J115 Advanced Multimedia

Instructor: Jeremy Rue

GSI: Nani Walker

Mon, Tues, Wed, Thu 9am-11am Kroeber Hall Room 160

Office Hours: TBA

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 required text: *The Principles of Multimedia Journalism: How to Think When Packaging Digital News* ISBN: 978-0415738163

WEEKLY COURSE SCHEDULE

Week 1: Advanced Multimedia Storytelling

Tue J	Welcome and course review. Medium is the Message and Innovator's Dilemma.
Wed J	Advanced visual journalism, composition, audio-slideshows vs video.
Thu J	Assign groups, tech software check-in, review critiques. Talk final project.

Week 2: Data Journalism and Interactves

Introduction to Data Journalism and Excel
Google Spreadsheet, Google Maps, Open Refine
Getting started with Tableau, CartoDB, or Fusion Tables
Other tools, Timeline JS, SoundCite, Chart-Maker

Week 3: Design and Development

Design lecture, exercise on mood boarding.
Photoshop, Illustrator. Assignment on creating a postcard.
Agile and Design Thinking exercise
PITCHING session for Final Project

Week 4: Coding, HTML & CSS

Introduction to HTML
Introduction to CSS
More CSS
Learning Bootstrap

Week 5: In-depth Storytelling

Mon Aug 1:	Animation, experimental forms of journalism, and
Tue Aug 2:	Taxonomy of News Packages part I
Wed Aug 3:	Taxonomy of News Packages part II
Thu Aug 4:	Virtual Reality

Week 6: Final Projects

Mon Aug 8:	Showcase presentations and critique 1
Tue Aug 9:	Showcase presentations and critique 2
Wed Aug 10:	Showcase presentations and critique 3
Thu Aug 11:	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)

    10% — Attendance (100 points)
    20% — Online discussion (40 points for each week / 200 total points)
    20% — Homework assignments (40 points each / 200 total points)
    50% — Final Project (500 points)
    TOTAL 1000 points

Note: A 100-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.

ATTENDANCE POLICY

The first unexcused absence will deduct 5 points from a student's grade (0.5%). A second unexcused absence will deduct another 5 points, which equates to 1% of the total student's grade. A third unexcused class will deduct an additional 10 points resulting in a total loss of 2% of the final grade.

A fourth unexcused absence would be the equivalent of missing 1/6 of the semester, and puts the student in danger of failure. In such situation, the student must visit with the professor to discuss options for continuing the course.

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.

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

This class does not follow "Berkeley Time;" class starts promptly at **9:00am Monday–Thursday**. Anyone showing up after 9:00am is considered late. In order to be on time, students are encouraged to arrive to class 5–10 minutes early every day to account for unexpected morning delays. Students may be released early on some classes to accommodate other courses that start immediately after this course.

Attendance will be taken by a tutor as the student walks into the classroom. It is the responsibility of the student to be marked as present in a timely manner before class begins. Students failing to be marked as present before 9:00am will be considered late.

Four tardy classes equates to one unexcused absence and will be docked on their grade accordingly.

CLASSROOM DECORUM POLICY

Students must turn off the ringers on their cell phones before class begins. No calls may be taken during class; this is enormously disruptive. If it is an emergency, then the student must leave the room.

Students may not check e-mail, social media sites like Facebook, Twitter, Reddit or other websites during class. Anyone caught visiting these sites will be publicly admonished, and will be given marks against their attendance grade at the discretion of the instructor.

Laptops must be shut during the **lecture** portions of the class, but may be used during the exercise and workshop portions. The instructor will notify students when it is OK to use their laptops.

INSTRUCTOR CONTACT/OFFICE HOURS

Instructor will be available during lab portions of the workshop. Graduate students assistants will also be present in the labs to answer technical questions about the software and tools.

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