro  
MA9: Video B-roll in Premiere Pro  
MA10: Video Editing Premiere Pro

MP1: Photo Slideshow—"Fall at UofM"  
MP2: NPR-style Audio—"Students at Work"  
MP3: Audio Slideshow—"Hidden Memphis"  
MP4: Infographics—"My Birth Year"  
MP5: Video Documentary—"Unsung Heroes of UofM"

### **Portfolio:**

All Department of Journalism undergraduate students are required to develop and maintain an active online portfolio of their work. More information about the final review of portfolios is in the Assessment section later in the syllabus. You will need to create a section on your portfolio site for the multimedia work you've completed for JOUR 3526. We will take time in class for you to update your site.

## **SCHEDULE OF CLASSES**

### **WEEK 1, Aug 28, 30, Introduction.**

Course Introduction, What is Multimedia Journalism?, Intro to Photojournalism, Mobile Photography

*Readings: Multimedia Journalist, 1, 3-4*

*Homework: Quiz 1.*

### **WEEK 2, Sept. 4, 6, Photojournalism.**

Writing Cutlines, Getting to Know the Camera, Photoshop Refresher

*Readings: Multimedia Journalist, 5, 7*

*Homework: Quiz 2, MA 1.*

### **WEEK 3, Sept. 11, 13, Photo Shoot Week**

Mobile Photos on Monday, DSLR Photos on Wednesday

*Homework: MA 2, MA3*

### **WEEK 4, Sept. 18, 20, Slideshow Week**

Telling a story with photos, Slideshow editing using Photoshop and Premiere Pro.

*Homework: Quiz 3, MA 4.*

**WEEK 5, Sept. 25, 27 Audio Journalism**

Audio Journalism: terms, script writing, interviewing, natural sound, voice over, and equipment

*Readings: Multimedia Journalist, 8*

*Homework: Quiz 4, MA 5, MP1.*

**WEEK 6, Oct. 2, 4 Audio Editing**

Editing audio in Audacity

*Homework: Quiz 5, MA 6.*

**WEEK 7, Oct. 9, 11 Audio Slideshow & Infographics**

Brief review of audio slideshows, Introduction to Infographics

*Readings: Multimedia Journalist, 10*

*Homework: Quiz 6, MA7*

**WEEK 8, Oct. 16, 18 Fall Break/Catch Up Day**

Work day

*Homework: MP2*

**WEEK 9, Oct. 23, 25 Video Journalism**

Intro to Video Journalism: camera, composition, lighting, sound, interviews, b-roll; Editing video in Adobe Premiere Pro

*Homework: Quiz 7, MA 8.*

**WEEK 10 Oct. 30, Nov. 1 Video Practice**

Video practice—The Interview

*Homework: Quiz 8, MA 9, MP 3*

**WEEK 11 Nov. 6, 8 Video Practice**

Video practice—B-roll

*Homework: Quiz 9, MA 9*

**WEEK 12 Nov. 13, 15 Video Practice**

Putting the documentary together

*Homework: Quiz 10, MA 10, MP 4*

**WEEK 13 Nov. 20, 22 Portfolios/Thanksgiving Week**

Adding multimedia to your online portfolios

**WEEK 14 Nov. 27, 28 Portfolio Work**

*Homework: MP 5.*

**WEEK 15 Dec. 4, 6, Portfolios.**

Final portfolio preparation, In-Class Portfolio Presentations (Wednesday)

**FINAL EXAM: Final Portfolio Submission**

**Wednesday, Dec. 13 at 1:00 p.m.**

### **FIVE PILLARS OF JOUR3526**

- *Professionalism:* Students learn the professional standards and routines of the multimedia production by discussing and preparing multimedia projects, using DSLR and video cameras, audio recording materials, applications designed for building infographics, and vocabulary used in the multimedia industry. Students learn the ethical guidelines for editing photographs, video, and audio. Students learn legal issues associated with photography, videography, and audio recording. Finally, students will develop a professional portfolio of their multimedia work.
- *Writing:* Students learn writing skills related to photo cutlines and descriptions. In addition, students write artist statements for creative work and short stories for video and audio projects.
- *Multimedia:* Students will prepare materials for multiple media platforms including: photography, video, audio, audiovisual, and data visualization.
- *Critical Thinking:* Students must demonstrate an understanding of the audience that will consume multi-platform work, and explain this connection in artist statements and project pitches.
- *Media Literacy:* Students learn how visual media are researched, planned, and created visually through multiple multimedia projects.

### **ASSESSMENT**

#### **PROFESSIONAL VALUES AND COMPETENCIES FOR JOUR3526:**

- 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.
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.
- Apply current tools and technologies appropriate for the communications professions in which they work, and to understand the digital world.

## **HOW PROFESSIONAL VALUES AND COMPETENCIES WILL BE MET:**

### ***Cognitive objectives to be mastered (ability to explain, analyze, understand, think critically):***

- Learn the basic elements of digital cameras—their capabilities and limitations
- Learn to think in a multi-platform environment and communicate using the most effective platform for each story
- Understand spatial relationships, including the importance of depth, scale and the elimination of distracting elements
- To understand the relationship of people to their situation and surroundings as well as to be able to read their body language in order to capture insightful, significant movements
- To work within the digital computer framework and process images, video and audio to its maximum potential while taking care not to alter fact or otherwise create unethical representations

### ***Performance standards to be met (demonstrable skills, abilities, techniques, applied competencies):***

- Complete a series of multimedia assignments, which include packages representing people in various news and feature situations
- Demonstrate the ability to capture and process an image, video and audio with the appropriate, industry-standard equipment to make it suitable for presentation
- Demonstrate proficiency with image, video and audio editing software

## **HOW ASSESSMENT OF STUDENT LEARNING WILL BE MET:**

### *Awareness:*

- Become aware of photo, video and audio development and ethics of visual communication.

### *Understanding:*

- Develop an understanding for the multimedia storytelling process from development to editing to final presentation in multiple media outlets.

### *Application:*

- Creation of at least five multimedia projects addressing different multimedia platforms, photography, video, audio, audio-visual and data visualization, which are edited using a combination of Adobe Photoshop and Premiere Pro, Audacity, and data visualizations applications.

## DEPARTMENT POLICIES

### **PORTFOLIO REQUIREMENT:**

All students in the Department of Journalism and Strategic Media are required to develop and maintain an active portfolio of their work. Undergraduate students are to begin the portfolio in JRSM 3900 and contribute to it from every course thereafter. The portfolio should contain samples of the student's work from his/her courses and/or professional experience and should develop as the student builds skills. Portfolios will undergo a final, external review while students are enrolled in the capstone course for their majors.

Students may use any type of web hosting for their portfolios, but it must have an independent and professional URL. The department requires students to use WordPress to build their portfolio sites. Students are encouraged to consider purchasing a URL and hosting if they plan to use the portfolio for a long term, but must keep the portfolio active for six months following graduation from the University of Memphis.

Students should have a professional email address they plan to use throughout their professional life, via a common email service, such as Gmail or Yahoo.

All portfolios must contain the following items:

- Samples of work from courses and/or professional activities. (Example: Broadcasting students must include a video reel)
- A current résumé
- A personal profile
- Contact information/means of contact
- Social media links

Students might wish to include a blog, video reels, photograph galleries, SoundSlides presentations, design PDFs, audio files, and Storify pieces as examples of professional work. The professional work should ultimately be tailored to the career the student seeks after graduation. Thus, each student's portfolio should show a unique blend of work.

### **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.

### **MOBILE PHONES AND LAPTOPS:**

Some classes require a tablet, laptop or a smartphone. Others do not. Your instructor will set the policy for her/her specific class.

**ATTENDANCE:**

Class attendance is mandatory in the Department of Journalism and Strategic Media. 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 because of 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 and Strategic Media 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.

Further, as this is a journalism/mass communication class, students are expected to comply with copyright law, and must have sufficient permission to use any copyrighted materials used in creative projects, unless otherwise informed in cases of exercises or reproduction.

"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 course. 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.

**DEADLINES:**

Remember there's a reason "DEAD" makes up half the word "deadline." All deadlines are firm. This is journalism and strategic media. If you get into trouble, talk to your instructor. Exceptions will be made for reasonable circumstances if the student notifies the instructor prior to the due date.

**AP STYLE AND GRAMMAR:**

All written work in this class should follow the AP Stylebook and accepted rules of grammar and punctuation. If you don't know the style for a particular phrase, look it up or ask your classmates or the instructor.

**DISABILITY:**

Any student who feels s/he may need an accommodation based on the impact of a disability should contact your instructor privately to discuss your specific needs. Please contact the Office for Disability Services at 901-678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations for students with documented disabilities.

**DIVERSITY:**

Students are required to respect the differences of others and treat all persons with respect. Discriminatory, derogatory and threatening language or behavior will not be tolerated. Further, students are expected to consider their work through a diverse mind. Mass communications reach a mass audience, and students should be aware of how those messages are received by a diverse audience.

**WEATHER POLICY:**

Always check with local media and the University of Memphis website regarding inclement weather. If the university is closed or classes are canceled, this course will not meet. However, students will still be responsible for that day's work.