

## Introduction to Multimedia Storytelling (JMC:2020:0AAA)

Fall 2016

Lecture: Wednesday, 9:30–10:20 a.m. in W151 PBB

Class site: <http://multimedia.jmc.uiowa.edu/>

Instructor: Professor Melissa Tully ([melissa-tully@uiowa.edu](mailto:melissa-tully@uiowa.edu)); Office: E332 AJB, Phone: 335-3356

Office Hours: T 10:30–11:30 a.m. & W 10:30–12:30 p.m. & by appointment

SJMC DEO: David Ryfe, [david-ryfe@uiowa.edu](mailto:david-ryfe@uiowa.edu) Office: E305 AJB, Phone: 335-3486

TA	Sec #	Day/Time	Office/Lab Hours
Volha	01	W 10:30–1:20 p.m.	T 12:40–1:40 p.m. in E331 AJB (office) & by appointment
Kananovich	06	Th 9:30–12:20 p.m.	T 9:30–11:30 a.m. in W236 AJB (lab)
Yafei	02	W 1:30–4:20 p.m.	M 12:30–1:30 p.m. in E333 AJB (office) & by appointment
Zhang	05	Th 3:30–6:20 p.m.	M 1:30–3:30 p.m. in W236 AJB (lab)
Mariah	03	Th 9:30–12:20 p.m.	M 1:30–2:30 p.m. in E323 AJB (office) & by appointment
Wellman	04	Th 12:30–3:20 p.m.	W 1:30–3:30 p.m. in W236 AJB (lab)

*Sections 01-05 meet in W336 Adler Journalism Building. Section 06 meets in W332 AJB.*

### *Course Overview*

Introduction to Multimedia Storytelling teaches basic skills to create multimedia journalism projects. Multimedia stories will incorporate text, images, audio, video, data, and social media. 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, the co-requisite for this course, and you are expected to apply those skills in this course. Intro 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 4-credit course with two components: weekly lectures and lab sections. Attendance is shared between lecture and sections and is required in both. While the labs are designed to prepare you for your assignments, you should expect to spend significant time outside of class to complete major assignments. It is not a reasonable expectation that you will complete all your major assignments during class editing sessions. Rather, these are designed to provide you with guided work time supervised by your TA. A 4 sh. course [requires a minimum of 8 hours of out-of-class work per week](#). There will be adequate open lab hours throughout the week for you to work on assignments.

### *SJMC Learning Outcomes*

The School of Journalism and Mass Communication is committed to your academic and professional success. In line with this commitment, we have identified particular learning outcomes that every student should obtain by the time they earn a JMC degree. We regularly assess the curriculum to determine whether students are achieving these outcomes.

This course contributes to these learning outcomes by helping you develop the abilities to access, analyze, evaluate, and create media messages across multiple media domains and to communicate effectively with the highest, professionally-accepted standards in all work. Achieving these outcomes means:

- You will demonstrate an ability to anticipate and recognize ethical issues when they arise and to reason through them taking multiple perspectives and contexts into account.
- You will demonstrate knowledge of the basic tenets of media literacy and how media literacy relates to your personal media habits and professional development.
- You will develop critical thinking skills to analyze and interpret media messages through an understanding of media practices and institutions.
- You will learn how to create and disseminate media messages in various forms.

- You will demonstrate the ability to gather factual story elements, and to evaluate and express them in logical, narrative forms for multiple media and audiences.
- You will display the ability to access and analyze data, report facts accurately, research and edit information responsibly and in a manner commensurate with professional standards.
- You will demonstrate the ability to apply above concepts in a manner that is sensitive to audiences across all media.

### *Course-Specific Objectives*

- You will learn about the strengths and weaknesses of telling stories with different media and apply those skills to analyzing and developing your own content.
- You will learn how to develop 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 (JRW) is the co-requisite for this course. In order to better coordinate the courses, some of the assignments share the same reporting topic and sources. These assignments are graded separately, per the requirements of each course. See the assignment descriptions/rubrics for details. If you have any questions about this, please speak with your instructor.

Everything you produce in this course must be original content for this course. If you have a job, internship or work for the *DI* and you want to use content produced in this class for those purposes, you must speak with your TA and me in advance to get permission. You cannot produce content for these outside sources and submit it as work for this course.

### *Late policy*

No extensions will be given unless you have truly extenuating circumstances. In these cases, you must speak with me **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 us to discuss assignments including questions about technology.

### *Academic Honesty and Misconduct*

As a student in the College of Liberal Arts and Sciences at the University of Iowa, you are expected to abide by the College's [Code of Academic Honesty](#). According to the Code:

*Honesty is an essential value of our academic community. You are here to learn, and learning depends upon hard work and academic honesty. Your instructors set high standards and expect you to do your very best, completing your work honestly. Any student who registers for courses in the College of Liberal Arts and Sciences has, in essence, agreed to the value of learning and thus to the importance of the College's Code of Academic Honesty.*

Code offenses include cheating on exams and quizzes, plagiarism, unauthorized collaboration, willful misrepresentation, and facilitating academic misconduct of others. Academic misconduct is serious, and therefore, has serious consequences, which can impact your future.

Additionally, as a student in SJMC, we expect you to uphold the highest ethical standards. Whether you plan to be a journalist, strategic communicator, or pursue a field outside of communication, honesty and integrity should be driving forces in your academic and career paths.

### *Readings*

All readings and materials are posted on ICON and listed on our class site. You are expected to complete readings by the start of lecture indicated. We also use *The Associated Press Stylebook*, which is required for JRW.

### *Hardware and Software*

- **Required:** 320-GB or larger portable external hard drive with USB 3.0 or Firewire 800
  - **Recommended:** [LaCie Rugged \(500GB\)](#) or [LaCie Rugged Mini \(500 GB\)](#)
- All other equipment used in this class is available for checkout (see below).

### *Equipment*

Equipment used in this class is available for checkout in the equipment room located on the first floor of the Becker Communication Studies Building. We have access to audio recorders, cameras, and 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, 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.

To check out equipment for this course, please reserve it by visiting <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 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 2–4 p.m. on Monday, Wednesday, and Friday only. Students without a reservation may check out equipment from 4–4:30 p.m. on Monday, Wednesday, or Friday, if equipment is available.
- Equipment checked out Monday is due Wednesday before noon; Wednesday is due Friday before noon; Friday is due Monday before noon.
- Equipment can be returned Monday through Friday between 8:30 a.m.–4:30 p.m. as long as it is returned **before** it is due.
- 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, 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.

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

### *Grade Allocation (1000 points total)*

#### **Attendance: Required**

- Attendance is **required** in the weekly lecture **and** lab session. Attendance is counted in lecture by signing the attendance sheet or turning in a quiz, depending on the week. Failure to sign the sheet or turn in a quiz will result in a marked absence.
- Three to four absences will result in an automatic half grade deduction (50 points) from your overall grade. Five or more absences will result in a full grade deduction (100 points) from your overall grade. Missing more than five classes, without discussing the situation with your instructor, could result in a failing grade for the course. One to two absences will not negatively impact your attendance grade but you cannot make up the work missed on those days.
- Absences will only be excused for university-sanctioned events in which you give us prior notice and in extenuating circumstances, which typically require formal documentation. In most cases, absences will not be excused so please plan accordingly. For example, common illnesses (e.g. colds, flu, pink eye, stomach bugs, etc.) and work, internship, or *DI*-related absences will not be excused.

#### **Professionalism: 50 points**

- We expect that you will come to section with your assignment materials prepared to work. Failure to bring materials to class on workshop days will negatively affect your professionalism grade.
- We expect you to pay attention and complete all in-class training and assignments by the deadline.
- You are required to have a meeting with your TA to discuss your final multimedia package (week 13).

#### **Quizzes: 100 points (10 points each)**

- We will have 7 reading/lecture quizzes and 4 quizzes on software tutorials. Your best 10 quizzes will count toward your final quiz grade (lowest score dropped).

#### **In-class assignments and homework: 200 points**

- Story pitches for mm elements, 5 pts. each (20)
- Writing for the web (20)
- Live blog and curated story (20)
- Interviewing (20)
- Audio storytelling (20)
- Photography and visual storytelling (20)
- Shooting a video interview (20)
- Video editing (20)
- Interactive data visualization (20)
- Final multimedia package pitch (20)

**\*\*You cannot make up missed quizzes, in-class work or homework.\*\***

#### **Multimedia elements: 350 points**

- Audio story (50)
- Photo story (100)
- Video story (100)
- Data story (100)

#### **Final multimedia package: 300 points**

#### ***Grading Scale* (points will be converted to percentages and rounded to the nearest whole number)**

A	930 & above	B	830–860	C	730–670	D-	600–620
A-	900–920	B-	800–820	C-	700–720	D	630–660
B+	870–890	C+	770–790	D+	670–690	F	590 & below

#### ***Grade Inquiries***

If you have questions or concerns about a grade, please speak with your TA **in person** during her office hours. If you feel like the situation has not been resolved after this conversation, please see me in office hours to discuss the situation and grade. **These conversations will not happen over email.**

Lecture	Section	Readings and Tutorials	Assignments
<p><i>Week 1 (8/24)</i></p> <p>Introduction &amp; choosing the best way to tell a story</p>	<p>What is multimedia storytelling?</p> <p>Mac basics, file management, setting up e-portfolio sites</p>	<p><i>Advancing the Story</i>, ch. 1</p> <p><i>Multimedia Journalism</i>, p. 31–37</p> <p><a href="#">WordPress (tutorial)</a></p>	
<p><i>Week 2 (8/31)</i></p> <p>Writing for the web</p> <p>Reading quiz (covers weeks 1 &amp; 2)</p>	<p>“Writing for the web” assignment</p>	<p><i>Advancing the Story</i>, ch. 7</p>	<p>Writing for the web due by the end of section</p>
<p><i>Week 3 (9/7)</i></p> <p>Social media and journalism</p> <p>Reading quiz</p>	<p>Formatting drives</p> <p>Live blogging an event</p> <p>Live blog/story summary exercise</p>	<p><i>JournalismNext (2<sup>nd</sup> ed.)</i>, ch. 4</p>	<p>Live blog due at the end of the event; curated story due 24 hours after the end of your section</p>
<p><i>Week 4 (9/14)</i></p> <p>Interviewing</p>	<p>Recording interviews</p> <p>Interviewing exercise</p>	<p><i>Aim for the Heart</i>, p. 77–87</p> <p>Audio exemplars</p>	<p>Interviewing exercise due by the end of section</p>
<p><i>Week 5 (9/21)</i></p> <p>Audio storytelling</p> <p>Reading quiz (covers weeks 4 &amp; 5)</p>	<p>Audacity quiz</p> <p>Audacity training</p> <p>Audio storytelling exercise</p>	<p><i>JournalismNext (3<sup>rd</sup> ed.)</i>, ch. 6</p> <p><a href="#">Audacity (tutorial)</a></p>	<p>Audio story pitch due Wednesday by 8 p.m.</p> <p>Audio editing exercise due by the end of section</p>
<p><i>Week 6 (9/28)</i></p> <p>Audio editing</p>	<p>Work on audio story</p> <p><b>[Required:</b> come to section with recorded interview to edit for your audio story]</p>		<p>Audio story due Friday by 8 p.m. (joint assignment with JRW)</p>
<p><i>Week 7 (10/5)</i></p> <p>Photo storytelling</p> <p>Reading quiz</p>	<p>Photoshop quiz</p> <p>Photoshop training</p> <p>Shooting stills</p> <p>Photography/visual storytelling exercise</p>	<p><i>JournalismNext (3<sup>rd</sup> ed.)</i>, ch. 5</p> <p><a href="#">Photoshop (tutorial)</a></p>	<p>Photo story pitch due Wednesday by 8 p.m.</p> <p>Photography and visual storytelling exercise due by the end of section</p>
<p><i>Week 8 (10/12)</i></p> <p>Photo storytelling</p>	<p>Work on photo story</p> <p><b>[Required:</b> come to section with original images for photo story]</p>		<p>Photo story due Friday by 8 p.m. (joint assignment with JRW)</p>

<i>Week 9 (10/19)</i> Video pre-production and production Reading quiz	Shooting video Shooting a video interview	<i>Aim for the Heart</i> , ch. 9 <i>News Now</i> , ch. 6	Video story pitches due Wednesday by 8 p.m.  Shooting a video interview exercise due by the end of section
<i>Week 10 (10/26)</i> Video post-production	Final Cut Pro X quiz Final Cut Pro X training Video editing exercise	<a href="#">Final Cut Pro X (tutorial)</a> ; click <b>Outline</b> tab to see the sections  Video exemplars	Video editing exercise due by the end of section
<i>Week 11 (11/2)</i> Data-driven storytelling	Work on video assignment  <b>[Required: come to section with footage to be edited for video]</b>		Video story due Friday by 8 p.m.
<i>Week 12 (11/9)</i> Interactive data visualizations	Google Fusion exercise due at the beginning of section (in place of software quiz)  Intro to spreadsheets and IDVs  IDV exercise	<i>Data Literacy</i> , chs. 1, 11, 12, 14  IDV tutorial posted on course site	Data story pitch due Wednesday by 8 p.m.  IDV exercise due by the end of section
<i>Week 13 (11/16)</i> Multimedia packages Reading quiz (covers weeks 12 & 13)	Work on data story  <b>[Required: come to section with material for your data story]</b>  Individual meetings with instructor to discuss final mm package	<i>The Multimedia Journalist</i> , ch. 3	Final package pitch worksheet due by end of section; no late pitches accepted for pts.  Data story due Friday by 8 p.m. (joint assignment with JRW)
<b>Thanksgiving break (11/21-11/25)</b>			
<i>Week 14 (11/30)</i> Working as a MM journalist	Workshop: work on final MM package	Multimedia package exemplars	
<i>Week 15 (12/7)</i> Developing skills for jobs and internships Reading quiz (covers weeks 14 & 15)	Workshop: work on final MM package	<i>Advancing the Story</i> , ch. 13	Equipment must be returned by the end of this week. No exceptions.
Final MM packages (joint assignment with JRW) are due on e-portfolio sites during finals week, day/time TBD. We will not meet during finals.			

*Major and Joint Assignments for MMS and JRW\**

<b>Week</b>	<b>MMS assignments</b>	<b>JRW assignments</b>	<b>Due</b>
Week 1			
Week 2			
Week 3			
Week 4		<b>One-interview story</b>	<b>Friday, 9/16, by 8 p.m.</b>
Week 5			
Week 6	<b>Audio story</b>	<b>Interview/reaction story</b>	<b>Friday, 9/30, by 8 p.m.</b>
Week 7			
Week 8	<b>Photo story</b>	<b>News release</b>	<b>Friday, 10/14, by 8 p.m.</b>
Week 9			
Week 10			
Week 11	<b>Video</b>		Friday, 11/2, by 8 p.m.
Week 12			
Week 13	<b>Data story</b>	<b>Public affairs story</b>	<b>Friday, 11/18, by 8 p.m.</b>
<b>Thanksgiving break (11/21-11/25)</b>			
Week 14			
Week 15			
Finals	<b>Final MM package</b>	<b>Final feature story</b>	<b>End of final exam time</b>

\*Highlighted assignments are joint assignments between Multimedia Storytelling and Journalistic Reporting and Writing, which means they rely on the same reporting but produce distinct outcomes for each class.

## The College of Liberal Arts and Sciences: Policies and Resources

**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 Academic Policies Handbook at <http://clas.uiowa.edu/students/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](#), k.11).

**Accommodations for Disabilities:** The University of Iowa is committed to providing an educational experience that is accessible to all students. A student may request academic accommodations for a disability (which include but are not limited to mental health, attention, learning, vision, and physical or health-related conditions). A student seeking academic accommodations should first register with Student Disability Services and then meet with the course instructor privately in the instructor's office to make particular arrangements. Reasonable accommodations are established through an interactive process between the student, instructor, and SDS. See <http://sds.studentlife.uiowa.edu/> for information.

**Academic Honesty:** All CLAS students or students taking classes offered by CLAS have, in essence, agreed to the College's [Code of Academic Honesty](#): "I pledge to do my own academic work and to excel to the best of my abilities, upholding the [IOWA Challenge](#). I promise not to lie about my academic work, to cheat, or to steal the words or ideas of others; nor will I help fellow students to violate the Code of Academic Honesty." Any student committing academic misconduct is reported to the College and placed on disciplinary probation or may be suspended or expelled ([CLAS Academic Policies Handbook](#)).

**CLAS Final Examination Policies:** The final examination schedule for each class is announced by the Registrar generally by the fifth week of classes. Final exams are offered only during the official final examination period. No exams of any kind are allowed during the last week of classes. All students should plan on being at the UI through the final examination period. Once the Registrar has announced the date, time, and location of each final exam, the complete schedule will be published on the Registrar's web site and will be shared with instructors and students. It is the student's responsibility to know the date, time, and place of a final exam.

**Making a Suggestion or a Complaint:** Students with a suggestion or complaint should first visit with the instructor (and the course supervisor), and then with the departmental DEO. Complaints must be made within six months of the incident ([CLAS Academic Policies Handbook](#)).

**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 [Office of the Sexual Misconduct Response Coordinator](#) 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. For more information on Hawk Alert and the siren warning system, visit the [Department of Public Safety website](#).

For more information visit: <http://clas.uiowa.edu/faculty/teaching-policies-resources-syllabus-insert>