Course Outline for MSCM 35

MULTIMEDIA REPORTING

Effective: Spring 2014

I. CATALOG DESCRIPTION:
   MSCM 35 — MULTIMEDIA REPORTING — 3.00 units

   This course will provide an introduction to multimedia storytelling with a journalism emphasis. Techniques that will be explored include use of video, photos, audio, animation, and text to convey interactive news and feature stories through the Internet and other electronic media. It also will include techniques in digital research, critical thinking, and synthesis. It will introduce the legal and ethical issues in the recording of sources. Emphasis is placed upon the methods and techniques of multimedia reporting, including scripting, storyboarding, camera use, lighting, sound, and editing with video editing software such as Final Cut Pro.

   1.00 Units Lecture 2.00 Units Lab

   Grading Methods:
   Letter or P/NP

   Discipline:

	MIN
Lecture Hours:	18.00
Lab Hours:	108.00
Total Hours:	126.00

II. NUMBER OF TIMES COURSE MAY BE TAKEN FOR CREDIT: 1

III. PREREQUISITE AND/OR ADVISORY SKILLS:

IV. MEASURABLE OBJECTIVES:
   Upon completion of this course, the student should be able to:
   A. demonstrate understanding and use of all components of a pro-sumer-level digital video and still camera.
   B. produce and edit digital video and audio using video editing software such as Final Cut Pro;
   C. describe conventions of journalism;
   D. assess digital storytelling strategies and demonstrate effective storytelling techniques, knowing when and how to use traditional print, audio, video, multimedia, other visual and social media;
   E. demonstrate appropriate use of copy editing techniques for written work;
   F. demonstrate use of omni-directional and shotgun microphone for sound recording;
   G. demonstrate understanding of basic components of multimedia reporting including use of visual communications, use of stand-ins, and the impact of camera movements;
   H. demonstrate an understanding of basic elements of composition;
   I. produce multimedia slideshow stories using still photographs and integrate still photos into video;
   J. produce and upload videos online;
   K. identify and access digital media sources, including databases;
   L. produce a finished video and/or slideshow for integration into the web sites of the other college media;
   M. interpret and apply legal and ethical issues to works created, including copyright;
   N. critique multimedia stories and identify specific areas in which improvement can be made;
   O. produce and demonstrate effective use of blogs and interactive social media in multimedia reporting.

V. CONTENT:
   A. Use of equipment in multimedia reporting
      1. Camera
      2. Video camera
   B. Introduction and practice with video and audio editing
      1. Video production using a digital camera
         a. Focusing
         b. Lighting
         c. Tripod use
      2. iMovie
      3. Final Cut Pro
         a. Three-point editing
         b. Fades and transitions
         c. Stills
         d. Audio

C. Conventions of journalism
D. Multimedia storytelling
    1. Scripting and storyboarding
        a. Identifying and scouting for stories
        b. Brainstorming and scripting
        c. Storyboarding
           1. Scenes and shots
           2. Framing
           3. Camera movement
           4. Stills
           5. Stand-ins
           6. Equipment and crew organization
    2. Research, including digital research techniques
    3. Questions and interviewing
    4. The role of multimedia storytelling in converging media
    5. Identifying when and how to use traditional print, audio, video, multimedia, other visual, and social media in reporting
E. Conventions of editing
    1. Copy editing
    2. Photo editing
    3. Video editing
    4. Audio editing
F. Sound during video production
    1. Omni-directional microphones
    2. Shotgun microphones
G. Multimedia techniques
    1. Visual communications
    2. Interviewing and researching
    3. Use of stand-ins
    4. Camera movement
H. Composition in video production
I. Still photos in multimedia storytelling
    1. Photoshop
    2. Slideshows
    3. Stills in video production
J. Uploading to the web
K. Assess digital media sources, including database
L. Video and or slideshow production through collaboration with team members and the college media
M. Introduction to legal and ethical concerns in multimedia reporting, including copyright
N. Critique and analysis of multimedia reporting
O. Blogs and interactive social media in multimedia reporting

VI. METHODS OF INSTRUCTION:
A. **Research** - Contemporary topics concerning online media
B. **Lecture** - Lectures covering all phases of production
C. **Projects** - Conduct group critiques of issues for strengths and weaknesses
D. **Critique** - Viewing and evaluation of current multimedia storytelling
E. **Demonstration** - In-class demonstration of equipment and software use
F. Coached supervision during lab sessions
G. **Guest Lecturers** -
H. **Field Trips** -
I. Individual conferences about work produced

VII. TYPICAL ASSIGNMENTS:

A. Storyboards:

    1. Create a storyboard outlining all scenes, camera movements, stills, and narration.

    2. Include responsibilities of sound and lighting technician.

B. Shooting: Shoot all scenes of video as sequenced in storyboard without editing during post-production.

C. Final Cut Pro: Edit identical reel in two styles: the first conveying opinion, the second conveying truth.

VIII. EVALUATION:
A. **Methods**

    1. Other:
        a. Written peer critiques of work
        b. Quizzes and exams
        c. Completion of projects by deadline
        d. Preparation of reporting projects across multiple platforms
        e. Participation in group discussions of work and required readings
        f. Preparation of a DVD and online portfolio, including work from the entire class
        g. Demonstration of professional protocols, including meeting deadlines, class attendance, and adherence to ethical standards
        h. Instructor will provide individual verbal critiques during lab
B. **Frequency**

    1. Deadlines, critiques, discussions, reporting projects, quizzes, exams, exercises, and professional protocols are evaluated on a weekly basis.
    2. The portfolio work is a semester-long project.

IX. TYPICAL TEXTS:
1. Briggs, M. (2010). *Journalism Next: A Practical Guide to Digital Reporting and Publishing*. Washington, DC: CQ Press.
2. Luckie, M. (2012). *The Digital Journalist's Handbook*. : CreateSpace.
3. Levinson, P. (2012). *New New Media* (2nd ed.). New York: Penguin Academics.
4. Kobre, K. (2012). *Videojournalism: Multimedia Storytelling*. Waltham, Massachusetts: Focal Press-Elesvier.

X. OTHER MATERIALS REQUIRED OF STUDENTS:
    A. Flash drive, camera, Blank DVDs, notebook