

# Multimedia Storytelling

JOUR 3526

Fall 2024

Online/UofM Global

## Prof. Dana Albright

**Office:** Virtual

**Office Hours:** By appointment

**Email:** dpaisley@memphis.edu

## 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.

### 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 online learning home page: <https://memphis.instructure.com>
1. Log in using your University of Memphis username and password.
2. 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.

#### *Class AI Policy:*

ChatGPT and similar AI tools, though useful in many contexts, are inappropriate for use in this course. An important outcome of this course is to strengthen your own abilities as a thinker and writer. That is only possible when you do your own work. You may not submit work that is written wholly or partially by an AI tool. Assignment submissions may be run through AI detection software. If your submission appears to have been written using AI, you may either receive a failing grade or be asked to resubmit the assignment.

#### *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 discussion board posts.

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 in town"  
MP2: NPR-style Audio "Difference Makers"  
MP3: Audio Slideshow "Odd Jobs"  
MP4: Video Documentary "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. 26: Introduction.*

Course Introduction, What is Multimedia Journalism?; Intro to Photojournalism; Mobile Photography  
Homework: Quiz 1, MA 1

### *Week 2, Sept. 2: Photojournalism.*

Writing Cutlines, Getting to Know the Camera, Photoshop Refresher; Mobile photos on Wednesday  
Homework: Quiz 2, MA 2

### *Week 3, Sept. 9: 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. 16: Slideshow Week*

Telling a story with photos, Slideshow editing using Photoshop and Premiere Pro.  
Homework: Quiz 3, MP 1

### *Week 5, Sept. 23: Audio Journalism*

Discuss MP2; Audio Journalism: terms, script writing, interviewing, natural sound, voice over, and equipment  
Homework: Quiz 4, MA 5.

### *Week 6, Sept. 30: Audio Editing*

Editing audio in Audacity  
Pitch story ideas for MP2  
Homework: Quiz 5, MA 6

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

Brief review of audio slideshows, Introduction to Infographics  
Homework: Quiz 6

*Week 8, Oct. 14: 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. 21: 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. 28: Video Practice*

Video practice—B-roll, Pitch MP4

Homework: MA9

*Week 11, Nov. 4: Video Practice*

MP3 Work, Video Practice

Homework: MP3

*Week 12, Nov. 11: Video Editing*

Putting the documentary together

Pitch story ideas for MP4

Homework: Quiz 9, MA10

*Week 13, Nov. 18: Work on MP4*

Adding multimedia to your online portfolios

Homework: Quiz 10

*Week 14, Nov. 25: Portfolio (Thanksgiving Week)*

Work on MP4; Begin revisions for portfolio

Homework: MP4

*Week 15, Dec. 2: Portfolio (Last Week of Class)*

Final portfolio work

*Final Exam: Final Portfolio*

Final portfolio due by 11:59 p.m. on Sunday, Dec. 8.

## 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**

As an undergraduate student in the Department of Journalism and Strategic Media, you are required to develop and maintain an active portfolio of your work. Portfolios begin in JRSM 3900/3905. The portfolio should contain samples of coursework and/or professional experiences and should develop as you build skills. Portfolios will undergo a final, external review while you are enrolled in your capstone course.

You may use any type of web hosting for your portfolio, but it must have an independent and professional URL. You may use any content management system, but you are encouraged to use WordPress, Wix, or Squarespace. It is also encouraged to purchase a URL if you plan to use the portfolio long term. You must keep the portfolio active for six months following graduation from the University of Memphis.

You should have a professional email address you plan to use throughout your professional life, 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
- Professional social media links (minimum LinkedIn)

You may wish to include a blog, video reels, photograph galleries, presentations, design PDFs, audio files or writing pieces as examples of professional work. The professional work should ultimately be tailored to the career you seek after graduation. Your portfolio should show a unique blend of work.

### **Email**

You must have your UofM email account activated. If you are using another provider, such as Google, you are required to have all UofM emails forwarded to that account. Go to the [account management website](#) for information about implementing email forwarding. You are required to check your email daily.

### **Electronic devices**

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

### **AI/Chat GPT**

The use of artificial intelligence software, such as Chat GPT, is prohibited in some courses and required in others in Journalism & Strategic Media. Please refer to specific guidelines for this course in the course-specific part of the syllabus.

## Attendance

Class attendance is mandatory in Journalism & Strategic Media. You may be assigned a failing grade for the semester for nonattendance or habitual tardiness.

## Course repetition

Majors and minors who fail to earn the minimum passing grade (C-) in a class required by your program of study in Journalism & Strategic Media after three attempts will be dropped from the program.

You 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. Substantially reworking the original submission, or working with the same general idea, may be permissible upon discussion and with written approval from the professor of the current course.

## Academic integrity

The University of Memphis expects all students to behave honestly and follow the policies stated in the Student Code of Rights and Responsibilities. If you need more information about the University policy on academic integrity visit the [Office of Student Accountability's website](#).

In addition to University-wide policies, the Department of Journalism & Strategic Media considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses or receiving any assistance from others for work assigned to be done on your own, as acts of cheating and 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, you are expected to comply with copyright and intellectual property laws 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 and to evaluate proper use and assignment of sources. All creative work may be checked for policy adherence by the professor. The only exception to this policy is your online portfolio and its attendant pieces (for example, the résumé and logo). 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.

## Online SETEs

You are encouraged to complete the SETEs evaluation of this course. If completed, once the instructor has posted final grades, you can immediately see that grade. To access evaluation forms, log in to MyMemphis; click the "Student Pages" dropdown menu and select "My Resources" and find the SETE evaluation forms; 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 seriously and use them to improve courses and instructional quality. Your feedback is essential and is appreciated.



## **Deadlines**

All deadlines are firm. Because Journalism & Strategic Media is a professional program, students are expected to understand and comply with deadlines. 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.

You may be permitted to make up missing work if it is for an absence because of illness or other catastrophic emergency, such as a death in the family that can be documented.

## **AP Style and grammar**

All written work in this class must follow the AP Stylebook and accepted rules of grammar and punctuation. You are responsible for learning these rules and checking your work for errors.

## **Disability and accommodations**

If you need an accommodation based on the impact of a disability, contact Disability Resources for Students at 901-678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations.

## **Diversity and inclusivity**

The Department of Journalism & Strategic Media values diversity in all its forms. Some of these forms include ability, age, appearance, ethnicity, gender identity, immigration status, language, nationality, race, religion/spirituality, sex, sexuality, socio-economic status, and other personal identities and experiences. As such, students are expected to participate in fostering an inclusive environment that respects the differences of others.

Students are expected to approach their work through a diverse lens. Creating messages that resonate with diverse audiences requires an understanding of a variety of perspectives, which are carried out through multiple platforms, such as digital and traditional media outlets.

The department seeks to foster healthy and positive classroom discussions and experiences. As such, faculty and students are expected to remain respectful and professional at all times.

## **Weather policy**

Always check with local media, the University of Memphis website and the LiveSafe App regarding inclement weather.

## **Student support**

If you are experiencing personal or academic challenges including, but not limited to food or housing issues, family needs, or other stressors, visit the Student Outreach & Support page to learn about resources that can help: <https://www.memphis.edu/deanofstudents/crisis/index.php> or contact the Dean of Students Office at 901-678-2187, or in person in Suite 359 in the University Center for assistance. You may also talk with course instructors about the challenges you are experiencing. Instructors may be able to assist in connecting you with campus or community support.