Introduction to Multimedia Storytelling (019:088:AAA)  
Spring 2012

Lecture: Wed. 9:30–10:20 a.m. in 101 BCSB  
Instructor: Melissa Tully, melissa-tully@uiowa.edu  
Class website: http://multimedia.jmc.uiowa.edu/spring2012  
SJMC DEO: David Perlmutter, david-perlmutter@uiowa.edu, E305B AJB

<table>
<thead>
<tr>
<th>Sec.*</th>
<th>Instructor</th>
<th>Day/Time</th>
<th>Office Hours</th>
<th>Office</th>
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<tbody>
<tr>
<td>A01</td>
<td>Melissa Tully</td>
<td>W 10:30 a.m.–12:20 p.m.</td>
<td>T 11–1 p.m.; W 1–2 p.m.</td>
<td>E332 AJB</td>
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<tr>
<td>A02</td>
<td>Kajsa Dalrymple</td>
<td>W 12:30 p.m.–2:20 p.m.</td>
<td>W 10:30–12 p.m.; Th 12–1:30 p.m.</td>
<td>W339 AJB</td>
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<tr>
<td>A03</td>
<td>Brian Ekdale</td>
<td>Th 9:30 a.m.–11:20 a.m.</td>
<td>T 12–1 p.m.; W 1–3 p.m.</td>
<td>E324 AJB</td>
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<tr>
<td>A04</td>
<td>Greg Johnson</td>
<td>Th 1:30 p.m.–3:20 p.m.</td>
<td>M–F by appointment</td>
<td>5117 WL</td>
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<tr>
<td>A05</td>
<td>Nick Bergus</td>
<td>Th 3:30 p.m.–5:20 p.m.</td>
<td>M–F by appointment</td>
<td>E334 AJB</td>
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<td>XX</td>
<td>James Carviou (TA)</td>
<td>No section</td>
<td>M/W 10:30 a.m.–12 p.m.</td>
<td>E329 AJB</td>
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*All sections meet in the Adler Journalism Building W332.

Course Overview:
Introduction to Multimedia Storytelling (019:088) teaches basic skills to create multimedia journalism projects. Multimedia stories will incorporate text, images, audio, video, and data visualizations. You will apply standards of journalistic reporting and writing to your work throughout the semester. You will learn reporting and writing skills in Journalistic Reporting and Writing (019:098), the co-requisite for this course, and you will be expected to apply those skills in this course. Introduction to Multimedia Storytelling will teach skills that are relevant to communications professions and prepare you for advanced work in upper-level SJMC courses.

Introduction to Multimedia Storytelling is a 3-credit course with two components: weekly lectures and lab sessions. The weekly lecture (019:088:AAA) meets Wednesdays from 9:30 to 10:20 a.m. in 101 BCSB. Your section (A01, A02, A03, A04, and A05) meets in Adler W332. Attendance in the weekly lecture is mandatory to earn a full attendance grade. In other words, attendance is shared between lecture and sections.

While the labs are designed to prepare you for your assignments, you should expect to spend significant time outside of the lab sessions to complete most major assignments. It is not a reasonable expectation that you will complete all your assignments during lab sessions. There will be adequate open lab hours throughout the week in W332 for you to work on assignments.

Co-requisite Expectations:
Journalistic Reporting and Writing is the co-requisite for this course. In no uncertain terms can you turn in the same material for both classes. You can, however, cover the same topics for both courses. In other words, you can use some of the same reporting and research for both courses, but the product must be completely distinct and have different angles – no turning in slight variations. If you have any questions about this, please speak with your section instructor. Turning in the same content for both classes will result in a 0 for the assignment.

Required Texts:
This class has no required textbooks. All readings and materials will be posted on ICON or our class website. Check our class syllabus and website for the readings. You are expected to complete readings by the start of lecture in the week indicated. The Associated Press Stylebook (2011) is required for Journalistic Reporting and Writing. We will use the Stylebook in this course as well.

Required Technology:
- 320-gigabyte or larger portable external hard drive preferably with FireWire 800 interface; Suggested drives: G-Tech G-DRIVE MINI 320GB (Walmart); LaCie Rugged All-Terrain 500GB (Amazon)
- 16-gigabyte or larger SD memory card (Class 10)
• All other equipment and software used in this class will be available for checkout (see Equipment Checkout on p. 5).

**Required Web Accounts:**
• CoveritLive (register using your @uiowa email account)
• Dropbox
• Twitter
• YouTube

**Grade Allocation:**

**Attendance, Participation and In-class work: 10 percent**
• Attendance is required in the weekly lecture and the lab session.
• It is expected that you will come to section prepared to participate.
• You cannot make up in-class work for unexcused absences.
• Required individual meeting with instructor (week 8 or 10)
• Three to four unexcused absences will result in an automatic 5 percent grade deduction (half your Attendance, Participation and In-class work grade). Five or more unexcused absences will result in a full grade deduction. Missing more than five classes, without discussing the situation with your instructor, could result in a failing grade for the course.

**Quizzes and Homework: 15 percent**
• Quizzes will be given in section and cover readings, lecture, software tutorials and material determined by your section instructor. You cannot make up missed quizzes for unexcused absences.
• Your instructor will determine homework assignments.

**Multimedia Elements: 30 percent**
• Multimedia “Show and Tell” Presentation (partners assignment)
• Live Blog (small group assignment)
• Audio Story
• Audio Slideshow Story
• Video Story
• Interactive Data Visualization (in-class assignment)

**First Multimedia Package: 15 percent**

**Final Multimedia Package: 30 percent**

**Total: 100 percent**

**Grading Scale**

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<th>Grade</th>
<th>Range</th>
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<tr>
<td>A</td>
<td>94 and above</td>
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<tr>
<td>A-</td>
<td>90–93</td>
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<tr>
<td>B+</td>
<td>87–89</td>
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<tr>
<td>B</td>
<td>83–86</td>
</tr>
<tr>
<td>B-</td>
<td>80–82</td>
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<tr>
<td>C+</td>
<td>77–79</td>
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<tr>
<td>C</td>
<td>73–76</td>
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<tr>
<td>C-</td>
<td>70–72</td>
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<tr>
<td>D+</td>
<td>67–69</td>
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<tr>
<td>D</td>
<td>63–66</td>
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<tr>
<td>D-</td>
<td>60–62</td>
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<tr>
<td>F</td>
<td>59 and below</td>
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Lecture | Section | Readings are to be completed by lecture of the week indicated. Additional material determined by section instructor. | Tutorials are to be completed by the start of your section of the week listed. | Assignments will be given in lecture and are due by 5 p.m. on the Friday of the week listed, unless otherwise indicated.
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Week 1 (1/18/12) Introduction | Mac basics and file management Multimedia storytelling | **Advancing the Story**, ch. 1
*Multimedia Journalism*, p. 31–49 | **WordPress** | Assigned: Multimedia Presentation
Week 2 (1/25/12) Choosing the best way to tell a story | Multimedia “show and tell” presentations Setting up e-portfolio sites | **Online Journalism**, ch. 7
*Advancing the Story*, ch. 5; p. 187–191; 198–202 | Due: MM Presentation due in section
Week 3 (2/1/12) Writing for the web | Writing for the web In-class or homework writing assignment (TBD) | **AP Stylebook**, p. 311–317
Social Media Guidelines for AP employees
*News Now*, p. 3–7; 14
*JournalismNext*, p. 109–118 | Assigned: Live Blog (due date depends on event date)
Week 4 (2/8/12) Social media for journalists | Using social media CoveritLive and Twitter overview | **Advancing the Story**, ch. 6
*Aim for the Heart*, p. 77–87 | Assigned: Audio Story
Week 5 (2/15/12) Live blogging and social media in the newsroom (Guest: TBD) | Interviewing and Audio Storytelling Demo H2 Zoom Recorders | | Assigned: Audio Story
Week 6 (2/22/12) Audio Storytelling | Audacity Training Work on Audio Story [Required: come to section with recorded interviews for Audio Story] | **JournalismNext**, ch. 7
Audio storytelling exemplars | **Audacity** | Due: Audio Story
Week 7 (2/29/12) Visual Storytelling | Intro to Canon 60D cameras Soundslides Training | *Aim for the Heart*, ch. 9
*JournalismNext*, p. 155
**Rule of Thirds** | **Soundslides** | Assigned: Audio Slideshow
Week 8 (3/7/12) Visual Storytelling | Shooting video Work on audio slideshow [Required: come to section with images and audio for Audio Slideshow] | Audio slideshow exemplars | **Learn to shoot video** | Due: Audio Slideshow
Assigned: Video Story
<table>
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<tr>
<th>Week 9 (3/21/12)</th>
<th>Video</th>
<th>Final Cut Pro Training</th>
<th>JournalismNext, ch. 8 News Now, ch. 6</th>
<th>Final Cut Pro part 1 Introduction – Parts of Final Cut; Undoing Changes – Creating Multiple Audio Levels</th>
<th>Due: Video Story pitch due Mon., 3/19, by noon</th>
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<tbody>
<tr>
<td>Week 10 (3/28/12)</td>
<td>Putting it all together</td>
<td>Work on video editing [Required: come to section with video to be edited]</td>
<td>Multimedia exemplars</td>
<td>Final Cut Pro part 2 Adding Handles to Allow Transitions – Rendering Titles</td>
<td>Due: Video Story Assigned: First MM Package</td>
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<td>Week 11 (4/4/12)</td>
<td>Data-driven journalism and data visualizations</td>
<td>IDV in-class assignment due by end of section</td>
<td>How to be a data journalist Making the complicated clear US jobless mapped</td>
<td>Tutorials for IDV tools</td>
<td>Assigned: Interactive data visualization in-class assignment Due: IDV by end of section</td>
</tr>
<tr>
<td>Week 12 (4/11/12)</td>
<td>Specialized and niche reporting</td>
<td>First MM package individual meetings Work on First Multimedia Package</td>
<td>Reading TBD</td>
<td></td>
<td>Due: Text Story pitch for First Multimedia Package due Mon., 4/9, by noon</td>
</tr>
<tr>
<td>Week 13 (4/18/12)</td>
<td>Hyperlocal (Guest: TBD)</td>
<td>Work on either First or Final MM Package</td>
<td>Reading TBD</td>
<td></td>
<td>Due: First MM Package Assigned: Final MM Package</td>
</tr>
<tr>
<td>Week 14 (4/25/12)</td>
<td>Strategic communication and multimedia campaigns</td>
<td>Work on Final MM Package</td>
<td>Reading TBD</td>
<td></td>
<td>Due: Final MM worksheet due Mon., 4/23, by noon</td>
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<tr>
<td>Week 15 (5/2/12)</td>
<td>Looking ahead</td>
<td>Work on Final MM Package</td>
<td>Advancing the Story, ch. 12</td>
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Final multimedia packages are due on e-portfolio sites by the end of our scheduled final exam time.
Equipment Checkout

Audio Equipment:
There are 46 H2 Zoom recorders in equipment checkout, which have to be shared with other courses.

Cameras:
A total of 48 Canon D60 cameras are available to the multimedia sections.

Checkout:
To check out equipment for this course, please reserve it by visiting http://research3.its.uiowa.edu/film/.

The basics of equipment checkout:

- Checkout equipment between 2–4:30 p.m. on Monday, Wednesday, and Friday
- Return equipment between 8 a.m.–12 p.m. Monday through Friday
- Equipment checkout Monday is due Wednesday; Wednesday is due Friday; Friday is due Monday
- Equipment can be checked out on Tuesday between 8 a.m.–4:30 p.m. However, to checkout equipment on Tuesday, it must be reserved by 11 a.m. on the Monday prior to checking it out. When you fill out the online form, it will appear that the equipment is reserved for Monday.
- Equipment checked out on Tuesday is due the following Thursday and can be checked in between 8 a.m.–4:30 p.m.
- Any equipment checked out on Tuesday returned after 4:30 p.m. on Thursday will incur late charges.
- Journalism students pay $15 late fee for every day late.

You are welcome to use your own equipment or any other equipment available to you, but we will only provide technical support and training for the equipment reserved for this course.
The Iowa Dozen (practices specific to the School of Journalism and Communication)

As one of more than 104 programs in journalism and mass communication accredited by the Accrediting Council for Education in Journalism and Mass Communication (ACEJMC), we must assess student learning to assure that each of our graduates meets the following standards.

We learn to ... 

1. Write correctly, clearly and well. *(papers, presentations)* 
2. Conduct research and gather information responsibly. *(papers, presentations)* 
3. Edit and evaluate carefully. *(papers, presentations)* 

We value ... 

6. Free speech and First Amendment principles for all individuals and groups. 
7. A diverse global community. 
8. Creativity and independence. 

We explore ... 

10. Theories and concepts. 
11. The history, structure and economy of media institutions 
12. The role of media in shaping cultures.
The College of Liberal Arts and Sciences: Policies and Procedures

Administrative Home
The College of Liberal Arts and Sciences is the administrative home of this course and governs matters such as the add/drop deadlines, the second-grade-only option, and other related issues. Different colleges may have different policies. Questions may be addressed to 120 Schaeffer Hall or see the CLAS Student Academic Handbook.

Electronic Communication
University policy specifies that students are responsible for all official correspondences sent to their University of Iowa e-mail address (@uiowa.edu). Faculty and students should use this account for correspondences. (Operations Manual, III.15.2. Scroll down to k.11.)

Academic Fraud
Plagiarism and any other activities when students present work that is not their own are academic fraud. Academic fraud is a serious matter and is reported to the departmental DEO and to the Associate Dean for Undergraduate Programs and Curriculum. Instructors and DEOs decide on appropriate consequences at the departmental level while the Associate Dean enforces additional consequences at the collegiate level. See the CLAS Student Academic Handbook.

Making a Suggestion or a Complaint
Students with a suggestion or complaint should first visit the instructor, then the course supervisor, and then the departmental DEO. Complaints must be made within six months of the incident. See the CLAS Student Academic Handbook.

Accommodations for Disabilities
A student seeking academic accommodations should first register with Student Disability Services and then meet privately with the course instructor to make particular arrangements. See www.uiowa.edu/~sds/ for more information.

Understanding Sexual Harassment
Sexual harassment subverts the mission of the University and threatens the well-being of students, faculty, and staff. All members of the UI community have a responsibility to uphold this mission and to contribute to a safe environment that enhances learning. Incidents of sexual harassment should be reported immediately. See the UI Comprehensive Guide on Sexual Harassment at www.uiowa.edu/~eod/policies/sexual-harassment-guide/index.html for assistance, definitions, and the full University policy.

Reacting Safely to Severe Weather
In severe weather, class members should seek appropriate shelter immediately, leaving the classroom if necessary. The class will continue if possible when the event is over. (Operations Manual, Part IV, 16. See items e, h, and i.)

*The CLAS policy statements have been summarized from the web pages of the College of Liberal Arts and Sciences.