

Multimedia Reporting

JOU 4930 | Fall 2010 | 1 credit

Section 3244 | 2050 Weimer | Monday 10:40 a.m. – 12:35 p.m.

Section 3263 | 2056 Weimer | Tuesday 5:10 – 7:05 p.m.

Instructor: Mindy McAdams, Professor, Department of Journalism
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Office: 3049 Weimer Hall
Office hours: Monday 3 – 5 p.m. | Tuesday 2 – 4 p.m.
Office phone: (352) 392-8456 (NOTE: E-mail is better. There is no voice mail.)

SYLLABUS: <http://www.macloo.com/syllabi/mreporting/>

Notice

While enrolled in this course, a student must also be enrolled in JOU 3101 Reporting. If you drop Reporting, you drop this course also. There will be NO EXCEPTIONS.

Course Description

Students in this course learn how to use digital tools in reporting for Internet news sites and other online media. The focus is on using the tools to gather audio and visual material that helps to tell a journalistic story. Students are expected to want to report and to be conscientious about accuracy. As much as possible, assignments will be tied to assignments in JOU 3101 Reporting.

Objectives

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

Attendance and Attitude

Students are expected to show respect for one another and for the instructor. Attendance and arriving on time for class are necessary. *Attendance will be graded.* For 15 class meetings, each full-class attendance earns 2 points. Points will be deducted for lateness, leaving early, or inattention (e.g., checking your e-mail) during class. All absences, regardless of reason, earn 0 points.

If you have been absent, you are responsible for finding out about any missed material by going to the instructor's office hours. These matters will not be handled via e-mail.

Mobile devices must be turned OFF during class. Do not check text messages, e-mail, Facebook, etc., during class, as your instructor considers this quite rude and therefore grounds for disciplinary action. Give your full and undivided attention to anyone who is speaking in class, including your fellow students.

Course Deadlines

Late assignments are penalized; see details under “Grading,” below. Assignments are not accepted via e-mail unless requested by the instructor. If an illness or a personal emergency prevents you from completing an assignment on time, advance notice and written documentation are required. The instructor reserves the right to penalize all late work regardless of excuses submitted.

Academic Dishonesty

Academic dishonesty of any kind is not tolerated in this course. It will be reported to Student Judicial Affairs, and it will result in a failing grade for the course.

Required Readings

Students are required to read online articles, tutorials and blog posts pertinent to their work in this course. These will be linked on the online syllabus on the page for each week (e.g., Week 1, Week 2). There is no required book.

Required Equipment

Please see the course Web site (<http://www.macloo.com/syllabi/mreporting/>) for this information. You are responsible for buying your own equipment.

Course Requirements

Please make sure to check the online syllabus *at least once a week*. If you rely only on a printed copy, you may miss a change in the schedule.

ONLINE SYLLABUS: <http://www.macloo.com/syllabi/mreporting/>

Four 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 outside of class and brought to the class meetings, as instructed, to complete these four main assignments.

Attendance is REQUIRED.

Grading

Audio 1	15 points	
Audio 2	15 points	
Soundslides	20 points	
Video	20 points	
Attendance	30 points	15 x 2
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TOTAL	100 points	

DETAILS: <http://www.macloo.com/syllabi/mreporting/reqwork.htm>

Penalties for work delivered late:

- 25 percent if delivered after the deadline but less than 24 hours late.
- 50 percent if delivered more than 24 hours but less than 48 hours late.
- 75 percent if delivered more than 48 hours but less than 72 hours late.
- 100 percent if delivered more than 72 hours late.

All assigned work must be handed in as instructed.

92-100 points	A	72-77 points	C
90-91 points	A-	70-71 points	C-
88-89 points	B+	68-69 points	D+
82-87 points	B	62-67 points	D
80-81 points	B-	60-61 points	D-
78-79 points	C+	59 points or fewer	E

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.

Course Schedule

Please note that many important details are supplied on the course Web site (<http://www.macloo.com/syllabi/mreporting/>) and do not appear herein. This outline might change due to unforeseen circumstances.

Aug. 23/24

This is the first week of classes, but because of registration logistics, class will not meet.

Week 1 | Aug. 30/31

Introduction to the course.

Sept. 6/7 Labor Day Holiday

No classes. Yes, that means no class meeting Monday OR Tuesday. (This is necessary to keep the sections synchronized.)

Week 2 | Sept. 13/14

Introduction to audio gathering; practice. *Bring your audio recorder to class!*

Week 3 | Sept. 20/21

Introduction to audio editing. You will use your audio interview in the editing practice.

Week 4 | Sept. 27/28

Multitrack audio editing instruction. Examples.

Week 5 | Oct. 4/5

Introduction to audio slideshows. Examples and discussion.

Week 6 | Oct. 11/12

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

Week 7 | Oct. 18/19

In-class review of your photos. Discussion and review of basic photojournalism principles. Emphasis on getting *variety* and *detail* shots.

Week 8 | Oct. 25/26

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

Week 9 | Nov. 1/2

Introduction to Soundslides. You will use an MP3 file and photos provided to you in this hands-on instruction. (How to create an online audio slideshow.)

Week 10 | Nov. 8/9

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

Week 11 | Nov. 15/16

Introduction to video editing in Windows Movie Maker or iMovie. Hands-on instruction.

Week 12 | Nov. 22/23

In-class review of your video. Discussion and review of basic principles. Emphasis on getting *variety* and *detail* shots.

Week 13 | Nov. 29/30

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

Week 14 | Dec. 6/7

Combining one interview and B-roll using Windows Movie Maker or iMovie. Hands-on instruction.

Week 15 | Dec. 13 (finals week)

Final video project is due (upload to YouTube).

Due dates for assignments appear on the online syllabus.

Links to information about current UF grading policies and current UF attendance policies can be found here:

<http://www.macloo.com/syllabi/mreporting/grading.htm>