

Course description:

This course highlights the growing importance of multimedia reporting by incorporating audio and visual content into your stories. The demand for multimedia content in news organizations is growing rapidly, and this course covers the basic skills needed for the production of this content.

Course objectives:

We want you to be well-rounded media professionals by the time you leave UF. The goal of this course is to prepare students to do more than write a story. We want students to have the knowledge to be able to accurately judge when an audio clip, photo/photo gallery or video are needed to complement a stories text.

Projects/Extra credit:

There will be four projects used as course assessment tools in this class: audio, photography, video and mobile reporting. Each will have a rubric and will be graded based on those requirements. The instructions for the four projects will be sent out via our listserv email and will also be posted to Canvas. Reading the instructions and following them will greatly benefit your success in this class. You will turn in your projects by uploading them to Canvas (no one should email projects in unless there is something wrong with Canvas). Each will be turned in with the text stories you are writing for Reporting and will be for a completion grade, meaning I will not be editing for content and style. Any point deductions will be explained in the Instructor Comments on Canvas; if you do not see these let me know.

Projects can be submitted to, and published by, WUFT.org, the Alligator or other established media for up to 10 points of extra credit per assignment. This does not include a blog run by your friend. If you are in doubt about whether a media outlet counts, email me and ask. To get the extra credit, email me a link to your published piece, DO NOT include it with the assignment submission.

Class structure:

This is an online class, so class time will be at your leisure—which could be good or bad. It means you should set up an alarm on your phone calendar or make sure you schedule time to stay current with the materials. You will receive reminders on due dates in advance, and they are included in this syllabus. Any changes made to due

Instructor: Ernest Rice
Email: ernestrice@ufl.edu
Skype & Twitter: @ernestopix
Office: Weimer G040
Office Hours: M 9 a.m. to 10:30 a.m.
W 1 p.m. to 2:30 p.m.

Need help? Please feel free to email me, I have set aside time each morning during the week for dealing with this class and messages, but allow up to 48 hours on weekends for a response.

Evaluation

Three projects (20 each): 60 points
Final project: 40 points
Publication: +10 per project extra
Late: -3 points/day, up to 3 days (-3 to -9)

dates or if the content of the syllabus changes, you will be notified through Canvas, please monitor your UF email.

The relationship between the Multimedia Reporting and the Reporting classes:

This course is meant to be taken along with the reporting class. Those in Reporting have the benefit of already going out and doing the stories while tacking the four-multimedia projects for this course on as extra parts. You don't have to take both classes together, but it helps.

If you're not in Reporting, but in another journalism class that requires you to generate text stories, let me know and we'll figure out if those stories can be used for this class. If you're not in such a class, you'll still need to do a text story with a news angle, meaning your story should have a purpose and it isn't an essay you wrote for an English class. The stories should be at least 300 words and should have at least two human sources.

What you will be doing in this class:

Multimedia means multiple types of media. In this case it's a written story **WITH** an audio component, photo component, or video component. You will write a story that is a minimum of 300 words that uses some form of multimedia to illustrate the story you have written. If you haven't had your reporting class lab yet, then turn in a draft with your assignment for my class. I'm not grading the written story, I just need to know what the audio, photos, or video pieces are supposed to represent.

Missed assignments and late work:

Submissions for full credit can be made up to and including 11:59 p.m. on the due date. I understand you have other responsibilities and activities, so everyone gets an automatic three-day extension on each assignment (Canvas will still be open through those three days). The extension, though, comes with a three-point deduction for every late day, meaning you would lose nine points if you submit three days late. So please make every effort to complete projects on time. If you submit something before the deadline but alter it through a resubmission afterward, it will be counted as late; resubmissions before the deadline are fine. Absolutely no projects will be accepted after those three days, so I should not, for example, receive an email four days after with your project attached.

Exceptions: If a deadline extension is needed because of an illness, military service, etc., it may be awarded if official documents that have contact information for verification are provided. To be fair to all students, there are no exceptions without documentation. With the exception of emergency situations, you must notify me that you need an extension and why before the project is due. It is also recommended that you contact the Division of Student Affairs when missing classes because of an illness or other reason. The office provides courtesy emails to all of your instructors about your absence and can be reached at 352-392-1261.

Grading scale:

A	94-100	B-	80-83	D+	67-69	*Scores of .5 or more will be rounded up.
A-	90-93	C+	77-79	D	64-66	
B+	87-89	C	74-76	D-	60-63	
B	84-86	C-	70-73	E	59 and below	

Schedule:

Week 1 (August 24 – August 28) - Introduction to Multimedia

There will be readings and video on the Canvas site for you to look at that should give you a good idea of how the class works and why you are learning this material.

Weeks 2 - 3 (August 31 – September 10) - Audio

We will focus on audio recording with sources and 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 1 due on September 10, 11:59 p.m.**

Weeks 4 - 6 (September 14 – October 1) - Photography

You will use the rule of thirds, focal point, filling the frame and more. Photography is a powerful tool to tell a story. We will discuss how photojournalism is becoming increasingly valuable in journalism.

***Project 2 due on October 1, 11:59 p.m.**

Weeks 7 - 10 (October 5 – October 29) - Video storytelling

We will continue to stretch our eyes for good storytelling with video. You will learn how to edit a video with interviews and B-roll and publish it to the Web.

***Project 3 due on October 29, 11:59 p.m.**

Weeks 11 - 16 (November 1 – December 3) - Mobile journalism

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

***Project 4 – Final Project due on December 3, 11:59 p.m.**

Look under the Modules section in Canvas for the project information and where to turn in the projects.

Advice:

As we all know, technology (computers, Internet, servers, power, etc.) can crash when least expected and wanted, anticipate this by continuously saving projects and giving yourself more than enough time to turn your projects in. The excuse “I could not turn in my project on time because it would not save/upload” will not be accepted. These emails typically come at the very last minute, which is a time when all work should already be completed. Also, read the instructions provided with each project to make sure you turn in everything. Please do not email me with questions until after you have read the directions carefully, they are very detailed for this reason.

Class policy:

Please be respectful of others' work, as we will be looking at former students' projects to provide examples of what you should work toward. Emails should also be respectful, formal and professional, not, "Hey, can I talk to you about my grade?"

Fact errors:

Factual accuracy is the cornerstone of journalism. These should not become issues when the only text you are dealing with is names and titles in videos and two-sentence captions for photos. And you have weeks to get it correct, so if you do make a fact error, your grade will be greatly impacted. I find most often that fact errors come from someone trying to sneak something by me, such as the extreme case of changing the name of a relative to hide that they are related. If you knowingly lie to me about anything on a project, you will be caught and promptly receive a 0, which leads into the next item.

Resources:

Use Your Smartphone

Although a camera, an audio recording device and a video camera are perfectly fine, you can use a smartphone to do all three.

The best smartphone is an iPhone because it has more as well as better apps that are useful to journalists.

- **Audio:** A good app to capture audio is [Voice Record Pro](http://bit.ly/1Clz7FA) (<http://bit.ly/1Clz7FA>) (\$3 for ad-free version).
- **Video:** A terrific video app is [Videolicious](http://bit.ly/1H0J019) (<http://bit.ly/1H0J019>) because it lays in B-roll easily. A [Poynter demo](http://bit.ly/1xIEER8) (<http://bit.ly/1xIEER8>) shows you how to use it. Follow [these tips](http://bit.ly/1z12cAD) (<http://bit.ly/1z12cAD>) for using your iPhone as a video camera.

Android phones have fewer apps available.

- **Audio:** A popular app for capturing audio in person is [Tape-A-Talk Pro](http://bit.ly/1x6gcBo) (<http://bit.ly/1x6gcBo>) (\$1.32). A free app to capture audio during a phone interview is [vRecorder](http://bit.ly/1woEXDH) (<http://bit.ly/1woEXDH>).
- **Video:** About the only video app option you have is [AndroVid Pro](http://bit.ly/1xRwoYA) (<http://bit.ly/1xRwoYA>) (\$2), which can edit and string together clips but cannot handle B-roll.

Stand-alone video editors for windows computers:

If you use a windows computer I recommend Lightworks (<https://www.lwks.com>), it is free and here (<http://bit.ly/1GMryO3>) are some nice tutorials on it.

Photo editing software:

You can use iPhoto or Photoshop if you have access to it. There is also a free open source program called [GIMP](http://www.gimp.org) (<http://www.gimp.org>) that does most of what Photoshop will do that works on both Windows and Apple computers. Though if you know Photoshop well, the differences between the two programs can be frustrating.

Technology training:

Technology in media evolves in the blink of an eye, and you'll have to keep up or get left behind. As such, this class shouldn't be viewed as one that teaches specific pieces of equipment or editing programs. You can use any program you want to achieve the desired media product. Most of you will likely use Audacity or Garage Band for audio, iPhoto for photos, and iMovie for video. If you are unfamiliar with any or all of these programs, that is perfectly fine. Though I think you will find the programs extremely user friendly and that you can become a master by playing around and fine-tuning, you can take advantage of UF's [Lynda.com subscription](http://bit.ly/1ElB3po) (<http://bit.ly/1ElB3po>) to start practicing.

Other resources include: Professor Mindy McAdams' [tutorial](http://bit.ly/1CSf19c) (<http://bit.ly/1CSf19c>) on the five-shot approach to video; instructions about the [rule of thirds](https://vimeo.com/14315821) (<https://vimeo.com/14315821>) in composing pictures and video; Kodak's [tips](http://bit.ly/1vfonG5) (<http://bit.ly/1vfonG5>) on how to take better pictures; and Vimeo's training library to learn how to shoot better [video](http://bit.ly/1xRyWpO) (<http://bit.ly/1xRyWpO>).

Academic integrity:

UF students live by an honor code that prohibits academic dishonesty such as (but not limited to) cheating, plagiarism, fabrication, engaging in unauthorized collaboration, reusing a paper from another class, writing a similar paper for two classes, and having someone else write your paper or do your class projects

<http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code>.

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 office will provide documentation to the student, who must then provide this documentation to the instructor when making a request for accommodations. I am more than happy to work with anyone needing such accommodations, but please do not wait until the last minute to request accommodations, see me as soon as possible.

Grading policies:

All information related to grading can be found in UF's undergraduate catalog: <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

Help with Coping:

The UF Counseling and Wellness Center is a free resource for all UF students who need help managing stress or coping with life or classes. The center is located at 3190 Radio Road and is open for appointments and emergency walk-ins from 8 a.m. to 5 p.m.

Monday - Friday. To receive after-hours assistance or make an appointment, call 352-392-1575 <http://www.counseling.ufl.edu/cwc>.

UF Police:

The UF Police can be reached at 352-392-1111 or, in an emergency, by dialing 911.

Student Nighttime Auxiliary Patrol (SNAP):

If you are on campus at night and need an escort to your car or on-campus residence, SNAP is a free service that operates 7 days a week, 6:30 p.m. – 3:00 a.m. during the fall and spring semesters and 8:30 p.m. – 3:00 a.m. during the summer semesters.

www.snap.ufl.edu or 352-392-SNAP (7627)

Evaluations:

Students can provide feedback on the instructor and the course itself 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/>.