

# Multimedia Storytelling

JOUR 3526

Fall 2022

Class meeting: Online

Prof. Taylor Thompson

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## COURSE REQUIREMENTS

### Catalog description

Understanding the photograph and video as narrative through photojournalism techniques; learning to see, interpret and capture images that communicate information and have meaning and storytelling power; editing of digital images and video with software for use in broadcast, web and print; legal and ethical issues in photography.

### Prerequisites

JRSM 2121

JRSM 3900

### Textbooks, Software and Required Materials

#### **Textbook:**

Briggs, Mark (2020). *Journalism Next: A Practical Guide to Digital Reporting and Publishing* (fourth edition). Sage

*Associated Press Stylebook*

#### **Software:**

Adobe Photoshop CC

Adobe InDesign CC

Adobe Premiere CC

Audacity

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

One Flash Drive (At least 2GB capacity) or some sort of storage cloud or drive

### Classroom format

This course is designed to stock the toolbox of a talented multimedia journalist. Students will learn techniques and the principles behind multiple storytelling platforms 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/workspace, 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/weekly module 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 assignments reinforce principles of the software and specific media platforms. The multimedia projects allow students to combine those skills into journalistic work.

### 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.

#### *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 Canvas.
- 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 multimedia assignments and quizzes are **due at 11:59 p.m. Sunday** of the week they are assigned. **Late work is not accepted.**
- All multimedia projects are **due at 11:59 p.m. Sunday** of the week they are assigned. **Late work is not accepted.**
- Students will receive a participation grade that is based on your in-class project pitches and contribution to project critiques.

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: Photo scavenger hunt

MA3: DSLR photo shoot

MA4: Photo slideshow in Premiere Pro

MA5: Audio script writing  
 MA6: Audio natural sound scavenger hunt  
 MA7: Audio editing in Audacity  
 MA8: Video Interview in Premiere Pro  
 MA9: Video b-roll in Premiere Pro  
 MA10: Video editing in Premiere Pro

MP1: Photo Slideshow “What’s happening at UofM” or What’s happening in town”  
 MP2: NPR-style Audio “Difference Makers”  
 MP3: Audio Slideshow “Odd Jobs”  
 MP4: Video Documentary “Hidden Gems in Memphis” or “Hidden Gems in My City”

*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.

**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.

*Grade Distribution:*

<b>Assignment</b>	<b>Number</b>	<b>Points</b>
Multimedia assignments	10	100 (10 each)
Multimedia projects	4	575 (MP1=100, MP2=125, MP3=150, MP4=200)
Weekly Quizzes	10	100 (10 each)
Portfolio	1	200
Participation grade	1	50
<b>Total Points</b>		<b>1,025</b>

**COURSE SCHEDULE**

*Week 1, Aug. 22: Introduction.*

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

Homework: Quiz 1, MA 1

*Week 2, Aug. 29: Photojournalism.*

Writing Cutlines, Getting to Know the Camera, Photoshop Refresher; Mobile photos on Wednesday

Homework: Quiz 2, MA 2

*Week 3, Sept. 5: Photo Shoot Week (Labor Day Week)*

DSLR Photos on Monday; Telling a story with photos, Slideshow editing using Photoshop and Premiere Pro.

Pitch story ideas for MP1: Photo Slideshow “What’s happening in my city”

Homework: MA 3, MA4

*Week 4, Sept. 12: Slideshow Week*

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

Homework: Quiz 3, MP 1

*Week 5, Sept. 19: Audio Journalism*

Discuss MP2; Audio Journalism: terms, script writing, interviewing, natural sound, voice over, and equipment

Homework: Quiz 4, MA 5.

*Week 6, Sept. 26: Audio Editing*

Editing audio in Audacity

Pitch story ideas for MP2

Homework: Quiz 5, MA 6

*Week 7, Oct. 3: Audio Interview & Infographics*

Brief review of audio slideshows, Introduction to Infographics

Homework: Quiz 6

*Week 8, Oct. 10: Audio Finale (Fall Break, No classes Monday and Tuesday)*

Discuss MP3; Wrap up MP2: NPR-style audio package

Homework: Quiz 7, MP2

*Week 9, Oct. 17: Video Journalism*

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

Pitch Story Ideas for MP3

Homework: Quiz 8, MA8

*Week 10, Oct. 24: Video Practice*

Video practice—B-roll, Pitch MP4

Homework: MA9

*Week 11, Oct. 31: Video Practice*

MP3 Work, Video Practice

Homework: MP3

*Week 12, Nov. 7: Video Editing*

Putting the documentary together

Pitch story ideas for MP4

Homework: Quiz 9, MA10

*Week 13, Nov. 14: Work on MP4*

Adding multimedia to your online portfolios

Homework: Quiz 10

*Week 14, Nov. 21: Portfolio (Thanksgiving Week)*

Work on MP4; Begin revisions for portfolio

Homework: MP4

*Week 15, Nov. 28: Portfolio (Last Week of Class)*

Final portfolio work

*Final Exam: Final Portfolio*

Final portfolio due during class final time.

## ASSESSMENT AND OUTCOMES

### Professional Values and Competencies in JOUR 3526

- Apply the principles and laws of freedom of speech and press, both in a global context and in the United States.
- Demonstrate an understanding of the multicultural history and role of professionals and institutions in shaping communications.
- Demonstrate culturally proficient communication that empowers those traditionally disenfranchised in society, especially as grounded in race, ethnicity, gender, sexual orientation and ability, domestically and globally, across communication and media contexts.
- Present images and information effectively and creatively, using appropriate tools and technologies.
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences, and purposes they serve.
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness, and diversity.
- Apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work.
- Effectively and correctly apply basic numerical and statistical concepts.
- 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.

### **How professional values and competencies will be met**

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

- Demonstrate a basic knowledge of digital cameras for both still photography and video.
- Analyze and identify the most effective multimedia platform for telling each story.
- Demonstrate a basic understanding of spatial relationships, including the importance of depth, scale, and the elimination of distracting elements in photography and video.
- Demonstrate a basic understanding of audio recording including interviews and natural sound.
- Employ a basic knowledge of interviewing sources in a multimedia environment, which includes audio and video.
- Illustrate the ability to work in a digital framework to process images, video and audio to its maximum potential while taking care not to alter fact or otherwise create unethical representations.
- Critique the work of classmates to demonstrate an understanding of the processes of multimedia storytelling across platforms.

#### *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 four multimedia projects addressing different multimedia platforms, photography, video, audio, audio-visual and data visualization, which are edited using a combination of Adobe Photoshop, Adobe Premiere Pro and Adobe Audition.

## **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**

If a student tests positive for COVID-19, they need to notify the Dean of Students Office at [deanofstudents@memphis.edu](mailto:deanofstudents@memphis.edu) and notify the University of their result. Faculty are expected to be accommodating with extra time for assignments; however, decisions will vary on a case-by-case basis according to the severity of the student's illness. To prevent the spread of COVID-19, students are encouraged to wear masks indoors, wash hands frequently and wipe down their workstations with sanitizing wipes before and after class.