Some of the policies relating to this course (such as the drop deadline) are governed by its administrative home, the College of Liberal Arts and Sciences, 120 Schaeffer Hall.

**Instructor: Kirk Murray**  
Office location and hours: *TBD* - Wednesdays 5:30-7:00 pm and by appointment  
Phone: 319-400-1571  
E-mail: kirk-murray@uiowa.edu  
DEO: Dr. David Ryfe, david-ryfe@uiowa.edu, Office: E305B AJB

**Course Description**

This workshop strengthens multimedia skills to develop compelling digital stories for journalism, strategic communication and social media. The class focuses on a range of storytelling techniques and tools to create stories that incorporate visual, audio, and writing elements. You will strengthen your digital storytelling skills by producing multimedia projects, including photography essays, videos, and branded content. This class is project-based with opportunities to produce individual and collaborative work.

This is a 3-credit course. While class is designed to prepare you for your assignments, you should expect to spend significant time outside of class to complete homework and major assignments. It is not a reasonable expectation that you will complete all your major assignments during class editing sessions. A 3-credit course requires a minimum of 6 hours of out-of-class work per week. There will be adequate open lab hours throughout the week for you to work on assignments.
Learning Objectives

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 strengthen your 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 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.

Texts

This class has no required textbooks. All readings and materials (e.g., handouts, videos, etc.) are posted on ICON and listed on our class website. You are expected to read/listen/watch by the start of class.

Hardware and Software

- **Required**: 320-GB or larger portable external hard drive with USB 3.0 or Firewire 800
• All other equipment used in class is available in labs and 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 Communications building. To check out equipment for this course, you must make a reservation at [http://checkout.uiowa.edu/](http://checkout.uiowa.edu/). We have access to audio recorders, cameras, mobile devices, 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 I 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 I will only provide support for the software I teach.

**Equipment Checkout Policies**

• You must have a valid University of Iowa student ID card to checkout equipment. Reserve equipment at [http://checkout.uiowa.edu/](http://checkout.uiowa.edu/)

• Pick up reservations between 1:00 p.m.–4:00 p.m. every afternoon. If you reserve more than 5 items, **allow an hour** before picking them up.

• Reservations not picked up by 4:00 p.m. will be cancelled and the equipment may be checked out to other students.

• Students without a reservation may checkout up to 5 items of available equipment between 4:00 p.m.–4:30 p.m.

• **All items are due back before 12:00 p.m. on the due date.** Equipment is due in 2 days, with the exception of weekends, when items are due back on Monday.

• There will be a fine for equipment returned late, accruing at $10 per day for Cinema students, and $15 for Journalism students. Prevent late fees by contacting checkout staff **before** equipment is due.

• You may get **one extension** on checked out items if available.
• Check through the equipment **before** signing the 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.

• Please reserve only the equipment that you plan on actually using.

• If you are unable to pick up your reserved equipment, cancel the order and make one for another day.

• Please reserve the same equipment number for all items when possible: Camera #1, Tripod #1, H4n #1, etc.

• 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.

• Only one camera per student without written consent from instructor.

• Do not take equipment out of the United States without departmental approval.

• 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.

Questions or problems contact **ProdUnit-Checkout@uiowa.edu**

**Expectations and Grade Allocation**

**Attendance and participation: Required**

• 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 me, 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 in-class work missed on those days.

• Absences will only be excused for university-sanctioned events in which you give me 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, stomach bugs, etc.) and work, internship, or DI-related absences will not be excused.

• I expect that you will come to class with your assignment materials prepared to work.

• I expect you to pay attention and complete all in-class assignments.

• I expect you to be a responsible classmate and group member who participates in group assignments.

In-class work and quizzes: 200 points

• We will have a number of in-class assignments/quizzes designed to strengthen your skills and prepare you for your major assignments.

• You must be present in class to complete quizzes and in-class assignments.

• In-class assignments are due during the class when they are assigned. Late assignments will not be accepted.

• You cannot make up missed in-class work or quizzes.

Major assignments: 800 points

• Major assignments are designed to showcase and highlight skills learned in each section with the final project reflecting growth and development in digital storytelling across multiple domains.

• Major assignments may include individual and team projects.
Major assignments require substantial work outside of class time to plan, execute and complete. You will have in-class feedback and workshop time for each major assignment.

- Photography – 150 points
- Design/Branding – 150 points
- Video – 150 points
- Final project – 350 points

Total: 1000 points

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

<table>
<thead>
<tr>
<th>Grade</th>
<th>Points</th>
<th>Grade</th>
<th>Points</th>
<th>Grade</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>930-above</td>
<td>B-</td>
<td>800-829</td>
<td>D+</td>
<td>670-699</td>
</tr>
<tr>
<td>A-</td>
<td>900-929</td>
<td>C+</td>
<td>770-799</td>
<td>D</td>
<td>630-669</td>
</tr>
<tr>
<td>B+</td>
<td>870-899</td>
<td>C</td>
<td>730-769</td>
<td>D-</td>
<td>600-629</td>
</tr>
<tr>
<td>B</td>
<td>830-869</td>
<td>C-</td>
<td>700-729</td>
<td>F</td>
<td>599 &amp; below</td>
</tr>
</tbody>
</table>

A Note on Collaboration
Some of the work throughout the semester may be collaborative. Each student on a given team is expected to complete a similar amount of work and to contribute equally to the work. Each student will complete a self-evaluation and a group evaluation, describing this equality or the lack of it during the group’s work. For more information, see the assignment sheet, the grading rubric, and the self-evaluation form for the project. Students who misrepresent themselves as equal partners in this collaborative project but who are actually letting others do the bulk of the work will be reported to the College for academic dishonesty. If you have questions, it is your responsibility to ask them.
<table>
<thead>
<tr>
<th>Schedule*</th>
<th>Tuesday</th>
<th>Thursday</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Section 1: Photography</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
| Week 1  
(8/27, 8/29) | Course Introduction      | Storytelling              |
|           | Storytelling Assignment  | Photography Overview      |
|           |                          | Photography Assignment #1 |
| Week 2  
(9/3, 9/5) | Software Assessment/Training | Photography Assignment #2 |
| Week 3  
(9/10, 9/12) | Photography Workshop     | Photography Workshop      |
|           | Quiz #1                  |                            |
| Week 4  
(9/17, 9/19) | Photography Critique     | Photography Critique      |
| **Section 2: Videography** | | |
| Week 5  
(9/24, 9/26) | Video Introduction       | Software Assessment/Training |
|           | Minor Video Assignment   | Video Editing Assignment   |
| Week 6  
(10/1, 10/3) | Video Workshop           | Video Assignment #1        |
|           | Quiz #2                  |                            |
| Week 7  
(10/8, 10/10) | Video Workshop           | Video Assignment #2        |
| Week 8  
(10/15, 10/17) | Video Critique           | Video Critique             |

*Schedule subject to change. You will be given advance notice of any changes. Readings and exemplars will be posted on the course website. You are expected to read/listen/watch by the start of class indicated.*
### Section 3: Design/Branding

| Week 9  
<table>
<thead>
<tr>
<th>Date</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>(10/22,</td>
<td>Design/Branding Introduction</td>
</tr>
<tr>
<td>10/24)</td>
<td>Minor Design Assignment</td>
</tr>
<tr>
<td></td>
<td>Software Assessment/Training</td>
</tr>
<tr>
<td></td>
<td>Design Assignment #1</td>
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</tbody>
</table>

| Week 10  
<table>
<thead>
<tr>
<th>Date</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>(10/29,</td>
<td>Design/Branding Workshop</td>
</tr>
<tr>
<td>10/31)</td>
<td>Quiz #3</td>
</tr>
<tr>
<td></td>
<td>Design/Branding Workshop</td>
</tr>
<tr>
<td></td>
<td>Design Assignment #2</td>
</tr>
</tbody>
</table>

| Week 11  
<table>
<thead>
<tr>
<th>Date</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>(11/5, 11/7)</td>
<td>Design/Branding Critique</td>
</tr>
<tr>
<td></td>
<td>Final Project Overview</td>
</tr>
</tbody>
</table>

### Section 4: Final Project

| Week 12  
<table>
<thead>
<tr>
<th>Date</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>(11/12,</td>
<td>Final Project Workshop/Critiques</td>
</tr>
<tr>
<td>11/14)</td>
<td>Final Project Workshop/Critiques</td>
</tr>
<tr>
<td></td>
<td>Final Project Workshop/Critiques</td>
</tr>
</tbody>
</table>

| Week 13  
<table>
<thead>
<tr>
<th>Date</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>(11/19,</td>
<td>Final Project Workshop/Critiques</td>
</tr>
<tr>
<td>11/21)</td>
<td>Final Project Workshop/Critiques</td>
</tr>
<tr>
<td></td>
<td>Final Project Workshop/Critiques</td>
</tr>
</tbody>
</table>

**Thanksgiving break – Enjoy!**

| Week 14  
<table>
<thead>
<tr>
<th>Date</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>(12/3, 12/5)</td>
<td>Final Project Workshop/Critiques</td>
</tr>
<tr>
<td></td>
<td>Final Project Workshop/Critiques</td>
</tr>
</tbody>
</table>

| Week 15  
<table>
<thead>
<tr>
<th>Date</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>(12/10,</td>
<td>Final project drafts due by end of class</td>
</tr>
<tr>
<td>12/12)</td>
<td>Final project preview presentations</td>
</tr>
</tbody>
</table>
Resources for Students

Students will find the Writing Center and the Speaking Center very useful for this course; the Tutor Iowa site is also very valuable for students seeking extra help:
Writing Center: https://writingcenter.uiowa.edu/
Speaking Center: https://speakingcenter.uiowa.edu/
Tutor Iowa: https://tutor.uiowa.edu/

Calendar of Course Assignments and Exams

*Detailed reading assignments, other assignments, and exams should be noted on a calendar of assignments. Calendar headings highlighting topics or ideas studied each week can be very helpful to students. It is also helpful for students to have an evaluated assignment before the third week of the class in order to provide explicit course expectations. Also, students are more likely to participate and attend a class when graded assignments occur throughout the semester on a regular basis.*

College of Liberal Arts and Sciences: Information for Undergraduates

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 the absence policies for their courses, which will vary by instructor. All absence policies, however, must uphold the UI policy related to student illness, mandatory religious obligations, unavoidable circumstances, or University authorized activities (https://clas.uiowa.edu/students/handbook/attendance-absences). Students may use this absence form to communicate with instructors: 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](https://clas.uiowa.edu/students/handbook/academic-fraud-honor-code). 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/](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](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](https://sds.studentlife.uiowa.edu/)).

**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 CLAS in
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.
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Stay up-to-date on deadlines, events, scholarships, internships, alumni & more!

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@UISJMC
@uiowa_sjmc

www.linkedin.com/school/19128785