

Class meets Tuesday, 9:30–11:20 a.m. in W236 AJB

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Office hours: Tuesday 11:30 a.m.–12:30 p.m. & Thursday 11:30 a.m.–12:30 p.m. or by appt.

SJMC DEO: Dr. David Ryfe, david-ryfe@uiowa.edu, Office: E305B AJB

Class website: <http://multimedia.jmc.uiowa.edu/digitalstorytelling>

Course Overview

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, text, and data. You will strengthen your digital storytelling skills by producing multimedia projects, including social stories, videos, podcasts, and branded content. This class is project-based with opportunities to produce individual and collaborative work.

This is a 4-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 4 s.h. 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.

Course Objectives

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 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.

Course-Specific Objectives

- You will create compelling multimedia stories for different media and audiences.
- You will strengthen your multimedia skills using digital tools and equipment.
- You will produce professional-quality individual and group projects on topics of interest.

Jobs, Internships and The Daily Iowan

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 me in advance to get permission. Failure to get permission from me to use course content for other purposes will result in a 0 for that assignment.

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.

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

This class has no required textbooks. All readings and materials (e.g., podcasts, 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/>. 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/>
- 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.

Contact Tim Looney with questions or problems at timothy-looney@uiowa.edu or 319-335-0587.

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 designed to strengthen your skills and prepare you for your major assignments. These assignments will be graded on an “all, half or none” scale. For example, a 10-point assignment will be graded as 10, 5, or 0 points, while a 20-point assignment will be graded as 20, 10, or 0 points depending on your performance.
- 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 module with the final project reflecting growth and development in digital storytelling across multiple domains.
- Major assignments 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.
 - Tech book camp – 100 points
 - A/B testing – 100 points
 - Podcast – 100 points
 - Mobile video – 100 points
 - Native advertisement – 100 points
 - Final project – 300 points

Total: 1000 points

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

A	930-above	B-	800–820	D+	670–690
A-	900–920	C+	770–790	D	630–660
B+	870–890	C	730–760	D-	600–620
B	830–860	C-	700–720	F	590 & below

Schedule ¹	Tuesday	Thursday
Module 1: Digital tools and technology		
<i>Week 1</i> (8/22, 8/24)	Course introduction Storytelling and tech assessment	Technology review “Tech boot camp” assigned
<i>Week 2</i> (8/29, 8/31)	Advanced software training	“Tech boot camp” workshop
Module 2: Understanding audiences and media consumption		
<i>Week 3</i> (9/5, 9/7)	“Tech boot camp” due by start of class Audiences “A/B testing” assigned	Audience analytics What do we know about audiences and how do we know it?
<i>Week 4</i> (9/12, 9/14)	Social media news consumption Using data to make decisions	“A/B testing” due by start of class Designing and testing
Module 3: Podcast production and consumption		
<i>Week 5</i> (9/19, 9/21)	The art of podcasting Introduction to the podcast studio	“Podcast” assigned (multiple parts and due dates) Audio editing
<i>Week 6</i> (9/26, 9/28)	The business of podcasting Pitches/plans due by start of class	Working in the podcast studio Scripts due by end of class
<i>Week 7</i> (10/3, 10/5)	Podcast logo and theme music due by start of class Podcast recording and editing	Podcast recording and editing Podcast episode due by the end of class
Module 4: Mobile media production and consumption		
<i>Week 8</i> (10/10, 10/12)	Producing mobile media “Mobile video” assigned (multiple parts and due date)	Consuming mobile media

¹ 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.

<i>Week 9</i> (10/17, 10/19)	Shooting mobile video Pitches/plans due by start of class	Editing mobile video Shot list due by end of class
<i>Week 10</i> (10/24, 10/26)	Mobile video rough cut due by start of class Feedback and editing workshop	Editing workshop Mobile video final cut due by end of class
<i>Module 5: Branded and sponsored content</i>		
<i>Week 11</i> (10/31, 11/2)	Producing branded/sponsored content	Consuming branded/sponsored content “Native advertisement” assigned (multiple parts and due date)
<i>Week 12</i> (11/7, 11/9)	Branded/sponsored content ethics Pitches/plans due by start of class	Developing ads Scripts/storyboards due by end of class
<i>Week 13</i> (11/14, 11/16)	Editing workshop	“Native advertisement” due by start of class Final project assigned
Thanksgiving break – Enjoy!		
<i>Module 6: Final digital storytelling project</i>		
<i>Week 14</i> (11/28, 11/30)	Final project pitch due by start of class Final project meetings and workshop	Final project workshop
<i>Week 15</i> (12/5, 12/7)	Final project workshop Final project drafts due by end of class	Final project preview presentations Final project workshop
<i>Finals week</i>	Final project due by the end of our scheduled final exam time, TBD. You will not be able to checkout equipment during finals week. You will have access to the labs during open lab hours.	

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 <https://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 includes but is 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 <https://sds.studentlife.uiowa.edu/> for information.

Nondiscrimination in the Classroom

The University of Iowa 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, or visit diversity.uiowa.edu.

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](#).