

## **JOU-3601 Multimedia Storytelling - Summer I 2017**

Tuesday, Thursday 1:30-4:25

Annenberg 02

### **Professor Jillian Bauer**

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Annenberg 321

Office hours by appt. only

### **Class Website**

[tumultmediastorytelling.com](http://tumultmediastorytelling.com)

## **COURSE OVERVIEW**

### **Course Description**

This class is an advanced multimedia course examining the underlying concepts, principles, workflow and technical processes involved in telling stories online. Students will learn to experiment with storytelling through photography, audio, video, data and text.

## **COURSE POLICIES**

### **Attendance**

Attendance and on-time arrival are requirements for this course. More than one unexcused absence or more than two late arrivals will result in an automatic grade of "F." If you have a personal emergency, please contact me in advance to request an excused absence.

### **Deadlines**

Late work will carry a penalty of 10 points for each day the project is late.

### **Plagiarism**

For the purposes of this course, plagiarism will be defined as taking the words, ideas, or images of another person and presenting them as one's own without proper credit. Plagiarizing is considered cheating. Any student who plagiarizes will fail the course and will be reported to the department for further review.

### **Storage Media**

The work in this course relies on each student's ability to transport folders and files from the classroom to the Tech Center/their personal computers. For that reason, all students need either an online storage account or a USB/external hard drive. You can find a 1TB external HD for \$50 on Amazon: <http://amzn.to/2qA3LC9>.

### **Respect**

An environment of respect is essential to the learning process. All students will be expected to respect the diversity of opinions and perspectives that comprise our learning community. The

diversity of a multicultural society requires that we discuss our differences of opinion with no anger, arrogance or personal attacks, and without perpetuating stereotypes about gender, age, race, religious affiliation, sexual preference, national origin, dialect or disability. Behavior that interferes with an environment of respect will not be tolerated.

### **Special Needs**

It is our desire that all students fully participate in our department's curriculum, but we need your assistance. If you have a disability or a condition that compromises your ability to complete the requirements of this course, you must notify me immediately. Reasonable efforts will be made to accommodate your needs.

### **Mental Health/Substance Use**

Students struggling with mental health or substance use issues should immediately seek counseling at Tuttleman Counseling Services located at 1810 Liacouras Walk on the 5<sup>th</sup> Floor. If you need someone to take you there, feel free to stop by my office at any time and I will happily go with you.

### **COURSE ASSIGNMENTS/GRADING**

#### **Five Blocks Project**

For the next six weeks you'll be reporting on stories within five blocks from the edge of Temple's campus. This area includes:

- 5<sup>th</sup>-10<sup>th</sup> Streets
- 16<sup>th</sup>-21<sup>st</sup> Streets
- Diamond-Huntingdon Streets
- Cecil B. Moore Street-Girard Avenue

All assignments must be posted to the project website, which can be accessed as follows:

**URL:** <http://bit.ly/2qducub>

**ID:** Your Temple email

**PW:** SMCtemple1884!

#### **Graded Assignments**

Your final grade for this class will be broken down as follows:

- **Photo Series: Person on the Street** - 100 points
- **Audio Slideshow: Individual Profile** - 100 points
- **Video Story: Community/Business/Organization/Event** - 100 points
- **Enterprise Story I** - 150 points
- **Enterprise Story II** - 150 points

## **Total Points Possible: 600**

### **Photo Series - Due 5/23**

All students must photograph 7-10 subjects and ask them, "What is the biggest issue your community is facing today?" The final project must include:

- A headline, dek and lede
- 7-10 photos edited in Lightroom featuring 7-10 individuals
- Captions with each individual's first name, last name, age, photo location and quote

To submit your project, post your story to the Five Blocks website before class on 5/23.

### **Audio Slideshow - Due 5/30**

All students must produce a 2- to 3-minute audio slideshow that profiles a single individual. The final project must include:

- A headline, dek and lede
- 15+ photos edited in Lightroom
- 2-3 minutes of audio edited in Audition or Premiere
- Final .mov edited in Premiere with transitions between each image

To submit your project, post your story to the Five Blocks website before class on 5/30.

### **Video Story - Due 6/6**

All students must produce a 2- to 5-minute video story on a community, business, organization, or event. The final project must include:

- A headline, dek and lede
- 3+ interviews
- Final .mov edited in Premiere with transitions between each image
- **Absolutely, 100% NO vertical video**

To submit your project, post your story to the Five Blocks website before class on 6/6.

### **Enterprise Story I - Due 6/13**

All students must produce a multimedia story that either profiles a community, business or organization, or focuses on a community issue or solution to a community issue. The final project must include:

- A headline, dek and lede
- 750+ words, plus two of the following components:
  - 3+ photos

- 90 seconds of audio (one 90-sec. clip, two 45-sec. clips, or three 30-sec. clips)
- 90 seconds of video (one 90-sec. clip, two 45-sec. clips, or three 30-sec. clips)
- Data visualization

To submit your project, post your story to the Five Blocks website before class on 6/13.

### **Enterprise Story II - Due 6/22**

All students must produce a multimedia story that either profiles a community, business or organization, or focuses on a community issue or solution to a community issue. The final project must include:

- A headline, dek and lede
- 750+ words, plus two of the following components:
  - 3+ photos
  - 90 seconds of audio (one 90-sec. clip, two 45-sec. clips, or three 30-sec. clips)
  - 90 seconds of video (one 90-sec. clip, two 45-sec. clips, or three 30-sec. clips)
  - Data visualization

To submit your project, post your story to the Five Blocks website before class on 6/22.

### **Grading Scale**

Your final grade will be calculated as follows:

<b>A</b>	558 to 600 points
<b>A -</b>	540 to 557 points
<b>B+</b>	528 to 539 points
<b>B</b>	498 to 527 points
<b>B-</b>	480 to 497 points
<b>C+</b>	468 to 479 points
<b>C</b>	438 to 467 points
<b>C-</b>	420 to 437 points
<b>D</b>	360 to 419 points
<b>F</b>	0 to 359 points

### **COURSE SCHEDULE**

#### **Week 1 - (5/16, 5/18)**

##### **Day 1**

Syllabus

Intro to Photography

Photo Editing

**Day 2**

Photo Series Discussion  
Reporting/Production Day 1

**\*Due: Be prepared to discuss your plan for/progress on the Photo Series project**

**Week 2 - (5/23, 5/25)**

**Day 1 - 5/23**

Photo Series Critiques  
Intro to Audio Slideshows  
Audio Slideshow Editing

**\*Due: Photo Series**

**Day 2 - 5/25**

Audio Slideshow Discussion  
Reporting/Production Day 2

**\*Due: Be prepared to discuss your plan for/progress on the Audio Slideshow project**

**Week 3 - (5/30, 6/1)**

**Day 1 - 5/30**

Audio Slideshow Critiques  
Intro to Video Stories  
Video Story Editing

**\*Due: Audio Slideshow**

**Day 2 - 6/1**

Video Story Discussion  
Reporting/Production Day 3

**\*Due: Be prepared to discuss your plan for/progress on the Video Story project**

**Week 4 - (6/6, 6/8)**

**Day 1 - 6/6**

Video Story Critiques  
Intro to Data

**\*Due: Video Story**

**Day 2 - 6/8**

Enterprise Story I Discussion  
Reporting/Production Day 4

**\*Due: Be prepared to discuss your plan for/progress on the Enterprise Story I project**

**Week 5 - (6/13, 6/15)**

**Day 1 - 6/13**

Enterprise Story I Critiques

**\*Due: Enterprise Story I**

**Day 2 - 6/15**

Enterprise Story Discussion  
Reporting/Production Day 5

**\*Due: Be prepared to discuss your plan for/progress on the Enterprise Story II project**

**Week 6 - (6/20, 6/22)**

**Day 1 - 6/20**

Reporting/Production Day 6

**\*Due: N/A**

**Day 2 - 6/22**

Final Presentations

**\*Due: Enterprise Story II**