

MULTIMEDIA REPORTING: JOU336L*7A75

Summer C 2013: Online

Instructor: Daniel Axelrod (“professor” or “mister”)

Office Hours: By appointment

Office: Weimer 2041-C

Cell: 978-855-8935. If your matter is time sensitive, feel free to call (but please don’t text me).

Email: deaxelrod8@gmail.com

SYLLABUS DISCLAIMER

While enrolled in this course, you also must be enrolled in the University of Florida’s Reporting course (JOU3101). If you drop Reporting, you also must drop this course. There are NO EXCEPTIONS to that rule.

COURSE OVERVIEW

This is one of the two work-intensive/mandatory lab classes that students must complete in addition to the UF journalism college’s signature Reporting course. Students in this course learn the basics of using digital tools to gather audio and visual news material, and create accurate, informative, entertaining journalistic stories. Professor Mindy McAdams created the curriculum and the introductory video for this course, and all of the content on the course website is used with her permission.

STUDENT LEARNING OUTCOMES

Students completing this course will be able to:

- Gather digital audio and upload it to a computer
- Edit digital audio and produce an MP3 file
- Edit, crop and resize photos; optimize photos for online use
- Create an audio slideshow using Soundslides
- Shoot simple video suitable for online distribution
- Edit video with a simple editing program
- Prepare video for online distribution

ABOUT THE INSTRUCTOR

Daniel Axelrod spent five years as a full-time newspaper reporter and two years in public relations before beginning a mass communications doctoral program in August 2011. He is currently serving a four-year appointment as a Graduate School Fellow at the University of Florida. At UF, Daniel studies how newspaper closures and layoffs affect communities, and serves as a board member for The Independent Florida Alligator, the largest student-run paper in America. As a reporter from 2004-09, most recently with The Times-Tribune in Scranton, Pa., Daniel won 14 newspaper journalism awards from state press associations in New York, New England and Pennsylvania. Some of his top stories examined the rising number of opiate addicts in Northeast Pennsylvania, investigated development in the Poconos and spotlighted the effects from years of under-funding schools in Plymouth, Mass. From 2009-11, Daniel was a public relations specialist for Blue Cross of Northeastern Pennsylvania, an insurer with more than \$1.5

billion in annual revenue and over 550,000 subscribers. He drafted press releases, wrote company-wide memos, conducted research on health issues, managed internal communications and served as an in-house writer for senior leaders. In his spare time, Daniel leads Writers Unlimited Agency, Inc., a 501c3 nonprofit (with offices in NY and FL) focused on teaching and promoting poetry, creative and journalistic writing since 1976. Besides staging readings and educational workshops about how to write and publish poetry and nonfiction, WU operates Writers Ink Press, a small alternative publishing house with nearly 50 titles in print.

ATTENDANCE AND ATTITUDE

This entire course is online. Several times per week, you must log into the E-Learning class website to complete your assignments, take quizzes and participate in online discussions. In interactions with the instructor and classmates, you are expected to be civil and polite.

COURSE DEADLINES

Late assignments are penalized (see details under “Grading”). ***Assignments are not accepted via e-mail unless the instructor specifically requests them that way.*** If an illness or a personal emergency prevents you from completing an assignment on time, you must provide advance notice and written documentation. The instructor reserves the right to penalize all late work regardless of the excuses submitted.

ACADEMIC DISHONESTY

Any kind of academic dishonesty will not be tolerated in this course. ***Any violation of the Student Honor Code in this course will result in a failing grade.*** Additionally, the honor code violation will be reported to the department chairperson, the dean of the College of Journalism and Communications, and the UF Dean of Students. Students face a variety of disciplinary actions for academic dishonesty, including a mark on their records. Students are responsible for knowing the UF Student Honor Code: <http://www.dso.ufl.edu/sccr/honorcodes/honorcode.php>

REQUIRED READINGS

Students are required to read online articles, tutorials and blog posts pertinent to their work in this course. These are linked in each module in the E-Learning course. There is no required book.

REQUIRED EQUIPMENT

Please see the ***Course Handbook*** online (see “Technical Requirements”) for this information. You are responsible for buying your own equipment.

OTHER REQUIREMENTS

Each week, please be sure to check the E-Learning course website several times. There is a document online, titled ***Due Dates***. Use it to track your assignments for this course.

Four major assignments will be submitted for grading:

1. Audio 1 (60–90 sec.)
2. Audio 2 (60–90 sec.)
3. Soundslides audio slideshow (90–120 sec.)
4. Video (60–120 sec.)

Other, *intermediate* assignments must be completed in addition to these four main assignments. The details are provided in the *Course Handbook* online (see “Grading” and “Required Work”).

GRADING

Audio 1	15 points
Audio 2	15 points
Soundslides	20 points
Video	20 points
All other assigned work	30 points
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TOTAL	100 points
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All assignments must be submitted in accordance with the instructions in this syllabus and the class website. If work is turned in late, the penalties are:

- 25 percent deducted if the work is delivered after the deadline but *less than 24 hours* late.
- 100 percent deducted if the work is delivered *more than 24 hours* late.

The grading scale is:

93–100	A
points	
90–92 points	A–
87–89 points	B+
83–86 points	B
80–82 points	B–
77–79 points	C+
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73–76 points	C
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70–72 points	C–
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68–69 points	D+
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65–66 points	D
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60–64 points	D–
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59 points or fewer	E
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For more information about UF grading policies, visit:
<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

STUDENTS WITH DISABILITIES

Students who need 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. For more information about the UF Disability Resource Center, visit: <http://www.dso.ufl.edu/drc/>

COURSE SCHEDULE

Please note, the due dates and assignments are listed on the E-Learning website for this class.

Module 1

Introduction to the course.

Module 2

Introduction to gathering audio; how-to and practice.

You must have your own audio recorder!

Module 3

Introduction to editing audio with Audacity.

Module 4

Multitrack audio editing instruction with Audacity. Examples.

Module 5

Introduction to storytelling with natural sound. Examples and discussion.

Module 6

Photojournalism: Composition, rule of thirds, basic ethics for news photography.

Module 7

In-class review of your photos. Discussion and review of basic photojournalism principles.

Emphasis on getting *variety* and *detail* shots. *You must have your own camera!*

Module 8

Photo editing instruction with Photoshop. Cropping, optimization; also, story pacing.

Module 9

How to use Soundslides to create a journalistic online audio slideshow. Photo captions, timing, synchronization, customization of the slideshow.

Module 10

Introduction to shooting video; the five-shot method. Examples.

Module 11

Introduction to editing video in Windows Movie Maker or iMovie. Practice.

Module 12

Peer reviews of students' videos. Discussion and review of basic principles. Emphasis on getting *variety* and *detail* shots.

Module 13

Video interviews and shooting B-roll. How-to and examples.

Module 14

Combining one interview and B-roll using Windows Movie Maker or iMovie. Practice.

Module 15

How to build on your new multimedia reporting skills. Final video project uploaded/publicly viewable on YouTube or video website of the instructor's choosing.