J115 ADVANCED MULTIMEDIA

Instructor: Jeremy Rue
Room: 101 MOFFIT LIBRARY
TA: Francesca Fenzi
Mon,Tues,Wed 6 p.m. – 8 p.m.
Thu 6 p.m. – 7:30 p.m.

(Note, this course will observe "Berkeley time." Class starts exactly at 6:10p.m., after that you will be marked tardy.)

Course Objective

This course provides hands-on instruction of digital storytelling techniques, lessons on capturing multimedia, and the use of editing software. The pre-requisite for this course is the J110: Introduction to Multimedia and Principles of Journalistic Reporting & Writing. Students who have not taken J110 may be allowed to take this course with permission from the instructor.

Learning Objectives

Instruction begins with how to properly approach a news assignment for online publication, specifically how to choose which media form— video, audio, photo, graphics or text — is best for telling a particular type of story or different segments of a story. Students also learn how to storyboard an assignment by breaking a story up into its component parts and deciding which type of media should be used to tell each part of the story. Students also will learn techniques in editing multimedia, followed by instruction on mapping software and online data visualization programs. Some basic HTML and CSS instruction will be included. Any assignments requiring recording hardware for this class will rely on student-owned devices: smartphones such as the iPhone or Android. Professional equipment, like a professional audio recorder or DSLR camera that students might already own, is allowed for use in this course. A laptop, or access to a computer in order to perform editing, is required. Note: This course will focus on learning tools and key foundations of multimedia. It will have only lightweight production assignments, and will not be as production-intensive as the Intro to Multimedia Course.

Readings

Required readings will be given to students in class in the form of email PDFs, handouts, or hyperlinks. The following book is **recommended** text: *The Principles of Multimedia Journalism: How to Think When Packaging Digital*

News ISBN: 978-0415738163. Most of the lessons will come from this book, but there will be no tests or reading assignments from this book.

Weekly Course Schedule

Week 1: Advanced Multimedia Storytelling

Mon July 2:	Welcome and course review. Medium is the Message and Innovator's Dilemma.
Tues July 3:	Composition, audio-slideshows vs video. Examples of student work.
Wed July 4:	NO CLASS FOR 4TH JULY HOLIDAY.
Thu July 5:	Assign groups, tech software check-in, review critiques. Talk final project.

Week 2: Data Journalism and Interactives

Mon July 9:	Introduction to Data Journalism and Spreadsheets
Tue July 10:	Pivot Tables, Data Analysis, Open Refine
Wed July 11:	Getting started with Google Maps and Fusion Tables
Thu July 12:	Other tools, Timeline JS, SoundCite, Chart-Maker

Week 3: Design and Development

Mon July 16:	Design lecture, exercise on mood boarding.
Tue July 17:	Photoshop, Illustrator. Assignment on creating a postcard.
Wed July 18:	Agile and Design Thinking exercise
Thu July 19:	PITCHING session for Final Project.

Week 4: Coding, HTML & CSS

Mon July 23:	Introduction to HTML
Tue July 24:	Introduction to CSS
Wed July 25:	More CSS
Thu July 26:	Learning Bootstrap

Week 5: In-depth Storytelling

Mon July 30:	Examples of group projects, meeting with groups to workshop
Tue July 31:	Animation, experimental forms of journalism, and news games
Wed Aug 1:	Taxonomy of News Packages, VR
Thu Aug 2:	Workshop projects.

Week 6: Final Projects

Mon Aug 6:	Showcase presentations and critique 1

Tue Aug 7: Showcase presentations and critique 2

Wed Aug 8: Showcase presentations and critique 3

Thu Aug 9: Showcase presentations and critique 4

Grading

The grade will be determined by four factors: 1) Attendance; 2) Online discussion forum where students should post minimally once each week; 3) Homework assignments; and 4) Final project. Most homework assignments will be graded on following the instructions and fulfilling the requirement. Do the assignment, and you will get credit. The final project will be scored based on criteria given in class, which mostly consists of completeness, effectiveness, and functionality. A challenging extra credit assignment will be given for students wanting to raise their score. (NOTE: point values have been changed from what was posted on the journalism summer minor website, but the assignments are the same)

25% — Attendance (100 points)

25% — Online discussion/Homework (20 points for each week / 100 total points)

25% — In-class activities (20 points each week / 100 total points)

25% — Final Project (100 points)

TOTAL 400 points

Note: A 40-point extra-credit assignment will be given as an opportunity to raise a low grade by one letter point. The extra-credit is intentionally designed to be difficult and time consuming as to deter students from defaulting to that option.

The grading scheme is as follows:

A+ 100%　　to 99.9%

A　 < 99.9% to 95%

A- < 95%　 to 90%

B+ < 90%　 to 87%

B　< 87%　 to 83%

B- < 83%　 to 80%

C+ < 80%　 to 77%

C　< 77%　 to 73%

C- < 73%　 to 70%

D+ < 70%　 to 67%

D　< 67%　 to 63%

D- < 63%　 to 60%

F   < 60%   to 0%

Attendance Policy

Note: Simply notifying the instructor of an absence is welcome, but does not automatically make it excused.

Only legitimate excused absences per California Education Code (CEC) include: Accommodation of [Religious Creed](), approved extracurricular activities (only will be considered if announced on the first day of class since the entire schedule is listed), accommodation for disability, pregnancy and parenting, approved CEC situations like funeral services or jury duty, and lastly due to minor illness with approved note from the UHS or other medical professional.

To inform the instructors about an absence, please contact tutor on bCourses.

In any case, if a student has four absences — regardless if they are excused or not — they should setup a time to meet with the instructor when possible. While still excused, missing too many classes may require the student to defer taking the course until next year.

Making up missed classes

As quoted by the UC Berkeley guidelines on absences:

Students are responsible for material covered during missed classes whether or not they have been formally excused; therefore it is the student's responsibility to inform him/herself about the material missed....it is not the instructor's or the GSI's responsibility to tutor students in missed material. For this reason it is recommended that students absent from class for any reason make timely contact with several other students in the class to arrange for thorough briefing on the material they missed.

The tutors and instructor will make material available on bCourses as much as possible, and will attempt to help students when possible. However, it is the ultimate responsibility for students to make-up missed work on their own.

Class Start Time

Attendance in this course is mandatory, and is graded. Students need to be in the classroom no later than 5 minutes after the hour.

Attendance will be taken through the use of an online form that records precisely when you filled out the form. This timestamp will be used in determining your arrival time. An additional 5 minute grace period will be given for students to have enough time to pull open their browser, type in the URL, fill out the form and submit.

Any timestamps recorded after 6:10pm will be marked tardy.

A tardy counts as 75% of that day's attendance grade (meaning, four tardies = one missed class).

Email, bCourses & Technology

Laptops and iPads are appropriate for taking notes, following along with course materials online, and engaging in peer workshopping, but should not be used for chatting, texting, email or using social media during class time. Laptops should be closed during guest speaker visits, unless you have an accommodation. Phones should be turned off.

We will use bCourses for a significant portion of this class. Students will submit all assignments via bCourses and will find supplemental readings, course updates, and announcements there. Students should check their UC Berkeley email daily for course updates or announcements. Students should use Google Docs for peer workshopping during newsroom time.

The only software required for this course is a code editor. We will use [Brackets.io (Links to an external site.)Links to an external site.](#), a free program by Adobe that runs on both Mac and PC. If you are using a Chromebook, you [may use Caret (Links to an external site.)Links to an external site.](#) as a replacement, but some of the features will appear different during in-class demonstrations. You will be able to complete all assignments on Caret, but it may be more challenging following along in-class.

Instructor Contact / Office Hours

The preferred contact method is through bCourses. Please only use bCourses to message me rather than email. I cannot be certain I will track your message if you fail to use bCourses. It is your responsibility to use bCourses. Messages sent to me via email may be missed.

Jeremy Rue
(510) 643-1927 (office number, no texting)
Office in room B1 of North Gate Hall

Office hours: Monday/Friday from 2 p.m. – 4 p.m. Appointments are highly encouraged as there are dates when I might not be present.

Academic Dishonesty and Plagiarism

Students will abide by the Student Code of Conduct. 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.

Digital and paper trails are crucial elements of accountability in journalism. Students are expected to record all interviews with a digital recorder or their smartphone and keep an archive of them for the duration of the term. Students must also keep all reporting notes and completed assignments organized & accessible in Google Docs for the duration of the term. Students should be prepared to provide notes and/or recordings to instructors, if asked.

Disabled Student Services:

If you require an academic accommodations for this course, you must follow the intake and accommodation procedure to obtain a Letter of Accommodation. Please contact Extension Disabled Student Services (EXDSS) at extensiondss@berkeley.edu or (510) 643-5732. If you already have a Letter of Accommodation from Extension Disabled Student Services for this course, please make an appointment with me to have a confidential discussion of what you will require for this course.