

Journalism 4720 – Multimedia Storytelling

Fall Semester, 2012

Instructor: Thorne Anderson

Meeting Time & Location: Mondays 9:30 - 12:20, GAB 111

Contact Information:

Thorne.Anderson@UNT.edu - for course communications (if you need a reply)

4720assignments@gmail.com - for assignment submissions when required

ALWAYS BRING YOUR STUDENT ID!! IT IS REQUIRED FOR LAB ACCESS

Office Hours in GAB 110C: Mondays 1-4 pm

Email: Thorne.Anderson@UNT .edu

Office Tel: 940-369-5102

Course Goals and Outcomes

The purpose of this class is to push the boundaries of non-fiction storytelling through multiple forms of traditional and emerging media. Experimentation will be encouraged in this class, but our end goal is to produce compelling, well-sourced, true stories in line with traditional journalistic informational ambitions as well as ethical constraints.

We will introduce and students will gain proficiency with a number of Macintosh software programs including Adobe Photoshop, Photo Mechanic, Audacity, and Final Cut Pro X. We will also address web delivery skills and, hopefully, tablet publishing.

This course will be largely driven by students in a workshop environment, and intense student participation will be required. Students will do independent research on multimedia skills and techniques and will make presentations based on that research. Students are also expected to participate vigorously in constructive critique sessions of their own and others' work.

Workload and Grading

We seek to blend the best aesthetic and narrative techniques of the past and the future for high quality storytelling. In addition to numerous lab activities and smaller assignments, students will produce up to ten "foundational skills projects" for this course (collectively worth roughly 60% of the overall grade) and one culmination project (roughly 25%):

Students will typically have one to two weeks to complete the foundational projects and several weeks to create and revise the culmination project.

The remaining 15% of the grade will be made up by:

Class participation, Occasional quizzes, Individual lab assignments, and In-class presentations. All percentages may be renegotiated with the class as necessary.

Required texts and equipment

There will be no textbook expenses for this course. All course readings will be either from library reserves or from the internet.

However, *within 2 weeks of the start of this course each student must possess an DSLR camera and at least one portable 7200 RPM, (preferably firewire800-capable) external hard drive, 250 Gb or larger.* Furthermore each student must arrange for a secondary file backup system on a separate hard drive. It is the student's responsibility to back up his or her work in progress. I will not accept hard drive loss or failure as an excuse for failure to complete a project on deadline.

(Please read that last sentence again – this time with a shudder.)

Also, each student must have administrator access to a hosted web domain. This will likely entail costs in the form of domain registration and/or hosting services.

Locker Usage

A limited number of lockers are available for your use across the hall from our classroom. The lockers are a good place to store your hard drives. You must get permission from Cathy Turner in the journalism office and you must supply your own lock. Any two or three of you may choose to share a locker if you share combinations or keys.

Lab equipment for checkout

A selection of audio and video equipment is available for checkout.

Rules for the use of this equipment:

- You *must* present your UNT ID card every *time* you check gear out
- You must return the gear within a specified period of time.
- Late returns result in increasing losses of check out privileges
- Check-out privileges may be revoked
- **NOTICE:** *If you check out lab equipment you are financially responsible for any loss or damage to the equipment during the time it is checked out in your name, whether or not the damage is caused by you. Also any equipment not returned within two weeks from the date checked out will be charged to you at fair market value as determined by the Mayborn School of Journalism.*

Deadlines

Deadlines are important in journalism. For this class deadlines can be re-negotiated up to one week in cases of emergency, but only if you get permission ahead of time from the instructor. Otherwise late assignments will be penalized. Assignments more than one week late will not be accepted at all.

Attendance

One absence in the course is the limit without penalty toward your final grade, unless you have communicated with your instructor in advance about an extraordinary problem. Coming to class late or leaving early may constitute an absence for that day. This is a seminar course, and it requires your attendance and participation each class meeting. *I emphasize that your participation in class discussion is extremely important.*

First Class Day Attendance

Journalism instructors reserve the right to drop any student who does not attend the first class day of the semester.

Journalism Course Registration

1. The Mayborn School of Journalism, in conjunction with the Registrar's Office, has eliminated the need for individual class codes for the majority of journalism courses. Registration will begin on the dates noted in the schedule of classes each semester. The system is a live, first come/first serve program; thus, we are unable to maintain the traditional waiting list as has been done previously.
2. By registering for this course, you are stating that you have taken the required prerequisites according to your catalog year and major/minor status. If the instructor later determines that you haven't taken and passed these requirements, then you may be dropped at any point in the semester. If you have questions about your prerequisites, please see an advisor.
3. A journalism major enrolled in any restricted 3000 and 4000 level classes must have taken and passed the GSP test, all pre-major courses, and Math 1680 and also have applied for major status. Students must earn and maintain a 2.5 UNT and/or overall GPA (depending upon the catalog year) to be eligible for major-level courses. **Pre-majors** must file a formal application for major status in the final semester of pre-major status to be eligible for early registration of major-level classes in the following semester.

Re-taking Failed Courses

Students will not be allowed to take automatically a failed journalism course more than two times. Once you have failed a journalism course twice, you will not be allowed to enroll in that course for 12 months. Once you have waited 12 months after failing a course twice, you may make an appeal to the professor teaching the course to be allowed to enroll a third time.

Disability Accommodation

The School of Journalism cooperates with the Office of Disability Accommodations to make reasonable accommodations for qualified students. If you have not registered with ODA, please do so and present your written accommodation request to me by the 12th day of class.

Textbook policy

The Mayborn School of Journalism doesn't require students to purchase textbooks or required supplies from the University Bookstore. Many are available through other bookstores or online.

SETE

The Student Evaluation of Teaching Effectiveness (SETE) is a university-wide online evaluation and a requirement for all UNT classes. The Mayborn School of Journalism needs your input to improve our teaching and curriculum. This short survey will be available at the end of the semester, providing you a chance to comment on how this class is taught. Prompt completion of the SETE will mean earlier access to final semester grades. You're a critical part of our growth and success. We look forward to your input through SETE.

Academic Honesty

When you submit work for this class, that is the same as making a statement that you have produced the work yourself, in its entirety. Plagiarism, fabrication, copyright infringement, and similar uses of other people's work are unacceptable.

Plagiarism, in a nutshell, is using other people's written words as your own. Some people consider the use of 7-10 words in a row, copied from another source, as plagiarism. Be sure to include citations when using other people's writing, because plagiarism is a serious offense in any discipline, especially in journalism. It is a firing offense in the professional world.

Any situations involving potential academic dishonesty will be handled through procedures established by the UNT Office of Academic Integrity. The process also includes the opportunity for students to appeal the outcome. Read specific procedures at <http://vpaa.unt.edu/academic-integrity.htm>

Statements of Student Learning Outcomes

See attached.

Assignment Submission Guide for Photojournalism, JOUR 4720

All work you submit (except the portfolio presentation) must be your own original work from this semester. You must be flexible in adapting to multiple forms of submission. Most assignments will be submitted digitally through a direct file transfer in class and posting to individual class blogs. Some assignments may be submitted by email and some may be submitted as physical prints. We may, in the course of the class, also submit some work through photo sharing sites.

Put some love into every assignment. Exceed the basic requirements in creativity and journalistic enterprise.

Email Submission:

4720assignments@gmail.com

Subject line: Assignment Name

In-Class Submission

Use the *Go* menu to *Connect to Server*

Use your EUID and password to connect to

enterprise-jour.unt.edu

NOTE: In the initial weeks of classes you may need to connect instead to:

afp://cas-enterprise-jour.unt.ad.unt.edu

Drop your properly named file in the folder:

Productions > News > MultimediaStorytelling > Assignment Dropbox

Filesize and type

Pay attention to individual assignment criteria and avoid submitting excessively large files. In most cases, assignments for this class should be optimized for high-quality digital delivery through the internet. That means file sizes should be reasonably small without serious detriment to quality. How you achieve that will vary from project to project.

EMBEDDED CAPTION

A complete caption must be embedded in the “file info” of each image you submit.

Caption Style and Format of Caption:

Captions typically begin with a single present-tense sentence with critical identification information describing the photograph. Subsequent sentences, written in AP style and generally in the past tense, give secondary identification, supplementary information, and contextual information which indicates the news, thematic, or narrative value of the image.

The format for this class will be as follows:

Dateline MM/DD/YY

Caption information appears in complete sentences.

Credit: Your Name

For Example:

Najaf, Iraq 08/27/04

A lone man walks through a decimated business and residential street west of the Imam Ali shrine in Najaf. The street was a front line fighting position for American army and Mehdi Militia fighters during a nearly three-week battle that left much of the old city of Najaf and surrounding neighborhoods in ruins. An agreement was reached yesterday for the withdrawal of Moqtada al-Sadr's Mehdi Militia from Najaf and, for the first time today, residents were able to check up on their homes and businesses in the battle ground. The shrine is at the center of an American siege of the old city of Najaf where Mehdi Militia fighters loyal to Moqtada al-Sadr staged a rebellion against the Iraqi government and American military occupation.

Credit: Thorne Anderson/Corbis

also

TRANG BANG, VIETNAM 6/8/1972

South Vietnamese forces follow after terrified children, including 9-year-old Kim Phuc, center, as they run down Route 1 near Trang Bang after an aerial napalm attack on suspected Viet Cong hiding places on June 8, 1972. A South Vietnamese plane accidentally dropped its flaming napalm on South Vietnamese troops and civilians. The terrified girl had ripped off her burning clothes while fleeing. The children from left to right are: Phan Thanh Tam, younger brother of Kim Phuc, who lost an eye, Phan Thanh Phouc, youngest brother of Kim Phuc, Kim Phuc, and Kim's cousins Ho Van Bon, and Ho Thi Ting. Behind them are soldiers of the Vietnam Army 25th Division.

Credit: Nick Ut / Associated Press

Statement of Student Learning Outcomes

Since 1969, the UNT Department of Journalism (Mayborn School of Journalism effective September 1, 2009) has been accredited by the Accrediting Council on Education in Journalism and Mass Communication. This national accreditation also extends to the Mayborn Graduate Institute of Journalism, the only accredited professional master's program in Texas. About one-fourth of all journalism and mass communication programs in the United States are accredited by ACEJMC. National accreditation enhances your education here, because it certifies that the department and graduate institute adhere to many standards established by the council. Among these standards are student learning outcomes, covered by journalism courses in all sequences.

This course, JOUR 4720, will help to meet the student learning outcomes that have been checked by your professor, Thorne Anderson.

Each graduate must:

- * Understand concepts and apply theories in the use and presentation of images and information.
- * Work ethically in pursuit of truth, accuracy, fairness and diversity.
- * Think critically, creatively and independently.
- * Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.
- * Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.
- * Apply tools and technologies appropriate for the communications professions in which they work.

Syllabus Agreement and Class Contact Form

By signing this form, I agree that I have read and understood the policies laid out in this syllabus for Journalism 3700.001 during the fall semester, 2009. I agree to follow these policies.

Signature

Date

Neatly Printed Name

EUID

Email Address where you are most readily contacted

Assignments Due September 17, 2012 (1 week from now)

Assignment 1: Register a Domain and initiate Web Hosting

Nearly all of your assignments for this class will be posted to your own hosted web log, so you must set up your domain to host your blog.

Assignment 2: Multimedia Critique Assignment

Immerse yourself in multimedia journalism this week until you begin to form opinions. Find a good or bad online example of the use of multimedia in journalism. Before class next Monday email the URL and a two-paragraph critique of the piece to:

4720assignments@gmail.com

The first paragraph should be a description of the piece in all its "moving parts." The second paragraph should be a criticism of how well each of the elements complements the other elements toward the goal of telling a story.

Results of your critiques will be presented in the next class.

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Assignments Due September 24, 2012 (2 weeks from now)

Assignment 3: Present your hard drives in class for formatting

Secure a portable hard drive according to the specifications listed in the syllabus, and bring that hard drive to class for formatting.

Assignment 4: Soundscape Assignment

The purpose of this week's assignment is for you to provide your classmates with an aural experience of a place while exercising your audio editing skills and thinking in terms of combining multiple elements for a seamless effect.

Create for presentation to the class a "soundscape" which includes layered audio from each of the following sources:

- * atmospheric general audio
- * detail audio (up close recording of particular salient sounds)
- * some vocals – either interview or narration
- * judicious use of music

Do not rely on one single atmospheric recording. Layer your atmospheric audio. Experiment with creating a complex auditory experience for your listener.

Transport us to some place interesting and make us interested in that place. Let us hear/feel what it is like alongside workers in a clock tower, inside a morgue, in a pizza parlor, at a boxing ring, in a pistol shooting range, or some other interesting place.

The complete piece should certainly be less than two minutes in length – preferably less than one minute – but long enough to transport us. If you are able to tell us a story about the place while you're at it then that's a bonus, but I'm mostly interested in seeing you combine several audio elements together in a meaningful way. It can be more of a poem than a story, but it should still be a coherent piece. Feel free to experiment!

This assignment will be submitted in the form of a digital audio file transferred at the start of the next class to the journalism "enterprise" server.

Multimedia Storytelling JOUR 4720

WEEK 1 – September 10

Intro to the Course – Examples of Student Work

Assignment: Multimedia Critique

Assignment: Web Hosting

Assignment: External Hard Drive

Assignment: Story Project Proposal (due in three weeks)

WEEK 2 – September 17

DUE: Multimedia Critique

DUE: Hosted Web Site

Lecture: WordPress Install and Administration

Lecture: Audacity

Lecture: Web Hosting & Posting

Assignment: Soundscape

WEEK 3 – September 24

DUE: External Hard Drive

DUE: Soundscape

Lecture: WordPress Install and Administration – Post critique and link

Lecture: Video Camera Use, Stills vs. Video

Assignment: Stills + Video Silhouette & Pictorial

(Limited motion within the video frame)

WEEK 4 – October 1

DUE: Stills + Video Silhouette & Pictorial

DUE: Story Project Proposal

Lecture: Final Cut Pro Basic

Lecture: Video Sequence

Assignment: Scenescape

WEEK 5 – October 8

DUE: Scenescape

Lecture: Final Cut Intermediate

Assignment: OneShot Video Portrait

WEEK 6 – October 15

DUE: OneShot Video

Lecture: Final Cut Polishing Touches

Assignment: OneShot Polished Edit (Polished Edit + UNT splash screen start and 3-seconds black screen finish with credits in lower left)

WEEK 7 – October 22

DUE: One Shot (Polished Edit)

Lecture: Narrative Structure

Assignment: Project Story Progress

Assignment: Critique: Narrative Structure

WEEK 8 – October 29

DUE: Project Story Progress

DUE: Critique: Narrative Structure

Lecture: Final Cut

Assignment: Ken Burns Effect with Interview

WEEK 9 – November 5

DUE: Ken Burns Effect with Interview

Lecture: Narrative Structure

Lecture: Ken Burns Effect

WEEK 10 – November 12

Lecture: Final Cut

WEEK 11 – November 19

DUE: Project Story DRAFT

In Class: Critique

WEEK 12 – November 26

In Class: Tech Talk

WEEK 13 – December 3

DUE: Project Second DRAFT

In Class: Critique

WEEK 14 – December 10

DUE: Project Story FINAL PRESENTATION

In Class: Critique