

JOU 4946 Applied Online Journalism – DSLR Video Storytelling
Spring 2015

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Office hours: M 7-8
 F 2
 and by appointment

Class meeting time: F 3-5 (9:35-12:35)

Pre-Req: MMC 3260, plus one or more of JOU 3601, JOU 4341, MMC 4341L

The objective of this course is to provide hands-on experience with DSLR (Digital Single Lens Reflex) cameras and associated equipment to create compelling audio/video stories appropriate for web-based journalism outlets. Through camera and editing software exercises, we will build proficiency with the tools. We will then use these tools to generate and interpret stories, with an emphasis on recognizing and utilizing the strengths of the medium.

The successful student will spend additional time outside of class practicing with the equipment as well as gathering audio and video materials for use in visual storytelling projects.

Schedule (subject to change) (items in **bold** indicate due dates)

- 1/9 The News-Documentary continuum
 - Introduction to DSLR video
 - Exposure and focus
 - Formats and frame rates

- 1/16 Working with manual settings
 - shutter speed
 - white balance
 - Introduction to editing with Adobe Premiere Pro

- 1/23 Framing and composition
 - Shooting with available light
 - Framing the interview

- 1/30 Turn in and review **Creative B-Roll Editing exercise**
Premiere Pro editing continued
On-camera vs. External Audio
Using the wireless mic
- 2/6 Turn in and review **Natural Sound Exercise**
Working with second-system audio in the edit
Shooting for the edit
Sequences
Principles of continuity
- 2/13 Defining character through action
Narrative arc
- 2/20 Turn in and review **Non-dialog character sketch exercise**
Scripting from A-roll
Amplifying and illustrating with B-roll
- 2/27 Present production **proposals for final projects**
- 3/6 SPRING BREAK
- 3/13 The Nat Sound break
What about music and sound design?
Shoot in class for A-roll/B-roll exercise
- 3/20 Introduction to advanced lighting tools and techniques
Post-production on A-roll/B-roll exercise
- 3/27 Turn in and review **A-roll/B-roll exercise**
- 4/3 Individual scheduled meetings-progress check (in lieu of class meeting)
Production and post-production on final projects
- 4/10 Post-production on final projects
- 4/17 Present **final projects**

Your final grade will be based on these scores:

Creative B-roll exercise	10 points
Natural sound exercise	10 points
Non-dialog character sketch exercise	15 points
A-roll/B-roll exercise	20 points
Final Project proposal	5 points
Final Project (Character Study, Thematic Exploration or Event)	35 points
Attendance and participation	5 points

Grading scale:

A	94-100
A-	90-93.99
B+	88-89.99
B	84-87.99
B-	80-83.99
C+	78-79.99
C	74-79.99
C-	70-73.99
D	65-69.99
E	0-64.99

University of Florida Policies

For 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.

For information on current UF grading policies for assigning grade points:
<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found in the online catalog at
<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>.

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>.

UF students are bound by The Honor Pledge which states, “We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor 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 implied: “On my honor, I have neither given nor received unauthorized aid in doing this assignment.” The Honor Code (<http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel.

University counseling services and mental health services:

<http://www.counseling.ufl.edu/cwc/Default.aspx>

392-1575

University Police Department

392-1111 or 9-1-1 for emergencies