Introduction to Multimedia Storytelling (JMC:2020:0AAA)  Fall 2019

Lecture: Wednesday, 9:30–10:20 a.m. in 101 BCSB
Class site: http://multimedia.jmc.uiowa.edu/
Instructor: Professor Brian Ekdale, brian-ekdale@uiowa.edu
Office: E324 Adler Journalism Building (AJB)
Office Hours: Drop-in hours are Wednesday from 12–3 p.m. You can also make an appointment.
SJMC DEO: David Ryfe, david-ryfe@uiowa.edu Office: E305 AJB, Phone: 335-3486

<table>
<thead>
<tr>
<th>TA</th>
<th>Sec</th>
<th>Day/Time/Location</th>
<th>Drop-in/Lab Hours</th>
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</thead>
<tbody>
<tr>
<td>Mehrnaz Khanjani</td>
<td>01</td>
<td>W 10:30–1:20 p.m. (W332)</td>
<td>Drop-in: M 12:30-1:30 p.m. &amp; W 2–3 p.m. (E327)</td>
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<td>02</td>
<td>Th 12:30–3:20 p.m. (W336)</td>
<td>Lab: Th 3:30–4:30 p.m. (Student Center)</td>
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<td>Michael Davis</td>
<td>03</td>
<td>W 10:30–1:20 p.m. (W340)</td>
<td>Drop-in: Tu 12:30–2:30 p.m. (E329)</td>
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<td>05</td>
<td>Th 9:30–12:20 p.m. (W340)</td>
<td>Lab: Th 1–2 p.m. (Student Center)</td>
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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, and 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 Learning Objectives
• You will learn 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 produce stories for different media.
• You will develop skills using multiple software and hardware for creating multimedia stories.

Co-requisite Expectations
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.

Original Work
Everything you turn in for credit in this course must be original content produced for this course. If you have a job, internship, or work for the Daily Iowan and you want to use content produced in this course for those purposes, you must speak with your TA and professor in advance to get permission. You cannot produce content for these outside sources and submit it as work for this course. You also cannot submit work that includes any content created prior to taking this course or any content produced by someone else. Doing so may constitute academic misconduct.

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 quizzes, plagiarism, unauthorized collaboration, willful misrepresentation, and facilitating academic misconduct of others. Academic misconduct is serious, and therefore, has serious consequences that 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.

Late policy
No extensions will be given unless you have truly extenuating circumstances. In these cases, you must speak with your TA and professor before the assignment is due to make appropriate arrangements. 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.

Readings, Exemplars and Tutorials
This course has no required textbooks. All readings and tutorials are posted on ICON and listed on our course site. Exemplars will be posted on the course site. You are expected to complete readings, exemplars and tutorials by the start of class indicated. We also use The Associated Press Stylebook (required for JRW).
Grade Inquiries
If you have questions or concerns about a grade, please speak with your TA in person during his or her office hours. If you feel like the situation has not been resolved after this conversation, please see your professor in office hours to discuss the situation. These conversations will not occur over email.

Student Accommodations
Students who have documentation from Student Disability Services (SDS) for accommodations must present the documents and meet with the course instructor before the third week of classes. For more information, please see the section titled "Accommodations for Disabilities" under the "The College of Liberal Arts and Sciences: Policies and Resources" page at the end of the syllabus.

Equipment and Software
- Required: 320-GB or larger portable external hard drive with USB 3.0
  - Recommended: LaCie Rugged or LaCie Rugged Mini
- All other equipment used in this class is available for checkout (see below)

Equipment Checkout
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/software, but we will only provide technical support and training for the equipment/software used in this course.

Equipment Checkout Procedure
1. Reserve equipment anytime at http://checkout.uiowa.edu/home. You must bring a valid University of Iowa student ID card to pick up equipment.
2. Pick up reservations between 1–4 p.m. every afternoon. If you reserve more than 5 items, allow an hour before picking them up.
3. Reservations not picked up by 4 p.m. will be cancelled and the equipment may be checked out to other students.
4. Students without a reservation may check out up to 5 items of available equipment between 4–4:30 p.m.
5. All items are due back before 12 p.m. on the due date. Equipment is due in 2 days, with the exception of weekends, when items are due back on the following Monday.
6. There will be a fine for equipment returned late, accruing at $15 per day for Journalism students. A late fee will also be assessed for any “abandoned” equipment returned by another student or faculty member. Prevent late fees by contacting checkout staff BEFORE equipment is due.
7. You may get one extension on checked out items if available.
8. CHECK THROUGH THE EQUIPMENT BEFORE SIGNING CONTRACT!
   It is YOUR responsibility to make sure that everything listed on the contract is included and in working order before signing the contract. Anything found missing or damaged upon return will be charged to your U-Bill, including applicable insurance deductibles.
9. Please reserve only the equipment that you plan on actually using.
10. If you are unable to pick up your equipment, cancel the order and make one for another day.
11. Please reserve the same equipment number for all items when possible: Camera #1, Tripod #1, etc.
12. In the event equipment is stolen or damaged, you must obtain a police report, if possible, in order for the University to pursue an insurance claim.
13. Only one camera per student without written consent from instructor.
14. Do not take equipment out of the United States without departmental approval.
15. 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. Any abuse of the equipment and/or system will be dealt with on a case-by-case basis.
Contact the room manager with questions or problems at ProdUnit-Checkout@uiowa.edu or 319-335-0587.

**Grade Allocation (1000 points total)**

**Attendance: Required**
- Attendance is **required** in weekly lectures and lab sessions. Attendance is counted in lecture by signing the attendance sheet or submitting a quiz, depending on the week. Failure to sign the sheet or submit a quiz will result in a marked absence.
- Absences will only be excused for religious holidays, university-sanctioned events, long-term illnesses, and unavoidable circumstances. See the CLAS attendance page (https://clas.uiowa.edu/students/handbook/attendance-absences) for a detailed explanation of these terms. If you wish to have an absence excused, you must 1) email the professor about your absence prior to the start of the class period you are missing and 2) turn in the CLAS Absence Explanation form (found on the CLAS attendance page) and any additional documentation to the professor within one week of your absence. The professor alone will make the final determination as to whether or not the absence will be excused.
- To account for short-term illnesses (e.g. colds, pink eye, stomach bugs, etc.) and honest mistakes, all students will receive two “grace” unexcused absences combined between lecture and section. Any additional unexcused absences will result in a 25-point deduction from your overall grade (e.g., 25-point deduction for 3 absences, 50-point deduction for 4 absences, etc.). Missing more than five classes without discussing the situation with your instructor could result in a failing grade for the course. Although your “grace” absences will not negatively impact your overall grade in the course, you cannot make up the work and/or quizzes missed on those days.

**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).

**Lecture Quizzes: 50 points (10 points each)**
- We will have quizzes related to readings and/or exemplars that are due in lecture. We will have six quizzes and your lowest grade will be dropped.
- You must be in attendance and on time to receive points on your homework or quiz. Late quizzes will not be accepted.

**Section Quizzes: 50 points (10 points each)**
- We will have five quizzes on software tutorials in section.
- You must be in attendance and on time to receive quiz points. Late quizzes will not be accepted.

**In-class Assignments and Story Pitches: 200 points**
- Story pitches for MM stories, 5 pts. each (20)
- Setting up your site (20)
- SEO and social (20)
- Audience insights (20)
- Interviewing (20)
- Audio editing (20)
- Photography and visual storytelling (20)
- Video interview (20)
- Video editing (20)
- Final multimedia package pitch (20)

**Multimedia Stories: 350 points**
- Social story (50)
- Data story (50)
- Audio story (75)
- Photo story (75)
- Video 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
- A-: 900–920
- B+: 870–890
- B: 830–860
- B-: 800–820
- C+: 770–790
- C: 730–760
- C-: 700–720
- D+: 670–690
- D: 630–660
- D-: 600–620
- F: 590 & below

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<thead>
<tr>
<th>Lecture</th>
<th>Section</th>
<th>Readings and Tutorials</th>
<th>Assignments</th>
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<tbody>
<tr>
<td><strong>Week 1 (8/28)</strong></td>
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<tr>
<td>Introduction &amp; choosing the best way to tell a story</td>
<td>What is multimedia storytelling?</td>
<td><em>Advancing the Story</em>, ch. 1</td>
<td>Setting up your site assignment due by the end of section</td>
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<td>Mac basics, file management, WordPress, AP style</td>
<td>WordPress tutorial</td>
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<td><strong>Week 2 (9/4)</strong></td>
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<td>Search and social</td>
<td>Formatting drives</td>
<td><em>Mobile and Social Media Journalism</em>, ch. 6</td>
<td>SEO and social assignment due by the end of section</td>
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<td>SEO and social exercise</td>
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<td><strong>Week 3 (9/11)</strong></td>
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<td>Social graphics</td>
<td>Adobe Spark Quiz</td>
<td><em>New Graphic Design School</em>, ch. 2</td>
<td>Social story due Friday (9/13) by 8 p.m.</td>
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<td>Reading quiz #1</td>
<td>Adobe Spark Training</td>
<td>Adobe Spark tutorial</td>
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<td><strong>Week 4 (9/18)</strong></td>
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<td>Understanding data</td>
<td>Excel Quiz</td>
<td><em>Mobile and Social Media Journalism</em>, ch. 6</td>
<td>Audience insights exercise due by the end of section</td>
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<td>Excel training</td>
<td>Excel tutorial</td>
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<td>Audience insights exercise</td>
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<td><strong>Week 5 (9/25)</strong></td>
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<tr>
<td>Visualizing data</td>
<td>Adobe Spark Training</td>
<td><em>Social Media Analytics Strategy</em>, ch. 6</td>
<td>Data story due Friday (9/27) by 8 p.m.</td>
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<tr>
<td>Reading quiz #2</td>
<td>Work on data story</td>
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<td><strong>Week 6 (10/2)</strong></td>
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<td>Interviewing</td>
<td>Recording interviews</td>
<td><em>Aim for the Heart</em>, p. 77–87</td>
<td>Interviewing exercise due by the end of section</td>
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<td>Interviewing exercise</td>
<td>Exemplars on course site</td>
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<td><strong>Week 7 (10/9)</strong></td>
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<td>Audio editing</td>
<td>Audacity quiz</td>
<td><em>JournalismNext (3rd ed.)</em>, ch. 6</td>
<td>Audio editing exercise due by the end of section</td>
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<tr>
<td>Reading quiz #3</td>
<td>Audacity training</td>
<td>Audacity tutorial</td>
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<td></td>
<td>Audio editing exercise</td>
<td>Exemplars on course site</td>
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| Week 8 (10/16) | Audio storytelling | Work on audio story  
[**Required:** come to section with recorded interview to edit for your audio story] | Audio story due Friday (10/18) by 8 p.m. (joint assignment with JRW) |
|----------------|-------------------|---------------------------------------------------------------|------------------------------------------------------------------|
| **Week 9 (10/23)** | Photo storytelling | Photoshop quiz  
Photoshop training  
Shooting stills  
Photography and visual storytelling exercise | Photography and visual storytelling exercise due by the end of section |
| **Week 10 (10/30)** | Social media design | Work on photo story  
[**Required:** come to section with original images for photo story] | Photo story due Friday (11/1) by 8 p.m. (joint assignment with JRW) |
| **Week 11 (11/6)** | Video pre-production and production | Shooting video  
Video interview exercise | Video interview exercise due by the end of section |
| **Week 12 (11/13)** | Video post-production | Final Cut Pro X quiz  
Final Cut Pro X training  
Video editing exercise | Video editing exercise due by the end of section |
| **Week 13 (11/20)** | Multimedia packages | Work on video story  
[**Required:** come to section with footage to be edited for video]  
Meetings with your instructor to discuss final mm package | Final package pitch worksheet due by end of your section on Wednesday or Thursday; no late pitches accepted for points |
<p>| <strong>Thanksgiving Break – Enjoy!</strong> | | | |
| <strong>Week 14 (12/4)</strong> | Working in digital media | Work on final package | Exemplars on course site |</p>
<table>
<thead>
<tr>
<th>Week 15 (12/11)</th>
<th>Work on final package</th>
<th><em>Advancing the Story</em>, ch. 13</th>
<th>Equipment must be returned by the end of this week. No exceptions.</th>
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<tr>
<td>Jobs and internships</td>
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<tr>
<td>Reading quiz #6</td>
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Final MM packages (joint assignment with JRW) are due on your WordPress sites Wednesday, December 18 at Noon. We will not meet during finals weeks, and there will not be a final exam.
**Major and Joint Assignments for MMS and JRW**

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<thead>
<tr>
<th>Week</th>
<th>MMS assignments</th>
<th>JRW assignments</th>
<th>Due</th>
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<tr>
<td>Week 1</td>
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<td>Week 2</td>
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<td>Week 3</td>
<td>Social Story</td>
<td>One-interview</td>
<td>Friday by 8 p.m.</td>
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<td>Week 4</td>
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<td>Week 5</td>
<td>Data Story</td>
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<td>Friday by 8 p.m.</td>
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<td>Week 6</td>
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<td>Week 7</td>
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<td>Week 8</td>
<td>Audio story*</td>
<td>Reaction story*</td>
<td>Friday by 8 p.m.</td>
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<td>Week 9</td>
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<td>Week 10</td>
<td>Photo story*</td>
<td>Event story*</td>
<td>Friday by 8 p.m.</td>
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<td>Week 11</td>
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<td>Week 12</td>
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<td>Week 13</td>
<td>Video story**</td>
<td>Public affairs</td>
<td>Friday by 8 p.m.</td>
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<td>story**</td>
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<td>Thanksgiving Break</td>
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<td>Week 14</td>
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<td>Week 15</td>
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<td>Finals</td>
<td>Final MM package*</td>
<td>Final feature</td>
<td>Wednesday by Noon.</td>
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<td>story*</td>
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*Joint assignment:* 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.

**Optional joint assignment:** Video and public affairs story can be joint or separate (see assignment description).
The College of Liberal Arts and Sciences: Policies and Resources

Absences and Attendance
Students are responsible for attending class and for contributing to the learning environment of a course. Students are also responsible for knowing their course absence policies, which will vary by instructor. All absence policies, however, must uphold the UI policy related to student illness, mandatory religious obligations, including Holy Day obligations, unavoidable circumstances, or University authorized activities (https://clas.uiowa.edu/students/handbook/attendance-absences). Students may use this absence form to aid communication; the instructor will decide if the absence is excused or unexcused (https://clas.uiowa.edu/sites/default/files/ABSENCE%20EXPLANATION%20FORM2019.pdf).

Academic Integrity
All undergraduates enrolled in courses offered by CLAS have, in essence, agreed to the College's Code of Academic Honesty. Misconduct is reported to the College, resulting in suspension or other sanctions, with sanctions communicated with the student through the UI email address (https://clas.uiowa.edu/students/handbook/academic-fraud-honor-code).

Accommodations for Disabilities
UI is committed to an educational experience that is accessible to all students. A student may request academic accommodations for a disability (such as mental health, attention, learning, vision, and physical or health-related condition) by registering with Student Disability Services (SDS). The student is then responsible for discussing specific accommodations with the instructor. More information is at https://sds.studentlife.uiowa.edu/.

Administrative Home of the Course
The College of Liberal Arts and Sciences (CLAS) is the administrative home of this course and governs its add/drop deadlines, the second-grade-only option, and related policies. Other colleges may have different policies. CLAS policies may be found here: https://clas.uiowa.edu/students/handbook.

Communication and the Required Use of UI Email
Students are responsible for official correspondences sent to the UI email address (uiowa.edu) and must use this address for all communication within UI (Operations Manual, III.15.2).

Complaints
Students with a complaint about an academic issue should first visit with the instructor or course supervisor and then with the Chair of the department or program offering the course; students may next bring the issue to the College of Liberal Arts and Sciences. For more information, see https://clas.uiowa.edu/students/handbook/student-rights-responsibilities.

Final Examination Policies
The final exam schedule is announced around the fifth week of classes; students are responsible for knowing the date, time, and place of a final exam. Students should not make travel plans until knowing this information. No exams of any kind are allowed the week before finals. Visit https://registrar.uiowa.edu/final-examination-scheduling-policies.

Nondiscrimination in the Classroom
UI is committed to making the classroom a respectful and inclusive space for all people irrespective of their gender, sexual, racial, religious or other identities. Toward this goal, students are invited to optionally share their preferred names and pronouns with their instructors and classmates. The University of Iowa prohibits discrimination and harassment against individuals on the basis of race, class,
gender, sexual orientation, national origin, and other identity categories set forth in the University’s Human Rights policy. For more information, contact the Office of Equal Opportunity and Diversity (diversity.uiowa.edu).

**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 must uphold the UI mission and contribute to a safe environment that enhances learning. Incidents of sexual harassment must be reported immediately. For assistance, please see https://osmrc.uiowa.edu/.
Follow SJMC on social media!

Facebook: https://www.facebook.com/UISJMC/

Instagram: https://www.instagram.com/ uiowa_sjmc/

Twitter: https://twitter.com/UIOWA_SJMC

LinkedIn: https://www.linkedin.com/school/19128785