J110: Introduction to Multimedia

Instructor: TBD
GSR: TBA
Location: TBA

3 units

COURSE OBJECTIVE

What's it like to tell stories using a variety of different media? Competence in the use of new journalistic tools and the skill to shape content for rapidly changing formats are both essential for any communicator in the 21st century. This intensive introductory course is designed to teach foundational skills for students who have minimal or no experience in creating multimedia news packages. Using lectures, readings, discussions, guest speakers and field work, we will guide students through an exploration of the elements and forms of multimedia storytelling, and teach skills newsgathering and story production. The first half of the course will consist of lectures, guest-speakers and seminar-style discussions. The second half will be a hands-on introduction on how to use video, photography, data and other elements to successfully create effective visual and multimedia stories. There are no prerequisites for this course.

LEARNING OBJECTIVES

The objective of this course is to train all students—regardless of their planned area of specialty—to grasp foundational skills that can be applied to many types of storytelling. Using case studies, instructors will teach how to – and how not to -- create, organize and manage

multimedia news packages. Students will learn how to choose which medium — video, audio, still photography, graphics or text — best suits the particular type of story or different segments of a story they wish to tell. By the conclusion of the course students will have developed basic skills in choosing stories, shooting video and still images with a mobile device, writing accompanying text, and editing their work by laptop into finished story packages. Importantly, students will also learn how to apply core journalistic values and the highest professional standards to their multimedia work. A required final project presents students the opportunity to apply their learning.

MATERIALS, TEXT AND READINGS:

Readings will be assigned each week for individual class sessions. All readings will be available online via the course website. Readings and Videos are subject to change as Instructor will continually update them with the freshest and most relevant examples.

·   **Week 1:** *Introduction and overview of course and expectations.* Best practices for video, audio and editing on an Iphone.

·   **Week 2:** *Video setup.* How to develop a story for video including storyboarding techniques. Interviewing and camera composition; including creating a shot list. Photography; tips for choosing locations, lighting, framing edit your video on the mobile device or laptop for quick publishing. The basics of editing on Adobe Premier Pro for a professional look. Compressing files for uploading to social networks or websites

·   **Week 3:** *Interview Techniques and Ethics;* how does multimedia text different from other kinds of text*? Interview do's and don'ts*

·   **Week 4:** *Sound fundamentals and Audio Fundamentals;* Tips for choosing locations and audio. Visit KALX radio

· **Week 5:** *Advanced editing techniques*

· **Week 6: Final Project.** You will work in groups on a final project that will be presented to the class

CLASSROOM DECORUM POLICY

Students must turn off the ringers on their cellphones before class begins. Students may not check e-mail, social media sites like Facebook, Twitter, Reddit or other websites during the lecture portions of the class. Anyone caught visiting these sites will be publicly admonished, and will be given marks against their class participation grade at the discretion of the instructor.

EQUIPMENT:

All video and still shooting and audio newsgathering will be done using an IPhone or other mobile device supplied by students. Editing will be done on student laptops.

GRADING POLICY AND BREAKDOWN

All weekly readings should be completed before the class for which they are assigned, and all assignments are due 24 hours following the class they were assigned for. Late assignments will be docked one full letter grade per 24 hours up to three days late (A to D). Assignments will not be accepted more than 72 hours late unless there is a legitimate excuse as noted under the absence policy. If you know you will be late in turning an assignment in or absent on the day the assignment will take place, you are expected to turn that assignment in prior to your absence to receive full credit. Lack of access to or technical difficulties with computers (including failure to publish or include email attachments) are unacceptable excuses for late or missed assignments. In-class participation and the hands-on segments of this course are essential for learning and success and this weight is appropriately reflected in the grading policy.

Final Project   30%
Homework Assignments   30%
In-Class Participation (including attendance) 40%
You will be docked a full grade for missing homework and final project deadlines.

ACADEMIC DISHONESTY AND PLAGIARISM

Students will abide by the Student Code of Conduct http://students.berkeley.edu/uga/conduct.asp. There is a zero-tolerance policy for work that is submitted without proper attribution and that constitutes plagiarism. If students are unsure about the expectations regarding the Student Code of Conduct, please seek advice from the instructors.