

## Course Description:

This course will teach you the importance of multimedia reporting and how to add audio and visual content to your stories. We will go over a brief history of multimedia journalism, discuss the importance of multimedia content in news organizations and the ways we can present this content.

## Course Objectives:

We want you to be well rounded journalists by the time you leave UF. The goal of this course is to prepare you to do more than write a story when on assignment. We want you to use your judgment as a journalist to know when an audio clip, photo/ photo gallery or video is needed to complement a story. We want you to be resourceful by smartphones.

## Projects:

There will be four projects in this course: audio, photography, video and mobile reporting. Each project will have a rubric and will be graded based on those requirements. Projects can be submitted to the WUFT.org newsroom for extra credit. I will grade the projects as either publishable or not publishable based on the rubric. You will be provided feedback if your project is not publishable. If your project is graded not publishable, you have the opportunity to do a second story to replace the grade. The final project will not have the option of a replacement grade. You will turn in your project via DropBox. I will explain this more in a tutorial video.

## Class Structure:

This is an online class. Class time will be at your leisure - this is both a good and a bad thing. It means you should set up an alarm on your phone calendar or make sure you schedule time to stay current with the materials. All due dates will be listed at least one week in advance.

**JOU 3346L**

**Section:** 018C

**Instructor:** Steve Johnson

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**Twitter:** @Journo2Go

**Office Hours:** Monday Noon - 2 p.m.

## Evaluation

**Three projects (20 each):** 60 points

**Final project:** 40 points

**Publication:** +5 per project

I'll be releasing a weekly video on YouTube that will act as our lecture. They will be about five to ten minutes in length and will be accompanied by posts to e-learning with links for articles and examples for you to read/watch/listen to.

## Grading scale

Letter Grade	From	To
A	95	100
A-	90	94.99
B+	87	89.99
B	83	86.99
B-	80	82.99
C+	77	79.99
C	73	76.99
C-	70	72.99
D+	67	69.99
D	63	66.99
D-	60	62.99
E	0	59.99

### Missed assignments and late work:

No make-ups will be given for group critiques, in-class group exercises, quizzes, drafts, homework assignments and projects.

\* Note: Only extenuating circumstances (such as a serious illness, accident, or death of a loved one, etc.) will be considered for a time extension on a project, quiz or critique. The instructor will make that call on a case-by-case basis.

## Schedule:

### Week 1 - 3 (Aug 21. - Sept. 13) - Introduction to Multimedia

This section will outline the basics of multimedia reporting and why news organizations are moving quickly to be proficient in audio, photo and video production. You will take a story from your reporting class and use it for the four projects.

### Week 4 - 6 (Sept. 16 - Oct. 4) - Audio

We will focus on audio recording with natural sound to tell a story. These audio bites will be complimentary to your articles. We will learn how to edit sound, the practices of gathering good audio and how audio can tell a story.

**\*Project I due on Oct. 7**

### Week 7 - 9 (Oct. 7 - 25) - Photography

You'll perfect the rule of thirds, focal point, filling the frame and more. Photography is a powerful tool to tell a story. In this section of the course, we'll discuss how photojournalism is becoming increasingly valuable in journalism.

**\*Project II due on Oct. 28**

### Week 10 - 12 (Oct. 28 - Nov. 15) - Video storytelling

We will continue to stretch our eyes for good storytelling with video. You will learn how to edit a basic interview with b-roll and publish it to the web.

**\*Project III due on Nov. 18**

### Week 13 - (Nov. 18 - Dec. 4) - Mobile journalism

This section will incorporate all previous sections of the course into your final project - taking a story and adding audio, photo and video to compliment it for online publication.

**\*Project IV due on Dec. 9**

## Advice:

Expect technology to crash during deadline. Give yourself more than enough time to save projects in the assignments folder. Remember, the excuse “I could not turn in my project on time because it would not save/upload” will not be accepted. Anticipate technology issues and give yourself upload/saving time. Also, read the checklist provided with each project to make sure you handed in everything and named your materials correctly.

If you have questions about software or your projects, visit me during office hours to seek help. The best-performing students in this class are those who seek out help when they don't know how to do something or want advice.

## Class policies:

Please be respectful of your classmates' work. We will often post, share and critique the work of others. While it is important we point out the flaws in our reporting, it is important we respect one another. It is much easier to make a comment online than in person.

## Resources:

### Use Your Smartphone

Although you can use a camera, a dedicated recording device and a video camera, you can use a smartphone to do all three.

The best smartphone is an iPhone because it has more and better apps for journalists.

- **Audio:** A good app to capture and trim audio is [Voice Record Pro](#) (\$3 for ad-free version).
- **Video:** A terrific video app is [Videolicious](#) because it lays in b-roll easily. A Poynter [demo](#) shows you how to use it, although the demo shows a voiceover style, which is discouraged in this course. So long as you keep videos under 60 seconds and 10 clips, the app is free. Follow these [tips](#) for using your iPhone as a video camera.

If like me you have an Android phone, you have few apps available. Sorry.

- **Audio:** A popular app for capturing audio in person is [Tape-A-Talk Pro](#) (\$3). A free app to capture audio during a phone interview is [vRecorder](#).
- **Video:** About the only video app option you have is [AndroVid Pro](#) (\$2), which can edit and string together clips but cannot handle b-roll. (I reject the slightly better Video Maker app because the developer peddles porn.)

## Technology Training:

This class should be treated as professional environment, not a class in how to use Videolicious or take a picture. So invest in your own education by learning on your own. Look up Professor McAdams' [tutorial](#) on the five-shot approach to video. Learn about the [rule of thirds](#) in composing pictures and video. Search online for [tips](#) on how to take better pictures. Use Vimeo's training library to learn how to shoot better [video](#). In short, invest time in yourself.

## Multimedia Standards:

Here are the technical requirements for an A project for multimedia:

- Photo: Subject is well-lit, in focus and dominates the frame; photo is well-composed and cropped, using rule of thirds or a clear focal point; scene is not altered and no tricks are used.
- Audio: Hold the recording device close to the speaker so that the voice is clear and crisp; any background sound either enhances recording ("nat" sounds) or is not distracting.
- Video: All of the photo and audio requirements, plus camera is held absolutely still and records unrehearsed action suitable to the story being told; a-roll is interview of subject and preferably without voice-over; b-roll shots vary (wide, medium and tight) and are about 5 seconds each and either match interview or do not distract from the words.

## Photo Captions:

Your photos must be accompanied by a caption that names all identifiable people. Write that caption, in the present tense, at the top of your story.

## Fact errors:

Making a fact error(s) on a project – this includes, but is not limited to, wrong facts and statistics, misspellings of proper names, and misquotes – will result in a 50 percent loss of points for that project. Please proofread and fact-check your information.

## Academic dishonesty:

Academic dishonesty of any kind will be reported to Student Judicial Affairs, and it will result in a failing grade for the course. Academic dishonesty includes using others' work without permission and proper credit. This includes copying and using text, artwork, design, video, photographs, music, sound and visuals, etc., you find online or elsewhere. You must gain formal permission to use third-party material from the

author/publisher and properly credit the material in assignments. And you must attribute information you find online and in print.

If you use someone else's words, image(s), artwork or video, permission must be obtained in writing (i.e. email) from an author/publisher and submitted to the professor along with your project. You must abide by the university's honor code as well as the Department of Journalism's policy on academic honesty found at <http://www.jou.ufl.edu/academic/jou/honesty/>.

## **Students with disabilities:**

Students requesting accommodations 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 making a request for accommodations. Please see professor within first two weeks of class to request accommodations.

## **Grading policies:**

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

## **Evaluations:**

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/>.