

**Journalism Toolkit 2**  
**Spring Semester 2013**  
**Syllabus**

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**Introduction:**

Welcome to Journalism Toolkit 2. This course is a tools-focused course and is designed to complement the knowledge that you gained in Journalism Toolkit 1. The audio, photo, and data tools from the initial course will all be necessary for success in this course, which is focused primarily on video journalism.

Like all journalism disciplines today, video journalism is rapidly changing with the Internet. Traditional newspaper and television journalists must find new ways to remain relevant in the digital age. This course is designed primarily as a non-traditional video storytelling class. A significant portion of the course will be dedicated to new media and uploading completed classwork online. Video storytelling can be both interesting and challenging. The key is to choose topics that interest you as well as topics that can be properly developed and executed.

**General requirements for enrollment in Toolkit 2:**

You must have completed Journalism Toolkit 1. You are expected to know the basics of audio journalism, photojournalism, and data journalism.

**Required Readings:**

There is no required textbook for this course. However, there may be a number of selected readings that will be provided to you by the instructor. You are expected to read all the selections by the next class.

**Other Materials\*:**

Small video camera – Mandatory.

Tripods – Mandatory.

Microphones – Mandatory.

MacBook Pro with video editing software (ex. FCPX, Adobe Premiere, Avid, iMovie, etc.) – Mandatory.

Reporter's notebook for interview notes – Recommended.

\*Cameras, tripods, and microphones can be signed out from the equipment room.

**Student Objectives:**

By the end of the semester, students will be able to:

- Gather information through dynamic video interviews for short journalism stories.
- Examine, discuss, and critique different journalistic media, imagery and styles with peers.

- Effectively utilize video production tools (video equipment and editing software) for creating digital journalism features.
- Successfully edit video stories for online publication.
- Develop video storytelling techniques that properly illustrate ideas without a script or narration.
- Explain and understand different storytelling practices both inside and outside the realm of journalism.

**Attendance:**

Because this class only meets once a week, attendance is mandatory. Please be in class on time. If you have an emergency, please contact me before class and provide documentation when you return. Excused absences include illness, having primary care duty for family members, professional conferences, military service, jury duty and university sanctioned trips.

Additionally, class participation is important and expected from all students. This is a graduate journalism course, so please share your thoughts throughout the semester. These classes are three hours long, so for your benefit and mine, come prepared with questions about class topics.

**Class Procedures:**

- Please keep your cell phones on silent and put away during class.
- Laptops are allowed in class, and will typically be needed. If you are using a laptop in class, please be alert and on task.
- Please check your UF email account several times a week for class updates.
- All assigned readings should be read before the next scheduled class.

**Submitting Assignments:**

All assignments must be submitted electronically through email before class, unless otherwise specified. Late work will not be accepted. All final assignments should be uploaded to vimeo.com and an email with a link to the final video should be sent to the instructor.

**Grading:**

- 10% - Class participation and attendance
- 22% - First video project
- 22% - Second video project
- 22% - Third video project
- 24% - Final video project

**Grading Scale:**

A – 92 - 100	B- – 80 – 81	D+ – 67 - 69
A- – 90 – 91	C+ – 77 – 79	D – 62 - 66
B+ – 87 - 89	C – 72 – 76	D- – 60 - 61
B – 82 – 86	C- – 70 – 71	E – 59 and below

**Academic Honesty:**

As a student at the University of Florida, you have agreed to comply with the University Honor Code. The guidelines for the department state: “It is expected that you will exhibit ethical

behavior in your classes. Students are expected to do their own work, use their own words in papers and to reference outside sources appropriately.”

You are encouraged to read the online materials that explain what academic honesty violations are and the associated penalties. If you are found to commit an academic honesty violation in this course, you will receive a zero on the assignment and will be reported to Student Judicial Affairs. <http://www.dso.ufl.edu/sccr/honorcodes/honorcode.php>

### **Disability Requests:**

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. <http://www.dso.ufl.edu/drc/getstarted.php>

### **Class Schedule:**

Jan. 7 – Introduction to course

Jan. 14 – Video interviewing techniques – Types of questions, Lighting, Framing  
Due: Ideas for first video project

Jan. 21 – Martin Luther King Jr. Day – No Class  
Please conduct interviews and begin editing process of first video project

Jan. 28 – Video journalism storytelling  
Basic editing  
Due: Footage for first video project

Feb. 4 – Peer review projects  
**First video project due**

Feb. 11 – Journalism documentary structure

Feb. 18 – Integrating B-roll and music  
Due: Footage for second video project

Feb. 25 – Peer review projects  
**Second video project due**

Mar. 4 – Spring Break – No Class

Mar. 11 – Sound design  
Use of video graphics

Mar. 18 – Building a scene  
Advanced editing

Mar. 25 – Issues in post-production (audio/video problems)

Third project work  
Due: Footage for third video project

Apr. 1 – Peer review projects  
**Third video project due**

Apr. 8 – Final project discussion

Apr. 15 – Final project work

Apr. 22 – Course wrap-up  
**Final video project due April 26 by 11:59 pm.**