

Advanced Multimedia Reporting

JOUR 7350-001, M50

Spring 2010

R, 5:30-8:30 p.m.

Meeman 202

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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.

PREREQUISITE:

Graduate student status

CLASS INSTRUCTION:

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. 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.

TEXTBOOKS:

George-Palilonis, J. (2013). *The Multimedia Journalist: Storytelling for Today's Media Landscape*. Oxford University Press. ISBN-10: 0199764522, ISBN-13: 978-0199764525

OTHER REQUIRED READING:

Articles assigned by the instructor.

REQUIRED SOFTWARE:

Adobe Premiere Pro CC

Adobe Photoshop CC

Audacity

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

OTHER REQUIREMENTS:

One Flash Drive (At least 4GB capacity)

GRADING:

A = 92%-100%

A- = 90%-91%

B+ = 87%-89%

B = 82%-86%

B- = 80%-81%

C+ = 77%-79%

C = 72%-76%

C- = 70%-71%

D = 65%-69%

F = 0%-64%

Grade Distribution:

Assignment	Number	Points
Reading discussion leader	2	50 (25 each)
Practical assignments	10	100 (10 each)
Project Pitch	1	50
Website map	1	100
Long form story	1	150
Deadline 2	1	150
Deadline 3	1	150
Final project	1	300
Final project presentation	1	100
Final Paper	1	250
Research Colloquium Paper	1	50
Class participation	1	50
Total		1,500 points

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 Muse, Premiere Pro and Photoshop. 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 0/F until the financial obligation is met. Cameras can be checked out through the Journalism Office, MJ 300/334.

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.

ERRORS AND PENALTIES:

Edit stories carefully. Your multimedia projects are graded for content minus mechanical errors. Spelling, grammar and style count for each activity. A fact error will result in the reduction of one letter grade for each error. Fact errors include inaccurate information, errors and typos in names, numbers, addresses, dates, quotes, and proper nouns. Bottom line: REPORTERS MUST SELF-EDIT. Read and re-read, and edit and re-edit your assignments.

ASSIGNMENT FORMAT:

- All assignments are to be submitted electronically via eCourseware (or other means as specified by the instructor).
- Generally, each assignment will come with unique 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.
- Late work is not accepted.
- All design projects must be printed and turned in the day of class unless noted otherwise.
- Work will be critiqued in the classroom and must be suitable for presentation.

Assignments

- Reading discussion leader (a group of students will lead the class discussion of readings each week)—reading discussion questions must be posted to eCourseware by Monday at 11:59 p.m. each week.
- Weekly practical assignments—the instructor will assign multiple training assignments to help prepare students for work in photo, audio and video.
- Project pitch—formal written pitch of multimedia project
- Project site map—formal map of proposed multimedia project
- Deadline 1—Long form story
- Deadline 2—multimedia component
- Deadline 3—multimedia component
- Final project—finalized project posted to web and ready go live
- Project presentation—present your final project to the class
- Final paper—literature review that includes research that informed your project
- Class participation—is not just attendance, but offering thoughtful insights during class discussions and critiques.

SCHEDULE OF CLASSES

WEEK 1, Jan. 17, Introduction.

Discuss the syllabus, assignments, class format

Fill out information sheets

Ice Breaker—2016 news events quiz

WEEK 2, Jan. 24, Today's Newsroom, Intro to Photojournalism

Readings: Pavlik & Bridges; Steensen & Ahva; Doudaki & Spyridou; Wallace; and Drulå

Discussion leaders: Louis, Javari & Dana

Multimedia training: Photojournalism

Homework: Practical assignment 1&2

WEEK 3, Jan. 31, Multimedia Audience, Photojournalism II

Readings: Ksiazek, Peer & Lessard; Ahy; Carpentier, Rogers & Barnard; Yang, Pavelko & Utt; and Chen, Wilson, Chen & Chang.

Discussion leaders: Ricki, Jordin, William & Argle

Multimedia training: Photojournalism Part II

Homework: Practical assignment 3

WEEK 4, Feb. 7, Multimedia News Ethics, Audio Journalism

Readings: Culver; Eberwein & Porlezza; and Hellmueller, Vos & Poepsel

Discussion leaders: Louis, Javari & Dana

Multimedia training: Audio Journalism

Homework: Practical assignment 4

WEEK 5, Feb. 14, More multimedia readings, Audio Editing/Production

Readings: Papacharissi; Maguire; Lassila-Merisalo; and McGuire & Murray

Discussion leaders: Melanie, Asha, Tessa, Joseph, & Camille

Multimedia training: Audio Editing in Audacity

Homework: Practical assignment 5

WEEK 6, Feb. 21, Planning and pitching your project

Finding and refining a project idea

Homework: Write formal project pitch (Due Feb. 28 at 5:30 p.m.)

WEEK 7, Feb. 28, Pitch presentations, Photo & Audio Together

Present project pitches to class

Give feedback to classmates on pitches

Multimedia training: The audio slideshow

Homework: Practical assignment 6

WEEK 8, March 7, Spring Break

Spring Break

WEEK 9, March 14, Data visualization

Presentation: Data visualization in journalism

Multimedia training: Data visualization in-class project

Homework: Practical assignment 7

Project Deadline: Long form story (due Sunday, March 17 at 11:59 p.m.)

WEEK 10 March 21, Video Journalism

Multimedia training: Video Journalism and Storytelling

Homework: Practical assignment 8&9

Project Deadline: No. 2 (due Sunday, March 24 at 11:59 p.m.)

WEEK 11 March 28, Video Journalism

Presentation: Video documentary in journalism

Multimedia training: Video editing in Adobe Premiere Pro

Homework: Practical assignment 10

WEEK 12 April 4, Professional Development

Work on portfolios and resumes

Guest speaker (local multimedia journalist)

Project Deadline: No. 3 (due Sunday, April 7 at 11:59 p.m.)

WEEK 13 April 11 Work Week

Work Week—in-class work time mandatory attendance

WEEK 14 April 18 Work Week

Guest speaker (multimedia journalist)

Project Deadline: Final project (due Sunday, April 21 at 11:59 p.m.)

WEEK 15 April 25

Departmental banquet

FINAL EXAM: May 2

Final project presentations

Final Research Paper Due

STUDENT SUPPORT SERVICES:

If you are experiencing personal or academic challenges including, but not limited to food or housing issues, family needs, or other stressors, please 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. If you are comfortable doing so, please also let the instructor know you are experiencing challenges as they may be able to assist you in connecting with campus or community supports.

HYBRID CLASSROOM FORMAT

- Blue Jeans is a web-based video conferencing platform. Students in the M50 section will receive an invitation to join Blue Jeans from your instructor.
- This hybrid class, with students on campus and also online synchronously, operates in a seminar format.
- Online students must have a stable Internet connection, speakers and a microphone (or a headset with a built-in mic). Headsets can be purchased for approximately \$20. Students will need to be able to have video turned on for the entire class. Online students will not be permitted to attend class using a cellphone.
- Class time will primarily be spent in discussion of theories, issues, and applications. To that end, on campus and online students must complete the assigned readings and be prepared to discuss the night's topic. Please note that failure to attend class or to actively take part — even if all your assignments are turned in on time and done acceptably — will significantly affect your final grade.

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.

MOBILE PHONES AND LAPTOPS:

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 the Department of 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.

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/mass 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 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:

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:

Students who need an accommodation based on the impact of a disability should 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. 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:

Students 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.