

UC BERKELEY GRADUATE SCHOOL OF JOURNALISM J110: Introduction to Multimedia

M, T, W 12-2pm, Th 12-1:30

Section 1 Instructors: Richard Koci Hernandez & Courtney Quirin
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Instructors Contact Info & Office Hours

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Course Overview

How do you tell stories using a variety of different media?

Using new journalistic tools and shaping content for rapidly changing formats are 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 for 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 segment 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, editing their work, and finishing story packages using their laptops. 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 what they have learned.

Materials, Texts and Readings

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

OVERVIEW

Week 1: *Introduction and overview of course and expectations.* History of Multimedias, Best practices for choosing the right medium, Storyboard and Pitching Story ideas for final project. How to develop a story for video including storyboarding techniques. Interviewing and camera composition; including creating a shot list.

Week 2: Photography and Mobile Apps; tips for choosing locations, lighting, framing edit your video on the mobile device or laptop for quick publishing. The basics of editing and compressing files for uploading to social networks or websites

Week 3: Audio Fundamentals; Tips for choosing locations and audio. *Interview Techniques and Ethics; Intro to Shooting Video.*

Week 4: Shooting scenes and discovery tools for multimedia creation.

Week 5: *Advanced editing techniques. The art of editing, Split edits, timing and pacing.*

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

Learning Objectives Classroom Decorum Policy

Students must turn off the ringers on their cellphones before class begins. Please keep your mobile phone out of sight and in your bag. We have a “screens down” policy, in which computers will not be used in class unless you have received prior approval from an instructor. Checking e-mail, social media sites like Facebook, Twitter, Reddit or other websites during the lecture portions of the class will result in a public admonishing, and students

will be given marks against their class participation grade at the discretion of the instructor.

Equipment

All video, still shooting and audio news gathering will be done using a mobile phone supplied by students. Please be sure you have space on your phone, bring your charger and a cable to offload your footage (if needed). You will be assigned to a group of 4 students. Each group is highly recommended to have a lav mic to attach to a mobile phone (Such as this one: <http://amzn.to/1U5s39O>). It is also highly recommended to have a simple tripod as well (we'll go over details & specs in class) A comprehensive list of recommended gear will be provided to students on the first day of class.

Students should also have access to the book “Principles of Multimedia Journalism: Packaging Digital News” by Richard Koci Hernandez and Jeremy Rue (Available on Amazon: <http://www.amazon.com/Principles-Multimedia-Journalism-Packaging-Digital/dp/0415738164>).

Learning Objectives Grading Policy and Breakdown

All readings should be completed before the class. Late assignments will be docked one full letter grade every 24 hours up to three days (from an A to a 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%
30 points.	
Homework Assignments	30%
30 points.	
(30 points total, 15 assignments, 2 points each)	
In-Class Participation (including attendance)	40%
Attendance: 20 points	
Participation: 20 points	

*Late assignments will decrease your grade by one full-letter.
Computer/mobile phone use during class will decrease your attendance points after the first warning by 2 points.*

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.

Assignments

Subject to change based on the needs of the class (please check Bcourses all assignment ad due dates will be posted on the first day of class). Additional information will be provided on all assignments during class.

Weekly Schedule

WEEK 1

Mon May 22 Introduction

What is multimedia? Content creation, aggregation and distribution. Syllabus, expectations, and an overview of the class structure. Introduction to Medium Blogging Platform.

Assignment: Familiarize self with Medium. Create a Medium Account.

Tues May 23

History of Multimedia & Choosing the Right Medium

History of multimedia and choosing the right tools to tell your story

Assignment:

Find a multimedia piece that you like, create a Medium post about this piece, write about what you like and don't like about it, share the Medium link to the Bcourses assignment (your medium post should be "unlisted" make sure to link to the multimedia piece you are talking about in the Medium post

Wed May 24

Collaging it all Together

Storyboard a mock story using "deconstruct–reconstruct", thinking about how one story is really multiple stories, each piece can be told in a different medium (i.e. text, graphics, photos, video, audio.)

Assignment: Introduce yourself to your final project team, start brainstorming story ideas.

Thurs May 25 **Stories and Pitches**

What kinds of stories make for good multimedia? Writing a pitch.

Assignment: Submit 1-paragraph description via bcourses of your (group)story - location, topic, and what additional tool (like a map, dataviz) you'll be incorporating to tell the story.

WEEK 2

Mon May 29 **Holiday No Class**

Tues May 30 **Multimedia Toolbox**

Apps, tools and tricks of the trade from content aggregation to creation and distribution.

Assignment: Download apps discussed in class and make sure you know how to use them; Come up with a slug (aka Project Title) with your group, one that you'll use throughout the class. Shoot a quick video of yourself introducing yourself; take a photo of something important to you. Upload the video to Youtube and share the link to the video and the photo to Bcourses.

Wed May 31 **Photography**

Photography basics (composition, lighting, shot variety, portrait techniques).

Assignment: Make a Portrait of someone important to you

Thurs June 1 **More Photography**

IN CLASS ASSIGNMENT Photo Scavenger Hunt

Use your skills in lighting, composition and rule of thirds on-campus. Post to Instagram and tag #UCBJ110

Review images in class. Giving and receiving feedback.

Assignment: Take photos for your final project; as a group, select 10 images that you think best reflect the story you want to tell. Make sure they reflect a diversity of shots and angles, upload via Medium (unlisted) for review. Send

link to Medium story via B-Courses. (Everyone in group should post the same link to B-Courses - so you can get credit for your work.)

WEEK 3

Mon June 5 Intro to Audio

51% of a good video is audio, learn to get it right.

Assignment: Create a 30 second soundscape of a place and conduct a 1 minute interview.

Tues June 6 Introduction to Video

Introduction to Video - Review composition and framing; video vs. still images; watch video samples and deconstruct. Video - beginning, middle, end. Introduction to Filmic Pro app; basic introduction of editing apps
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Assignment: Download Filmic Pro App and familiarize yourself; By Thursday midnight with group, film at your location; Gather b-roll. Minimum of 25 shots - each telling part of the story; post 5 shots for review on your YouTube channel (shots you like AND shots you had trouble with). Label it with your first and last name and your group (slug).

Wed June 7 Interviewing on Camera & Shooting a Sequence

Interview tips & techniques. Also learning how to shoot a sequence of someone in action to tell a story.

Assignment: Shoot a short video sequence of someone in action. Upload to Youtube and share link on bCourses.

Thurs June 8 Hands On: Putting it in Practice

In-class interview exercise. Importing and uploading.

Assignment: Upload the interview you did in class and share the youtube link on bcourses

Read: *Not fit to print: When good design goes bad*
A lesson from the New York Times on how to mislead with numbers
by Anna Flagg and Moiz Syed

<https://medium.com/aj-news/not-fit-to-print-when-good-design-goes-bad-cc52931a2ce0#.ee0o3v56x>

WEEK 4

Mon June 12

Advanced video techniques; microphone skills, stability, etc.;

Closing the loop of video techniques

Tues June 13

Intro to Timeline, ThingLink & Gifs and dataviz tools

Learn some tools and then practice what you've learned. In class workshop on adding multimedia elements to stories.

Assignment: As a group, conduct your primary interview. By Saturday night midnight, select 3 clips from your interview (max length 15 sec) that you're most likely to use in your final piece. post the video to youtube then the link to bcourses to B-Courses

Wed June 14 Intro to Adobe Premiere

Learn the industry standard video editing program

Thurs June 15 Adobe Premiere Hands-On Workshop

Get hands-on practice with editing software, Adobe Premiere

WEEK 5

Mon June 19 Editing on the Phone

Get hands-on practice with mobile editing software

Tues June 20 Art of Editing

Opening, closing, transitions, pacing and timing. Fitting to the medium and distribution platform.

Wed June 21 In-Class Editing

Importing, storyboarding and editing.

Assignment: If you want your rough cut reviewed in class, post it to Medium and send link via B-Courses

Thurs June 22 Review Rough Cuts

Reviewing video rough cuts

Assignment: By Sunday midnight, have first draft of all elements of story in Medium. Post link to B-Courses

WEEK 6

Mon June 26 Back to Medium

Putting together your final project.

Tues June 27 Group Presentations 1

Evaluate and assess peers. Thinking about distribution and storytelling.

Wed June 28 Group Presentations 2

Evaluate and assess peers. Thinking about distribution and storytelling.

Thurs June 29 Group Presentations 3

Evaluate and assess peers. Thinking about distribution and storytelling.