

MULTIMEDIA REPORTING

(JOU3346L / Section 715H / Summer C 2016)

In this class, you will learn to use digital tools in reporting for news websites and other online media. It focuses on the tools to gather audio and visual material that help to tell a story.

Multimedia is a broad term. In the context of this class, it simply refers to when more than one kind of storytelling tool are used to tell a story. Today's journalists must be equipped to confidently tell stories using all methods available: Employers want to hire people who can do it all. (It's cheaper for them to hire one person instead of three, plus readers expect stories that include multimedia elements.)

For this class, we will focus on three of the most common multimedia tools: audio, photography and videography. This class is not a software tutoring session. We'll focus instead on how to report in a multimedia environment. You will need to be proactive to learn the programs or apps that you'll need along the way. I will point you to available resources and make suggestions about entry-level software or apps available for each assignment.

YOUR INSTRUCTOR

DR. MEGAN E. MALLICOAT, Ph.D.

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Office Hours: I don't live in Gainesville, so I'm not able to be on campus for face-to-face office hours. However, I respond quickly to email, and I will be available to meet over the phone or via Skype. (Please allow 24 hours for me to respond to your emails during the week and 48 hours over the weekend.)

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YOU WILL NEED...

Something that records audio. They make dedicated devices for this purpose, but your smartphone will do just fine.

Something that takes pictures and shoots video. For best results, use a DSLR camera. If you don't have access to one, a fairly new smartphone with plenty of available storage space will work.

A computer to bring it all together.

When you shoot photos, you have to edit them. When you record audio, you need to piece it together coherently. You might be able to do these things on your smartphone, but it will be faster to use a regular laptop or desktop. Plus, when it comes time to upload everything into Canvas, it might not be possible to do so if your project is trapped in an app.

There is no textbook required for this

class. However, you will need access to the AP Stylebook, and you might find a reference book like *When Words Collide* (Kessler & McDonald) helpful.

TO ACCESS THE
COURSE, LOG IN
TO CANVAS ON
E-LEARNING
<http://elearning.ufl.edu>

ASSIGNMENTS + GRADING SCALE

ASSIGNMENTS 20% 20% 20%

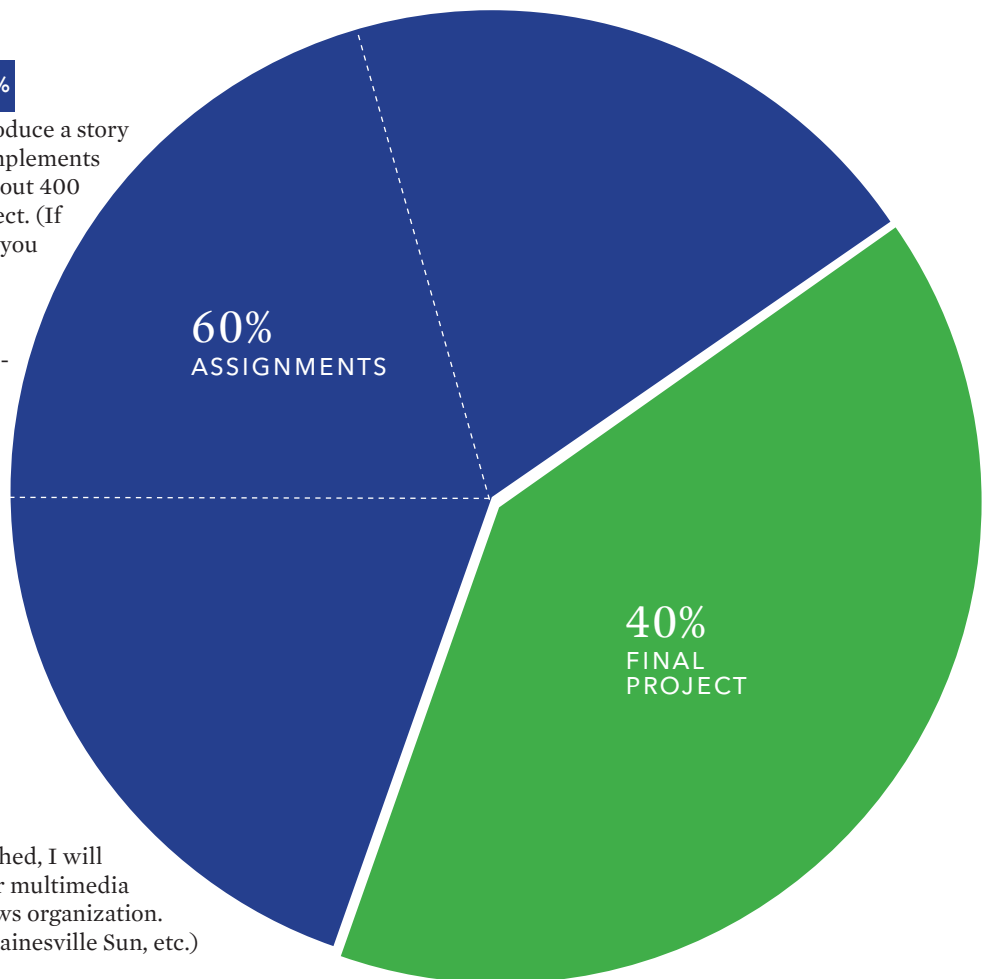
For each of our three units, you will produce a story with a multimedia component that complements the text. You will write brief stories (about 400 words) and produce a multimedia project. (If you're currently enrolled in Reporting, you may use stories you write for that class. Otherwise, you will need to write new stories for this class.) I'll provide you with detailed instructions for each project in Canvas.

FINAL PROJECT 40%

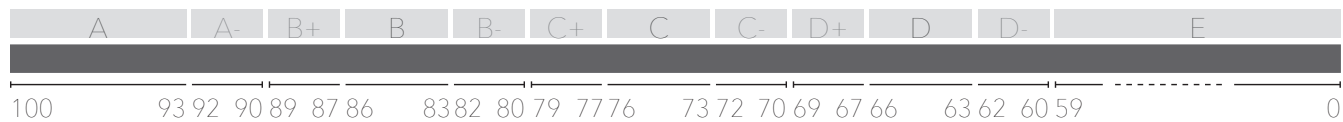
You will produce a final project that combines all of the skills we will cover during the semester. Allow yourself plenty of time to complete this project. It will be a valuable addition to your portfolio, and might land you an awesome job!

EXTRA CREDIT +10

As an incentive to get your work published, I will give you 10 points of extra credit if your multimedia stories are published by a reputable news organization. (Think the Alligator, WUFT.com, the Gainesville Sun, etc.)



GRADING SCALE



For more information on current UF grading policies, visit <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

THE FINE PRINT

COURSE STRUCTURE

This is an asynchronous online course. In other words, we have no scheduled meeting time. This can be convenient for you, but it also means that it is absolutely essential for you to be an organized, motivated student. The course will be managed through Canvas in e-Learning, and is structured in a series of topic-based units. You will be responsible to complete an assignment for each unit. Do not let yourself fall behind! Deadlines are critical for journalists. You are expected to submit all assignments on time. Deadlines are given in Eastern time. If you are in a different time zone, adjust your Canvas settings accordingly. Late work — even by a few minutes — will not be accepted, nor will make-up opportunities be given. (I will consider making exceptions for documented extreme circumstances, however, so you should discuss them with me.)

THINGS YOU WILL NEED

You'll need a camera to take photos and videos and a device that records audio. Your smartphone might work. You will also need a computer that satisfies the Journalism Department's requirements. You'll also need software. I will recommend programs or apps to use for each assignment, but the final decision is up to you. This class focuses less on software and more on stories. Finally, you'll need access to Lynda.com and nytimes.com (both are free with your Gatorlink credentials).

GRADING POLICY

This is a journalism course. You are future journalists. I have very high standards for your writing. Generally, I expect that every assignment you submit will be error-free: No spelling errors, no grammar errors, no punctuation errors, no fact errors. You should follow AP Style, too. (When you are paid professionals, your boss and your editor will have the same expectations.) Please study the rubric for each assignment carefully so that you can understand how they will be graded. And, read the directions for each assignment carefully (and follow them). My advice: Don't wait until the last minute to do your assignments. Leave yourself plenty of time to read, proofread and revise your work.

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. Visit the Disability Resource Center in 001 Reid Hall or call 352-392-8565 for more information.

COURSE EVALUATION

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 part 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>.

ACADEMIC INTEGRITY

All UF students are expected to adhere to the Student Honor Code:

Preamble: In adopting this Honor Code, the students of the University of Florida recognize that academic honesty and integrity are fundamental values of the University community. Students who enroll at the University commit to holding themselves and their peers to the high standard of honor required by the Honor Code. Any individual who becomes aware of a violation of the Honor Code is bound by honor to take corrective action. Student and faculty support are crucial to the success of the Honor Code. The quality of a University of Florida education is dependent upon the community acceptance and enforcement of the Honor Code.

The Honor Pledge:

We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty 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 either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment."

Plagiarism and cheating will not be tolerated. When you use information (including images) from any source, you should cite it appropriately. In a visually oriented class such as this, it may be tempting to "borrow" creative ideas from other sources. This is not acceptable. It is OK, however, to be inspired by other creative works. Do not cross the line between inspiration and intellectual theft. If you have any questions or concerns about how to appropriately be inspired, talk with me. I am more than happy to help you understand what is inspiration and what is plagiarism. All work submitted for this class must be your original work. You may not reuse assignments created for other purposes, including other courses, and you may not use work created by someone else. The one exception to this rule is if you are currently enrolled in Reporting. In that case, you may use the stories you write for Reporting as the basis for the assignments you complete for this class. If you have any questions regarding this policy, ask me! "But I didn't know..." is not an excuse. **Academic integrity violations will result in a failing grade for the course, without exception.**