

# Advanced Multimedia Reporting

JRSM 7350-001-M50

Spring 2021

Class Meeting: T 5:30-8:30 p.m. Online Synchronous

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## COURSE REQUIREMENTS

### Catalog description

This course will explore recent research findings in news reporting, writing and editing principles; and also provide students with practical experience in preparing finished news reports suitable for publication or dissemination in professional-level mass media.

### Prerequisites

None

### Textbooks, Software and Required Materials

Briggs, M. (2109) *Journalism Next: A Practical Guide to Digital Reporting and Publishing* 4th Edition. ISBN-13: 978-1544309446

*Associated Press Stylebook*

Other required readings will be assigned and made available on eCourseware.

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.*

One Flash Drive or storage space (At least 2GB capacity)

### Classroom format

This course is designed to provide students with advanced practical and theoretical experience in multimedia storytelling. Students will read and discuss current research on multimedia news production, ethics, and audience uses of multimedia journalism. The course will be divided into four sections: research, practical training, practical experience, and professional development.

Students will be required to produce a multimedia project that will be published on MemphisMirror.com or some other outlet. The course is designed so that students will be

required to meet multiple writing and production deadlines throughout the semester, and to present their final works at the end of the semester.

Here's how attendance works: I'm not interested in hearing excuses. You get three free passes during the semester. After you cash in the passes, missed classes are reflected in your final grade. For example, if you miss one additional class, your final grade drops a letter grade. If you miss two more classes, your grade drops again. So, if you miss six classes, your final grade drops two letters.

### Accessing the course website

1. Go to the University of Memphis eLearn home page: <http://elearn.memphis.edu>
2. Log in using your University of Memphis username and password.
3. In the Term Year course list available to you, click on the link for JOUR 3526-001 to enter your course and read the instructions on the welcoming page

### Course Requirements

#### *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.

#### *Equipment:*

The use of a digital single lens reflex (DSLR) camera is required in this course. The Department of Journalism has provided cameras with 30-55mm lenses for students in this course. Cameras are limited to a 24-hour checkout. Students may use their own DSLR cameras with approval from the instructor. Lost, stolen, or broken cameras and equipment will be the financial responsibility of the student; the Department of Journalism will put a financial obligation hold on your registration until the camera/equipment is replaced. Cameras and equipment must be returned on time. Failure to return a camera on time will result in a one-letter grade deduction from your final grade for each day late. Students with unreturned/broken cameras will receive a grade of O/F until the financial obligation is met.

#### *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 to 300-word journalistic stories with each of their Multimedia Projects during the semester.

#### *Assignment Format:*

- All multimedia assignments and multimedia projects are to be submitted electronically via eCourseware.
- Generally, each assignment and project 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 projects are generally **due at 11:59 p.m. Sunday** 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.

*Assignments/Grade Distribution:*

Reading Reviews	100 pts. (5 at 20 pts. each)
Multimedia Practice	100 pts. (4 at 25 pts. each)
Project Proposal	100 pts.
Project Draft	100 pts.
Final Project	250 pts.
Final Paper	150 pts.
Final Presentation	100 pts.
Research Colloquium	50 pts.
Class Participation	50 pts.
<b>Total</b>	<b>1,000 pts.</b>

**Grading**

Assignment categories and points or percentage weights.

A+ = 96.5-100%; A = 92.5-96.4%; A- = 89.5-92.4%  
B+ = 86.5-89.4%; B = 82.5-86.4%; B- = 79.5-82.4%  
C+ = 76.5-79.4%; C = 72.5-76.4%; C- = 69.5-72.4%  
D+ = 66.5-69.4%; D = 59.5-66.4%  
F 0-59.4%

*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.

**COURSE SCHEDULE**

*Week 1, Jan. 19: Introduction.*

Discuss the syllabus, assignments, class format  
Fill out information sheets

*Week 2, Jan. 26: Journalism in a Digital Space*

Chapters 2, 3, & 4 in Briggs  
Discuss multimedia project proposal. Begin planning for project.

*Week 3, Feb. 2: Photojournalism*

Readings: Briggs Chapter 6, additional readings in eCourseware  
Discussion Leaders: Team 1  
Project deadline: Project proposals (Due. Feb. 9 at 5:30 p.m.)

Homework: Photo assignment 1 (due Feb. 9 at 5:30 p.m.)

*Week 4, Feb. 9, Photojournalism Continued/Project Proposals*

Critique of Photo assignment 1, discussion of photo assignment 2

Discuss project proposals

Homework: Photo assignment 2 (Due Feb. 15 at 5:30 p.m.)

*Week 5, Feb. 15: Audio Journalism*

Readings: Briggs Chapter 7; additional readings in eCourseware

Discussion Leaders: Team 2

*Week 6, Feb. 22: Audio Recording/Editing*

Editing audio in Audacity; Discussion of recording equipment needed

Homework: Audio assignment 1 (Due March 1 at 5:30 p.m.)

Homework: Listen to a news or public relations podcast before next week, be prepared to discuss.

*Week 7, March 2: Podcasting*

Readings posted to eCourseware; Podcast listening assignment/discussion

Homework: Project outline and timetable (Due March 16 at 5:30 p.m.)

*Week 8, March 9: Wellness Break*

No class, no assignments. Be well.

*Week 9, March 15: Video Journalism*

Briggs Chapter 5; additional readings in eCourseware

Discussion leaders: Team 3

*Week 10, March 22: Video Practice*

Editing Video in Adobe Premiere Pro.; Discussion of video shooting techniques

In-class/Homework: Video Editing assignment 1 (Due March 29 at 5:30 p.m.)

*Week 11, March 29: Data Visualization/Data Driven Storytelling*

Briggs Chapter 8; additional readings in eCourseware

Discussion Leaders: Team 4

Report on project progress

*Week 12, April 6: Analytics in Journalism*

Briggs Chapter 9; additional readings in eCourseware

Discussion Leaders: Team 5

*Week 13, April 13: Project Meetings*

Individual meetings with Robby about projects

*Week 14, April 20: Project Work Week*

Work on project individually.

### *Week 15, April 27: Project Presentations*

Present final projects to class. Completed final projects due May 4 by 5:30 p.m.

## **JOURNALISM AND STRATEGIC MEDIA 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 graduate students are to begin in JRSM 7002. Students are to contribute to it in every skills course thereafter. The portfolio should contain samples of the student's work from courses and/or professional experiences and should develop as the student builds skills. Portfolios will undergo a final, external review while students are enrolled in their capstone courses.

Students may use any type of web hosting for their portfolios, but it must have an independent and professional URL. Students may use any content management system, but students are encouraged to use WordPress, Wix or Squarespace. Students are encouraged to consider purchasing a URL and hosting if they plan to use the portfolio for a long term, but they 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 lives, via a common email service, such as Gmail.

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 writing 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**

Students must have their UofM email accounts activated. Students using another provider, such as Google, are required to have all UofM email forwarded to that account. Students should go to the <http://iam.memphis.edu> website to implement forwarding of UofM email. Students are required to check their email daily. They are responsible for complying with any email sent to by professors or others in the University.

### **Electronic devices**

Some classes require a tablet, laptop or a smartphone. Others do not. Instructors will set the policy for their specific classes.

## Attendance

Class attendance is mandatory in Journalism and Strategic Media. Students may be assigned a failing grade for the semester for nonattendance or habitual late arrival. No late work will be accepted without prior arrangements with the class 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). Journalism and Strategic Media is a professional program, and students are expected to understand and comply with deadlines. Students who have some problem making it to class on time should make arrangements to correct the problem or consider taking another class. Students should consider this class as a "job" in the educational process and be on time just as they would elsewhere.

## Course repetition

Majors and minors who fail to earn the minimum passing grade ("C-") in a class required by their program of study in Journalism and Strategic Media more than three times will be dropped from the program.

Students may not use or submit work from a previous course, even if it is the same course being repeated, to fulfill requirements for assignments in another course. If students wish to substantially rework the original submission, or to work with the same general idea, that may be permissible upon discussion with and written approval from the professor of the current course. All written work will be checked for policy adherence via TurnItIn.com. All creative work will be checked for policy adherence by the professor, and judged against previous submissions. The only exception to this policy is the student's online portfolio and its attendant pieces (for example, the résumé and logo).

## Academic integrity

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 students receiving any assistance from others for work assigned to be done on their own, as acts of cheating punishable to the degree determined appropriate by the course instructor and department chair. Punishment may include grade reductions or seeking dismissal of the student from the University.

Further, as this is a journalism and strategic media 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 rating originality of your ideas. Also, to evaluate proper use and assignment of sources. As part of this process, you may require to submit electronic as well as hard copies of your work. Other instructions to follow may also be given. By taking this course, you agree that all assignments may undergo this review process. The assignment may be included as a source document in Turnitin.com's restricted access database. It is solely for the purpose of detecting plagiarism in such documents. Assignments not submitted according to the instructor's procedures may be penalized or may not be accepted at all. (*Office of Legal Counsel, October 11, 2018*)

## Online SETEs

Students are urged to complete the SETEs evaluation of this course. Once the instructor has posted

grades, student can immediately see that grade, provided they have completed a the SETE for that class. To access evaluation forms, students should log in to MyMemphis using their UUIDs and email passwords; click on the gray “Student” tab; complete an evaluation for each course listed and hit the “Submit” button at the bottom of the form. Completing the SETE will only take a few minutes. Faculty take the evaluations very seriously and use them to improve courses and instructional quality. Student feedback is essential and is appreciated.

### **Deadlines**

All deadlines are firm. This is journalism and strategic media. Students needing an extension on an assignment must receive approval from the 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 must follow the AP Stylebook and accepted rules of grammar and punctuation. Students are responsible for learning these rules and checking their work for errors.

### **Disability and accommodations**

Students who need an accommodation based on the impact of a disability should contact the Office for Disability Resources for Students at 901-678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations for students with documented disabilities.

### **Diversity and inclusivity**

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. Media 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.

### **Student support**

Student who are experiencing personal or academic challenges including, but not limited to food or housing issues, family needs, or other stressors, should visit the Office of Student Accountability, Outreach & Support page to learn about resources that can help: <https://www.memphis.edu/saos/sos/crisis-resources.php>. Any student who faces personal challenges including, but not limited to securing their food or housing and believes this may affect their performance in the course is urged to contact the Office of Student Accountability, Outreach & Support (901-678-2187) located in the University Center, Suite 359 for assistance. Students may also talk with course instructors about the challenges they are experiencing. Instructors may be able to assist in connecting with campus or community support.

### **COVID-19 protocols for this course**

## **COVID-19 Health and Safety Policy - Masks and Social Distancing**

All students, faculty and staff will wear masks in all public spaces, including our classroom (lab) per the COVID-19 policy. The first time a student enters a classroom without wearing a face covering, the student will be asked to leave the class until they return a covering. Further violations will be referred to the Office of Student Accountability. Students who repeatedly or flagrantly violate these community expectations may be referred for discipline under the Student Code and, if appropriate, immediately removed from campus by the Dean of Students.

## **Student Health**

Students who are experiencing symptoms such as sneezing, coughing or a higher than normal temperature should inform me by email so they can be excused from class and should stay home. Students should contact their health care provider or the Student Health Center at <https://www.memphis.edu/health/>.

Students who have a positive COVID-19 test should contact the Dean of Students at [deanofstudents@memphis.edu](mailto:deanofstudents@memphis.edu).

## **Student Accommodations**

If and when we return to class, students seeking to remain remote for health or other serious reasons should discuss their options with me. Students with accessibility issues or with other learning accommodation needs due to a disability should contact Disability Resources for Students (DRS) to submit an official request for course accommodations. Contact DRS at 901.678.2880 or at [drs@memphis.edu](mailto:drs@memphis.edu). (<https://www.memphis.edu/drs/index.php>)

## **Student Resources**

Students who need additional resources can contact the Dean of Students Office at <https://www.memphis.edu/deanofstudents/crisis/index.php>.

## **Guidelines for classes, labs and equipment in Meeman Journalism Building in Spring 2021**

- Anyone feeling sick should stay home and join class virtually.
- Social distance from all others at least 6 feet.
- Wear a mask at all times when in University buildings and on campus.
- Wash hands or use hand sanitizer regularly.
- No more than one person in the elevator at a time.
- Disinfect your workstation before and after use, including desks, keyboards, mice and screens. Wash your hands after cleaning.
- Have phone or Zoom meetings with professors and classmates. Do not meet face to face, if possible.