Introduction to Multimedia Storytelling (JMC:2020:0AAA)   **Spring 2019**

Lecture: Wednesday, 9:30–10:20 a.m. in 101 BCSB
Class site: http://multimedia.jmc.uiowa.edu/
Instructor: Professor Brian Ekdale, brian-ekdale@uiowa.edu

Course Overview

Introduction to Multimedia Storytelling teaches basic skills to create multimedia journalism projects. Multimedia stories will incorporate text, images, audio, video, data, and social media. You will apply standards of journalistic reporting and writing to your work throughout the semester. You will learn reporting and writing skills in Journalistic Reporting and Writing, the co-requisite for this course, and you are expected to apply those skills in this course. Intro to Multimedia Storytelling teaches skills that are relevant to communications professions and prepare you for advanced work in upper-level SJMC courses.

This is a 4-credit course with two components: weekly lectures and lab sections. Attendance is shared between lecture and sections and is required in both. While the labs are designed to prepare you for your assignments, you should expect to spend significant time outside of class to complete major assignments. It is not a reasonable expectation that you will complete all your major assignments during class editing sessions. Rather, these are designed to provide you with guided work time supervised by your TA. A 4 sh. 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.

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 develop the 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 demonstrate an ability to anticipate and recognize ethical issues when they arise and to reason through them taking multiple perspectives and contexts into account.
- You will demonstrate knowledge of the basic tenets of media literacy and how media literacy relates to your personal media habits and professional development.
- 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, and 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 Learning Objectives
- You will learn the strengths and weaknesses of telling stories with different media and apply those skills to analyzing and developing your own content.
- You will learn how to produce stories for different media.
- You will develop skills using multiple software and hardware for creating multimedia stories.

Co-requisite Expectations

Journalistic Reporting and Writing (JRW) is the co-requisite for this course. In order to better coordinate the courses, some of the assignments share the same reporting topic and sources. These assignments are graded separately, per the requirements of each course. See the assignment descriptions/rubrics for details. If you have any questions about this, please speak with your instructor.

Original Work

Everything you turn in for credit in this course must be original content produced for this course. If you have a job, internship, or work for the *Daily Iowan* and you want to use content produced in this course for those purposes, you must speak with your TA and professor in advance to get permission. You cannot produce content for these outside sources and submit it as work for this course. You also cannot submit work that includes any content created prior to taking this course or any content produced by someone else. Doing so may constitute academic misconduct.

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 quizzes, plagiarism, unauthorized collaboration, willful misrepresentation, and facilitating academic misconduct of others. Academic misconduct is serious, and therefore, has serious consequences that 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.

Late policy

No extensions will be given unless you have truly extenuating circumstances. In these cases, you must speak with your TA and professor **before** the assignment is due to make appropriate arrangements. 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. Please do not hesitate to contact us to discuss assignments including questions about technology.

Readings, Exemplars and Tutorials

This course has no required textbooks. All readings and tutorials are posted on ICON and listed on our course site. Exemplars will be posted on the course site. You are expected to complete readings, exemplars and tutorials by the start of class indicated. We also use *The Associated Press Stylebook* (required for JRW).

Grade Inquiries

If you have questions or concerns about a grade, please speak with your TA **in person** during his or her office hours. If you feel like the situation has not been resolved after this conversation, please see your professor in office hours to discuss the situation. **These conversations will not occur over email.**

Equipment and Software

- **Required**: 320-GB or larger portable external hard drive with USB 3.0
  - **Recommended:** LaCie Rugged or LaCie Rugged Mini
- All other equipment used in this class is available for checkout (see below)

Equipment Checkout

Equipment used in this class is available for checkout in the equipment room located on the first floor of the Becker Communication Studies Building. We have access to audio recorders, cameras, and 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/software, but we will only provide technical support and training for the equipment/software used in this course.

Equipment Checkout Procedure

1. Reserve equipment anytime at http://checkout.uiowa.edu/home. You must bring a valid University of Iowa student ID card to pick up equipment.
2. Pick up reservations between 1–4 p.m. every afternoon. If you reserve more than 5 items, **allow an hour** before picking them up.
3. Reservations not picked up by 4 p.m. will be cancelled and the equipment may be checked out to other students.
4. Students without a reservation may check out up to 5 items of available equipment between 4–4:30 p.m.
5. **All items are due back before 12 p.m. on the due date.** Equipment is due in 2 days, with the exception of weekends, when items are due back on the following Monday.
6. There will be a fine for equipment returned late, accruing at $15 per day for Journalism students. A late fee will also be assessed for any "abandoned" equipment returned by another student or faculty member. Prevent late fees by contacting checkout staff **BEFORE** equipment is due.
7. You may get **one extension** on checked out items if available.
8. **CHECK THROUGH THE EQUIPMENT BEFORE SIGNING 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.
9. Please reserve only the equipment that you plan on actually using.
10. If you are unable to pick up your equipment, cancel the order and make one for another day.
11. Please reserve the same equipment number for all items when possible: Camera #1, Tripod #1, etc.
12. 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.
13. Only one camera per student without written consent from instructor.
14. Do not take equipment out of the United States without departmental approval.
15. 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 cla-film-broadcasting@uiowa.edu or 319-335-0587.

Grade Allocation (1000 points total)

Attendance: Required
- Attendance is **required** in the weekly lecture **and** lab session. Attendance is counted in lecture by signing the attendance sheet or turning in an assignment, depending on the week. Failure to sign the sheet or turn in the assignment will result in a marked absence.
- 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 your instructor, could result in a failing grade for the course. One or two absences will not negatively impact your attendance grade but you cannot make up the work missed on those days.
- Absences will only be excused for religious and university-sanctioned events, for which you give your professor prior notice, and in extenuating circumstances, which typically require documentation. In most cases, absences will not be excused so plan accordingly. For example, common illnesses (e.g. colds, pink eye, stomach bugs, etc.) and work, internship, or *DI*-related absences will not be excused.

Professionalism: 50 points
- We expect that you will come to section with your assignment materials prepared to work. Failure to bring materials to class on workshop days will negatively affect your professionalism grade.
- We expect you to pay attention and complete all in-class training and assignments by the deadline.
- You are required to have a meeting with your TA to discuss your final multimedia package (week 13).

Reading/Exemplar Homework and Quizzes: 60 points (10 points each)
- We will have quizzes or homework related to readings and/or exemplars that are due in lecture. We will have 7 quizzes/homework assignments and your lowest grade will be dropped.
- You must be in attendance and on time to receive points on your homework or quiz. Late quizzes/homework will not be accepted.

Software Quizzes: 40 points (10 points each)
- We will have four quizzes on software tutorials in section.
- You must be in attendance and on time to receive quiz points. Late quizzes will not be accepted.

In-class Assignments and Story Pitches: 200 points
- Story pitches for MM stories, 5 pts. each (20)
- Social story (20)
- Data interrogation (20)
- Data visualization (20)
- Interviewing (20)
- Audio storytelling (20)
- Photography and visual storytelling (20)
- Video interview (20)
- Video editing (20)
- Final multimedia package pitch (20)

Multimedia Stories: 350 points
- Data story (65)
- Audio story (85)
- Photo story (100)
- Video story (100)

Final Multimedia Package: 300 points

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

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

Lecture	Section	Readings and Tutorials	Assignments
Week 1 (1/16) Introduction & choosing the best way to tell a story	What is multimedia storytelling? Mac basics, file management, WordPress, AP style	*Advancing the Story,* ch. 1 *Mobile and Social Media Journalism,* ch. 1 WordPress tutorial	
Week 2 (1/23) Search and social Reading quiz/homework #1	Formatting drives Social storytelling exercise	*Mobile and Social Media Journalism,* ch. 4	Social storytelling assignment due by the end of section
Week 3 (1/30) Finding and interrogating data Reading quiz/homework #2	Excel Quiz Data storytelling training Data interrogation exercise	*A Practical Guide to Graphics Reporting*, ch. 5 (p. 101-111) *Data Literacy*, ch. 5 & 6 Excel tutorial	Data interrogation exercise due by the end of section
Week 4 (2/6) Visualizing data Reading quiz/homework #3	Plot.ly training Data visualization exercise	*A Practical Guide to Graphics Reporting*, ch. 5 (p. 111-126) *Data Literacy*, ch. 11 & 12	Data visualization exercise due by the end of section
Week 5 (2/13) Data storytelling	Work on data story [**Required:** come to section with data for your data story]	Exemplars on course site	Data story due Friday (2/15) by 8 p.m.
Week 6 (2/20) Interviewing	Recording interviews Interviewing exercise	*Aim for the Heart,* p. 77–87 Exemplars on course site	Interviewing exercise due by the end of section
Week 7 (2/27) Audio storytelling Reading quiz/homework #4	Audacity quiz Audacity training Audio storytelling exercise	*JournalismNext (3rd ed.)*, ch. 6 Audacity tutorial Exemplars on course site	Audio storytelling exercise due by the end of section
Week 8 (3/6) Audio editing	Work on audio story [**Required:** come to section with recorded interview to edit for your audio story]		Audio story due Friday (3/8) by 8 p.m. (joint assignment with JRW)
Week 9 (3/13) Photo storytelling Reading quiz/homework #5	Photoshop quiz Photoshop training Shooting stills Photography and visual storytelling exercise	*JournalismNext (3rd ed.)*, ch. 5 Photoshop (tutorial) Exemplars on course site	Photography and visual storytelling exercise due by the end of section

Spring Break – Enjoy!			
Week 10 (3/27) Social media design	Work on photo story [**Required:** come to section with original images for photo story]	*White Space is Not Your Enemy*, ch. 5	Photo story due Friday (3/29) by 8 p.m. (joint assignment with JRW)
Week 11 (4/3) Video pre-production and production Reading quiz/homework #6	Shooting video Video interview exercise	*Aim for the Heart,* ch. 9 *News Now*, ch. 6	Video interview exercise due by the end of section
Week 12 (4/10) Video post-production	Final Cut Pro X quiz Final Cut Pro X training Video editing exercise	Final Cut Pro X (tutorial); click **Outline** tab to see the sections Exemplars on course site	Video editing exercise due by the end of section
Week 13 (4/17) Multimedia packages	Work on video story [**Required:** come to section with footage to be edited for video] Meetings with your instructor to discuss final mm package	*The Multimedia Journalist,* ch. 3	Final package pitch worksheet due by end of your section on Wednesday or Thursday; no late pitches accepted for points Video story due Friday (4/19) by 8 p.m.
Week 14 (4/24) Working in digital media	Work on final package	Exemplars on course site	
Week 15 (5/1) Jobs and internships Reading quiz/homework #7	Work on final package	*Advancing the Story,* ch. 13	Equipment must be returned by the end of this week. No exceptions.
Final MM packages (joint assignment with JRW) are due on your WordPress sites during finals week, day/time TBA. We will not meet during finals.			

Major and Joint Assignments for MMS and JRW

Week	MMS assignments	JRW assignments	Due
Week 1			
Week 2			
Week 3			
Week 4		**One-interview story**	**Friday by 8 p.m.**
Week 5	**Data Story**		**Friday by 8 p.m.**
Week 6			
Week 7			
Week 8	**Audio story***	**Reaction story***	**Friday by 8 p.m.**
Week 9			
Spring Break			
Week 10	**Photo story***	**Event story***	**Friday by 8 p.m.**
Week 11			
Week 12			
Week 13	**Video story****	**Public affairs story****	**Friday by 8 p.m.**
Week 14			
Week 15			
Finals	**Final MM package***	**Final feature story***	**End of final exam time**

*Joint assignment: joint assignments between Multimedia Storytelling and Journalistic Reporting and Writing, which means they rely on the same reporting but produce distinct outcomes for each class.

**Optional joint assignment: Video and public affairs story can be joint or separate (see assignment description).

The College of Liberal Arts and Sciences: Policies and Resources

Administrative Home
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 other policies. These policies vary by college (https://clas.uiowa.edu/students/handbook).

Electronic Communication
Students are responsible for official correspondences sent to their UI email address (uiowa.edu) and must use this address for all communication within UI (Operations Manual, III.15.2).

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 should then discuss accommodations with the course instructor (https://sds.studentlife.uiowa.edu/).

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 at diversity@uiowa.edu or diversity.uiowa.edu.

Academic Integrity
All undergraduates enrolled in courses offered by CLAS have, in essence, agreed to the College's Code of Academic Honesty. Misconduct is reported to the College, resulting in suspension or other sanctions, with sanctions communicated with the student through the UI email address.

CLAS Final Examination Policies
The final exam schedule for each semester 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 final exam information. No exams of any kind are allowed the week before finals. (https://clas.uiowa.edu/faculty/teaching-policies-resources-examination-policies.)

Making a Complaint
Students with a complaint should first visit with the instructor or course supervisor and then with the departmental executive officer (DEO), also known as the Chair. Students may then bring the concern to CLAS (https://clas.uiowa.edu/students/handbook/student-rights-responsibilities).

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 must uphold the UI mission and contribute to a safe environment that enhances learning. Incidents of sexual harassment must be reported immediately. For assistance, definitions, and the full University policy, see https://osmrc.uiowa.edu/.