Foundations of Multimedia Storytelling

JOMC490 Spring 2014
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Course Description

In this course, students will be tasked with finding and researching a social issue, then planning and creating an online journalism product on the issue utilizing multimedia journalism techniques. Each member of the class will serve both as an editor and a producer. Students will work in teams, and will meet a series of deadlines in which each team will present to an editorial board composed of the other teams. Each team's story package will undergo a series of editorial reviews until the final packages are published in a documentary multimedia website.

Our project will appeal to a target audience identified by the editorial team, with a commitment to building the project's reach through legacy media, social media, education, and audience participation.

COURSE OBJECTIVES

- Refine your ability to tell meaningful stories with video, text, design, or graphics on a focused topic.
- Learn to research, plan, execute, publish and promote an online multimedia project focused on a social issue.
- Develop your skills in working on a multimedia team.
- To develop your preparation, research and time management skills.
- To develop your writing and presentation skills including proposal writing and making pitches and presentations.

COURSE REQUIREMENTS

- You will help research, plan, produce and promote a multimedia project on a social issue.
- You will research, propose, produce and publish a long term story in your specialization.
- You will meet a series of project milestones.
- You will contribute as a member of the project's editorial staff, performing weekly critiques and planning sessions.
- You will write evaluations on your work and that of your teammates.
- You will make a story pitches to the group.
- Your team will be responsible for finding relevant readings for one week of the class, and bringing in or skyping with a relevant speaker.
- You will have regular reading assignments and comment on readings.
- In addition to your content production role, you will have a role in the site production and promotion.

Core Competencies
The School of Journalism and Mass Communication's accrediting body has developed a set of values and competencies. Learn about them here:
http://bit.ly/1dk0dom
JOMC courses are designed to build your abilities in each of these areas. In this class, we will address several of the values and competencies under "Professional values and competencies" in the link above.

Schedule
The class will be divided into three sections:

Pre Production Phase - January 9-30:
Pre-production will include research, story and sidebar budget, story development and access, design comps, database updating, content sidebar research, and creation

Content Gathering – February 1 - March 27:

Content gathering will include shooting, recording, translating, and editing all video stories, shooting and producing panoramas and time lapses, and content gathering for graphics and design.

Final Production Phase – April 1 -April 24:
Final production will include finalizing all content edits and presentation, implementing final site design, uploading all content. This time may well include extra late night "lockin" editing sessions to finish the project on time. Be prepared to spend as much time as it takes.

Attendance
Is absolutely necessary if you are to succeed in this class. We will be working as a team and as such will depend on each member to carry their share of the workload. Attendance will be recorded and will be taken into account for your grade.

Deadlines
For this project to be successful, production milestones must be met consistently. Each deadline is worth points towards your final grade.

Grading & Expectations
This class is a bit different from most because of it is a project. We will function as a multimedia team, and as such your grade will be based on the work you produce for the project **and** how you function as a member of the team. Each team member will have assignments based on their specialty, but you will also be expected to help the team in a variety of ways that may change based on the dynamic nature of the project. Managing your time, meeting deadlines, following directions and volunteering to help in whatever ways possible will be important, especially in the final production phase.

Content (text, design, video docs, sidebars) 50%
Production (research, exercises, deadlines, deliverables, site production & promotion) 40%
Participation (effort, teamwork, reading/speaker, effort to assist other team members, proactivity) 10%

Course Materials
You will need your own firewire hard drive and flash drive
You will need video compatible compact flash cards, recommended two 32GB or larger.

Other Faculty and Coaches
There will be guest editors and faculty periodically.

Isabella Bartolucci