

JOU 4950 Applied Online Journalism – Introduction to Multimedia Storytelling  
Spring 2016

Professor: Houston Wells  
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Office hours: M 8 (3:00-3:50)  
W 2 (8:30-9:20)  
W 6 (12:50-1:40)  
and by appointment

Class meeting time: F 3-5 (9:35-12:35)

Textbook: *Video Journalism For The Web* by Kurt Lancaster

Pre-Req: Junior status and instructor approval are required for enrollment.  
Some photojournalism (or videography) experience is recommended.

In this course, you will research and generate non-fiction stories in the style of online multimedia journalism. You will use DSLR cameras and professional microphones to gather video and audio; you will edit with Adobe Premiere Pro software.

**Students may take JOU 4950 as a standalone Journalism capstone course, however this course also serves as the first in a two-course sequence that concludes with students producing a story appropriate for entry into the Hearst Multimedia Storytelling (Features) competition.** (The second course in the sequence is JOU 4930 Advanced Multimedia Narratives, taught by Gary Green in fall 2016.)

Expect to spend additional time outside of class practicing with the equipment as well as gathering audio and video materials for use in your visual storytelling projects. Expect to be challenged, expect to do work that you will be proud to share with others, and expect to have fun.

Schedule (subject to change)

1/8 Course intro and syllabus  
Sample multimedia stories

1/15 Video shooting crash course  
**Bring your smart phone and USB data cable**

1/22 Video editing crash course

## Introduction to Adobe Premiere Pro

- 1/29 Turn in and review **First Edit**
  - Frame rates and resolution
  - Introduction to DSLR and manual controls
  
- 2/5 Intro to audio for video
  - Using the wireless lav mic
  - Using the Zoom H4n audio recorder
  
- 2/12 Turn in and review **Natural Sound Exercise**
  - Working with second-system audio in the edit
  - Shooting for the edit
    - Sequences
    - Principles of continuity
  
- 2/19 Turn in and review **Non-dialog character sketch exercise**
  - Scripting from A-roll
  - Amplifying and illustrating with B-roll
  
- 2/26 Present production **proposals for final projects**
  
- 3/4 SPRING BREAK
  
- 3/11 The Nat Sound break
  - What about music and sound design?
  - Shoot in class for A-roll/B-roll exercise
  
- 3/18 Introduction to advanced lighting tools and techniques
  - Post-production on A-roll/B-roll exercise
  
- 3/25 Turn in and review **A-roll/B-roll exercise**
  
- 4/1 Individual scheduled meetings-progress check (in lieu of class meeting)
  - Production and post-production on final projects
  
- 4/8 Post-production on final projects
  
- 4/15 Present **final projects**

Your final grade will be based on these scores:

Creative B-roll exercise	10 points
Natural sound exercise	10 points
Non-dialog character sketch exercise	15 points
A-roll/B-roll exercise	20 points
Final Project proposal	5 points
Final Project (Character Study, Thematic Exploration or Event)	35 points
Participation	5 points

Attendance Policy: Attendance is mandatory, as is punctuality. If you think you might be absent or tardy, please **communicate** with me so we can discuss how to keep you up to speed with your classmates. I will allow one absence during the semester without penalty. Additional absences not excused under UF policies will result in a two-point deduction from your final grade. Tardies will result in a one-point deduction.

Grading scale:

A	94-100
A-	90-93.99
B+	88-89.99
B	84-87.99
B-	80-83.99
C+	78-79.99
C	74-79.99
C-	70-73.99
D	65-69.99
E	0-64.99

## University of Florida Policies

For students with disabilities: Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the Instructor when requesting accommodation.

For information on current UF grading policies for assigning grade points:

<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found in the online catalog at

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>.

Students are expected to provide feedback on the quality of instruction in this course based on 10 criteria. These evaluations are conducted online at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at

<https://evaluations.ufl.edu/results>.

UF students are bound by The Honor Pledge which states, “We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is implied: “On my honor, I have neither given nor received unauthorized aid in doing this assignment.” The Honor Code (<http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel.

University counseling services and mental health services:

<http://www.counseling.ufl.edu/cwc/Default.aspx>

392-1575

University Police Department

392-1111 or 9-1-1 for emergencies

