
Lecture: Wednesday, 9:30–10:20 a.m. in 101 BCSB
Instructor: Melissa Tully, melissa-tully@uiowa.edu, Office Hours: T 12:30 – 1:30 p.m.; W 12:30 – 2:30 p.m.
Class website: http://multimedia.jmc.uiowa.edu/spring2013
SJMC DEO: David Perlmutter, david-perlmutter@uiowa.edu, E305B AJB

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 are expected to apply those skills in this course. Introduction to Multimedia Storytelling teaches skills that are relevant to communications professions and prepare you for advanced work in upper-level SJMC courses.

This is a 3-credit course with two components: weekly lectures and lab sessions. The lecture meets Wednesdays from 9:30 to 10:20 a.m. in 101 BCSB. Your section meets in Adler W236. Attendance is shared between lecture and sections. Attendance in the weekly lecture is mandatory to earn a full attendance grade.

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 major assignments. It is not a reasonable expectation that you will complete all your assignments during lab sessions. There will be adequate lab hours throughout the week for you to work on assignments.

Course Objectives

• You will learn about the strengths and weaknesses of telling journalistic stories with different media and apply those skills to analyzing and developing your own content.
• You will learn how to develop journalistic stories for different media.
• You will develop skills using multiple software and hardware for creating multimedia stories.

Co-requisite Expectations, Jobs, Internships and The Daily Iowan

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. However, some assignments rely on the same reporting and research for both courses, but the products you turn in must be distinct. If you have any questions about this, please speak with your section instructor.

Everything you produce in 088 must be original content produced for this course. If you have a job, an internship or work for the DJ and you want to use content produced in 088 for those purposes, you must speak with your instructor in advance to get permission.

Hardware and Software

• Required: 320-gigabyte or larger portable external hard drive with FireWire 800 interface
  o Recommended drive: LaCie Rugged All-Terrain 500GB
• All other equipment used in this class is available for checkout (see Equipment on p. 6).
Readings
This class has no required textbooks. All readings and materials will be posted on ICON and listed on our class website. You are expected to complete readings by the start of lecture in the week indicated. We also will use The Associated Press Stylebook, which is required for Journalistic Reporting and Writing.

Grade Allocation
Attendance: 10 percent
• Attendance is required in the weekly lecture and the lab session.
• Three to four unexcused absences will result in an automatic half grade deduction (5 percent). 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.

Participation, in-class assignments and homework: 10 percent
• It is expected that you will come to section prepared to participate. You are expected to come prepared with the necessary materials for working on your assignments.
• You cannot make up in-class work for unexcused absences.
• In-class assignments and homework include e-portfolio personalization, writing assignments, software training projects, and assignments determined by your section instructor.
• Required individual meeting with instructor to discuss final multimedia package (week 13 or 14)

Quizzes: 10 percent
• Quizzes will be given in lecture and will cover readings and lecture material. Quizzes will be unannounced.
• Quizzes on software tutorials will be given in section on the day the tutorial is to be completed.
• You cannot make up missed quizzes for unexcused absences.

Multimedia analysis posts: 5 percent
• Five 250-word blog posts analyzing multimedia journalism

Multimedia elements: 40 percent
• Live Blog – 5 percent
• Audio Story – 5 percent
• Audio Slideshow Story – 10 percent
• Video Story – 10 percent
• Data Visualization – 5 percent
• Social/Sharing – 5 percent

Final multimedia package: 25 percent

Grading Scale
A 94 and above  B- 80–82  D+ 67–69
A- 90–93  C+ 77–79  D 63–66
B+ 87–89  C 73–76  D- 60–62
B 83–86  C- 70–72  F 59 and below

Late policy
No extensions will be given unless you have truly extenuating circumstances. In these cases, you must speak with your section instructor before the assignment is due to make an arrangement. Technology excuses are not acceptable. Assignments turned in late without an approved extension will be marked down a letter grade for every day late. After five days late, the assignment will earn a 0. Please do not hesitate to contact your instructor to discuss assignments including questions about technology.
<table>
<thead>
<tr>
<th>Lecture</th>
<th>Section</th>
<th>Readings are to be completed by lecture of the week indicated.</th>
<th>Tutorials are to be completed by the start of your section of the week listed.</th>
<th>Assignments are due the week listed.</th>
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<tbody>
<tr>
<td>Week 1 (1/23/13)</td>
<td>Introduction</td>
<td>What is multimedia storytelling?</td>
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| Week 2 (1/30/13) | Choosing the best way to tell a story | Mac basics, file management and setting up e-portfolios | *Advancing the Story, ch. 1*  
*The Multimedia Journalist, p. 10–16*  
*Multimedia Journalism, p. 31–49* | *WordPress*  
Blogroll and “about me” page |
| Week 3 (2/6/13) | Writing for the web | Writing for the web and in-class writing assignment | *Online Journalism, ch. 7*  
*Advancing the Story, ch. 7* | |
| Week 4 (2/13/13) | Social media for journalists (part 1) | Using social media and live blogging | *Social Media Guidelines for AP employees*  
*News Now, p. 3–7; 14*  
*JournalismNext (2nd ed.), ch. 4* | Live Blog – coverage depends on event date; post-event write-up due 72-hours after event |
| Week 5 (2/20/13) | Interviewing and audio storytelling | H2 Zoom Recorders  
Interviewing | *Aim for the Heart, p. 77–87*  
*JournalismNext, ch. 7* | |
| Week 6 (2/27/13) | Audio storytelling | Audio story analysis due  
Audacity training  
Work on Audio Story [**Required:** come to section with recorded interview for Audio Story] | Audio exemplars  
*Audacity* – quiz in section | Audio Story due |
| Week 7 (3/6/13) | Visual storytelling | Canon 60D cameras  
Soundslides training | *The Multimedia Journalist, p. 140–146*  
*JournalismNext, ch. 6* | *Soundslides* – quiz in section |
| Week 8 (3/13/13) | Audio/visual storytelling | Slideshow analysis due  
Shooting video with Canon 60D cameras  
Work on audio slideshow [**Required:** come to section with images/audio for Audio Slideshow] | Audio slideshow exemplars | Audio Slideshow due |
| Spring Break | | | | |
| Week 9 (3/27/13) | Video (part 1) | Final Cut Pro X training | *Aim for the Heart*, ch. 9  
*News Now*, ch. 6 | *Final Cut Pro X*, sections 1–8, approx. 25 minutes; click Outline tab to see the sections |
|------------------|----------------|-------------------------|-----------------------------|------------------------------------------------------------------|
| Week 10 (4/3/13) | Video (part 2) | Video analysis due | Video exemplars | *Final Cut Pro X*, sections 9–13, approx. 20 minutes – quiz in section  
Video Story due |
| Week 11 (4/10/13) | Data-driven journalism and data visualizations | Introduction to Excel  
Google Fusion training | *How to be a data journalist*  
*Making the complicated clear*  
*Why is data journalism important?* | *Google Fusion* – quiz in section |
| Week 12 (4/17/13) | Data visualizations and multimedia storytelling | IDV analysis due | IDV exemplars | IDV due |
| Week 13 (4/24/13) | Multimedia packages and social media for journalists (part 2) | Individual meetings with instructor  
Work on MM package or social/sharing assignment | *The Multimedia Journalist*, ch. 3  
Multimedia exemplars  
Social/sharing exemplars | Final MM worksheet due by the start of your section  
Social/Sharing assignment due |
| Week 14 (5/1/13) | Strategic communication | MM package analysis due | *Power Performance*, ch. 6 | |
| Week 15 (5/8/13) | Developing your skills for jobs and internships | Work on MM package | *Advancing the Story*, ch. 12 | Equipment must be returned by the end of this week. |

Final MM packages are due on e-portfolio sites by the end of our final exam period, TBD. We will not meet during finals.
### 088/098 Assignments*

<table>
<thead>
<tr>
<th>Week</th>
<th>088 assignments due**</th>
<th>098 assignments due**</th>
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<tbody>
<tr>
<td>Week 1</td>
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<td>Week 2</td>
<td>E-portfolio (blogroll, “about me” page)</td>
<td>First-person story</td>
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<td>Week 3</td>
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<td>Week 4</td>
<td>Live blog – coverage depends on event date;</td>
<td>Event story due 72-hours after event</td>
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<td>post-event story due 72-hours after event</td>
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<td>Week 5</td>
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<td>Skills #1 – Accurate quoting</td>
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<td>Week 6</td>
<td>Audio story (expert interview)</td>
<td>Interview/reaction story</td>
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<td>Week 7</td>
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<td>City Council</td>
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<td>Week 8</td>
<td>Audio slideshow story</td>
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<td>Spring Break</td>
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<td>Week 9</td>
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<td>Skills #2 – Using the public record</td>
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<td>Week 10</td>
<td>Video story</td>
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<td>Week 11</td>
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<td>Week 12</td>
<td>Data visualization</td>
<td>Cops/crime/courts</td>
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<td>Week 13</td>
<td>Social/sharing assignment</td>
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<td>Week 14</td>
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<td>Week 15</td>
<td>Equipment must be returned by May 10</td>
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<tr>
<td>Week 15/Finals</td>
<td>Final multimedia package (due by end of our scheduled exam time, TBD)</td>
<td>Feature (due date TBD)</td>
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*Highlighted assignments are joint assignments between 088/098, which means they rely on the same reporting.

**Due dates are subject to change.
**Equipment**

Equipment used in this class is available for checkout in the equipment room located on the first floor of the Becker Communications building. We have access to audio recorders, cameras, and other accessories. This is valuable, expensive equipment, and you are responsible for maintaining it when you check it out.

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 same goes for software – you are free to use other software, but we will only provide support for the software we teach.

**Checkout**

To check out equipment for this course, please reserve it by visiting [http://research3.its.uiowa.edu/film/](http://research3.its.uiowa.edu/film/). You must reserve equipment by 8 a.m. on the day you’d like to check it out. You can only reserve equipment for pickup on a Monday, Wednesday or Friday. You can reserve equipment up to two weeks in advance. **You must have a valid University of Iowa student ID card to checkout equipment.**

- Pick up reserved equipment between 2:00 – 4:00 p.m. on Monday, Wednesday, and Friday only. Students without a reservation may check out equipment from 4:00 pm – 4:30pm on Monday, Wednesday, or Friday, if equipment is available.

- Return equipment between 8 a.m. – 12 p.m. Monday through Friday.

- Equipment checked out Monday is due Wednesday before noon; Wednesday is due Friday before noon; Friday is due Monday before noon.

- Journalism students pay a $15 late fee for every day late. Three occurrences of late returns may result in loss of checkout privileges. Prevent late fees by contacting checkout staff before equipment is due.

- It is your responsibility to make sure that everything listed on the contract is included and working before signing. Anything found missing or damaged upon return will be charged to your U-Bill. Equipment returned dirty may be charged a $10 cleaning fine.

- If you are unable to pick up equipment you reserved, you must cancel your reservation before checkout time via email or telephone, or be charged a $5 fine. Any equipment not picked up by 4:00 p.m. may be checked out to other users.

- Someone else may pick up the equipment for you as long as you have made prior arrangements with checkout staff. Valid university ID must be presented.

- When checking out multiple pieces of equipment, please reserve the same equipment number for everything you need (ex: Camera #1, Tripod #1, H2 #1, etc.).

- Please reserve only the equipment that you plan to use. If you decide in advance that you do not need a piece of equipment, delete it from your online reservation. Only one camera per student without written consent from instructor.

- Any use of University of Iowa equipment for purposes other than those relating directly to coursework is strictly prohibited. Students in violation of this policy will permanently lose access to Production Unit equipment.

With questions or problems, contact Tim Looney at [cla-film-broadcasting@uiowa.edu](mailto:cla-film-broadcasting@uiowa.edu) or 319-335-0587.
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.