

Advanced Multimedia Reporting

JOUR 7350-001

Spring 2017

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

Meeman 212

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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 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:

Wood, B. (2016). *Adobe Muse Classroom in a Book* (2nd ed.). San Francisco, CA: Adobe Press

OTHER REQUIRED READING:

Articles assigned by the instructor.

REQUIRED SOFTWARE:

Adobe Muse CC

Adobe Premiere Pro CC

Adobe Photoshop CC

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)
Weekly practical assignments	5	100 (20 each)
Project Pitch	1	50
Website map	1	100
Long form story	1	150
Deadline 2	1	150
Deadline 3	1	150
Deadline 4	1	150
Deadline 5	1	150
Final project	1	250
Final project presentation	1	100
Colloquium reflection*	1	30
Class participation	1	70
Total		1,500 points

ADDITIONAL ASSIGNMENT:

Graduate students must attend and write a one-page reflection paper about at least one Research Colloquium sponsored by the Department. Attendance and papers will count for at least 2% of your course final grade. Dates for the colloquia are: Friday, Feb. 24, Friday, March 24 and Friday, April 21. All at are Noon in 212 MJ. Those who cannot attend will receive instructions about remote viewing from your instructor.

Students enrolled in more than one course (JOUR 7075, 7350, 7412 and 7530) may write multiple reflections of one research presentation as long as the topic is customized to the individual class. For example, for JOUR 7075, a student should reflect on the research, while for 7530, a student should reflect on the use of visuals.

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 (five students will lead the class discussion of readings each week)—reading discussion questions must be posted to eCourseware by Monday at 11:59 each week.
- Weekly practical assignments—the instructor will assign multiple training assignments to help prepare students for work in Adobe Muse and Adobe Premiere Pro.
- 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
- Deadline 4—revisions of all work
- Deadline 5—rough of entire project
- Final project—finalized project posted to web and ready go live
- Project presentation—present your final project to the class
- Class participation—is not just attendance, but offering thoughtful insights during class discussions and critiques.

SCHEDULE OF CLASSES

WEEK 1, Jan. 19, Introduction.

Discuss the syllabus, assignments, class format

Fill out information sheets

Ice Breaker—2016 news events quiz

WEEK 2, Jan. 26, Today's Newsroom, Intro to Adobe Muse

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

Discussion leaders: Zach, Elbert, Jasmine, William, & Logan

Multimedia training: Introduction to Adobe Muse Chapter 1-3 in Classroom in a Book

Homework: Chapter 3-4 in Classroom in a Book

WEEK 3, Feb. 2, Multimedia Audience, Graphics in Muse

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

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

Multimedia training: Chapters 5-7 Classroom in a Book

Homework: Chapters 8-9, Classroom in a Book

WEEK 4, Feb. 9, Multimedia News Ethics, Muse Training

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

Discussion leaders: Zach, Elbert, Jasmine, William, & Logan

Multimedia training: Chapter 10

Homework: Chapter 11

WEEK 5, Feb. 16, More multimedia readings, Premiere training

Readings: Papacharissi; Maguire; Lassila-Merisalo; and McGuire & Murray
Discussion leaders: Melanie, Asha, Tessa, Joseph, & Camille

Multimedia training: Adobe Premiere Pro

Homework: Video editing project in Adobe Premiere Pro

WEEK 6, Feb. 23, Planning and pitching your project

Building a site map

Pitching your project

Assignment: Write formal project pitch

WEEK 7, March 2, Pitch presentations

Present project pitches to class

Give feedback to classmates on pitches

Assignment: Project site map

WEEK 8, March 9, Project Site Map

Spring Break

Site maps are due this week

WEEK 9, March 16, Data visualization

Presentation: Data visualization in journalism

Multimedia training: Data visualization in-class project

Due: Deadline No. 1—Long form story (due 11:59 p.m. on Friday, March 17)

WEEK 10 March 23, Photo journalism/Audio journalism

Presentation: Photo & Audio journalism

Multimedia training: Editing audio slideshow in Adobe Premiere Pro

Due: Deadline No. 2—Infographic/Data visualization portion of project

WEEK 11 March 30, Video Journalism

Presentation: Video documentary in journalism

Multimedia training: Video editing in Adobe Premiere Pro

In-class homework: video editing assignment

Due: Deadline No. 3

WEEK 12 April 6, Professional development

Guest speaker (local multimedia journalist)

Due: Deadline No. 4

WEEK 13 April 13

Work Week—in-class work time mandatory attendance

Due: Deadline No. 5

WEEK 14 April 20

Guest speaker (multimedia journalist)

WEEK 15 April 25

Work Week—in-class work time mandatory attendance

FINAL EXAM: May 4

Final project presentations

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. Students are to begin the portfolio in JOUR 2121 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/his 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 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.

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 me 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.