

Summer 2014

# JOU 4001 Visual Storytelling Production

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**VISUAL STORYTELLING PRODUCTION • JOU 4001 • SUMMER A 2014**

Tuesday-Thursday, 9am-1pm

May 12-June 20

AC2 room 242

**Instructor:** Susan Jacobson, Ph.D.

**Email:** susan.jacobson@fiu.edu

**Office:** AC2 319B

**Office Hours:** Tuesday 1:30-2:30pm

**COURSE DESCRIPTION**

JOU 4001: Visual Storytelling Production is designed to enhance the skills that students learned in Multimedia Production 1. By the end of the semester, students will:

- Understand some of the legal and ethical issues facing journalists and other communication professionals who work with digital tools on the Internet.
- Learn how to give and receive constructive criticism.
- Further their understanding of audio-visual production techniques.
- Improve their abilities to research multi-media news stories
- Produce an extended infographic on the class themes.
- Produce an audio slideshow on the class themes.
- Produce multi-source video with B-Roll on the class themes.
- Produce two multimedia packages.
- Further their skills with PhotoShop, Audacity and Final Cut Express.
- Learn the basics of HTML5/CSS3.

**Course Prerequisites:** Students must have taken and passed JOU317, MMC3014C, RTV3260 and have full admittance to the SJMC.

**REQUIRED TEXTS AND MATERIALS**

NO BOOK is required for this class. However, ALL STUDENTS must have the following by the second week of class:

- Signed a Release and Assumption of Risk form
- Created a blog on Wordpress.com where they will upload and link assignments for this course.
- Created an account on Code Academy (<http://www.codeacademy.com>)

**Equipment Requirements**

All equipment that students will need for class assignments may be checked out through the **Equipment Room**, once you have signed a **Release and Assumption of Risk** form (we will do this in class). You may also purchase some of your own equipment:

- **Digital audio recorder** (make sure it's production quality – ask me if you're not sure)

- **Point and shoot digital camera** that shoots both stills and video (preferably HD video)
- Clip-on and/or handheld **microphone** with a mini jack

## Helpful Links

### Class Blog

<https://eyesontherise2014.wordpress.com/>

I will publish important information about the course, course assignments and helpful resources.

- **SJMC Equipment Room and Software Wiki**

<http://fiuinfo.pbworks.com/w/page/5768851/FrontPage>

Essential resource for all equipment room related questions, as well as questions about and access to software, manuals, equipment, etc.

- **CodeAcademy**

<http://www.codecademy.com>

- **Zen Garden**

<http://www.csszengarden.com/>

- **SublimeText**

<http://www.sublimetext.com/>

- **Lynda.com**

<http://www.lynda.com/>

Lynda.com is the premier technology learning site on the Web. It has thousands of short (less than 5 minutes) videos on a wide variety of topics, ranging from software instruction to advice on how to shoot better photos to tutorials on HTML coding and programming. It is a paid service - \$25 per month – but you are free to sign up for a month and cancel at any time without penalty.

## GRADING

### Data Story – 100 points

Students will describe and analyze an issue related to the class themes using a multi-part infographic produced in PhotoShop, Illustrator or an online infographic tool. Students must publish their multi-part infographic on their blog. Students must submit a Project Brief and a source list to the instructor. **DUE MAY 20**

### Audio Slideshow – 100 points

The Audio Slideshow is a combination of text and images on a subject related to the class themes. The Audio Slideshow should be a first-person POV of someone involved with or impacted by the class themes. The assignment includes the finished video, a Project Brief, a source list and a completed script. Students must publish their Audio Slideshow online and link it to their blog. **DUE MAY 27**

### Multi-Source Video with B-Roll – 100 points

Students will produce a video profile of an organization involved with the class themes. Videos must include multiple sources. Each student will produce a video, but students may work in teams of two, each student helping the other with their videos. Students

must publish their Video Profile on their class blog. Students must submit a completed script, a Project Brief, and a source list to the instructor. **DUE JUNE 3**

**CSS Hand-Coding Assignment – 50 points**

Students will use HTML5 and CSS3 to reformat a simplified version of the Zen Garden. Students must send a zipped folder of their work to the instructor. **DUE JUNE 10**

**Multimedia Package – 150 points**

The Multimedia Package will consist of a story that includes 800-plus words and at least three multimedia components: videos, audio slideshows, infographics, interactive photo slideshows or other works of multimedia published in HTML5. Students must hand in a Project Brief, a completed script, and a source list with your package. **DUE JUNE 19**

**CodeAcademy Tutorials – 70 points** Students must create an account on Code Academy (<http://www.codecademy.com>). Students will have assigned homework on Code Academy for roughly half the semester. Each homework assignment is worth 10 points.

**Participation – 100 points**

Participation includes regular attendance, on-time arrival to class and participation in class discussions. This includes posting required material to the class blog and your blog in a timely manner. Things that count against participation include arriving late, missing deadlines and using cell phones in the classroom.

**MAXIMUM POINTS POSSIBLE – 670**

**Final Grade Scale**

All grading will be done on a point system, with a letter grade assigned at the end of the term based on points earned from a total of 850 points. Grades of Incomplete will be given only for acceptable written medical reasons. You can calculate your final score as follows:

94% and higher or 630 points and higher:	A
90-93% or 603-629 points:	A-
87-89% or 583-602 points:	B+
84-86% or 563-582 points:	B
80-83% or 536-562 points:	B-
77-79% or 516-532 points:	C+
70-76% or 469-515 points:	C
65-69% or 435-468 points:	D
Below 65% or below 434 points:	F

**COURSE POLICIES**

**Attendance** - Both your physical presence in class and your class participation are essential. You will be expected to attend every class with the assigned work completed, and to contribute meaningfully to class discussion. One (1) unexcused absence will be allowed during the semester. You may fail this course with more than one unexcused absence. Excused absences will only be granted with documentation for situations such as sickness, injury, family emergency and religious holidays.

**Deadlines** - Successfully meeting deadlines is an essential part of being a professional media producer. Therefore, late work will only be accepted in the case of a documented emergency or if circumstances are cleared with me prior to the due date. Late work submitted without prior approval will result in substantial grade reduction. **Work submitted more than 2 weeks late will not be accepted.**

**Academic Honesty** - As FIU students, you are expected to strictly follow the honor code regarding academic honesty. Florida International University outlines your responsibilities as follows: Florida International University is a community dedicated to generating and imparting knowledge through excellent teaching and research, the rigorous and respectful exchange of ideas and community service. All students should respect the right of others to have an equitable opportunity to learn and honestly to demonstrate the quality of their learning. Therefore, all students are expected to adhere to a standard of academic conduct, which demonstrates respect for themselves, their fellow students, and the educational mission of the University. All students are deemed by the University to understand that if they are found responsible for academic misconduct, they will be subject to the Academic Misconduct procedures and sanctions, as outlined in the Student Handbook. Misconduct includes: **Cheating** – The unauthorized use of books, notes, aids, electronic sources; or assistance from another person with respect to examinations, course assignments, field service reports, class recitations; or the unauthorized possession of examination papers or course materials, whether originally authorized or not. **Plagiarism** – The use and appropriation of another’s work without any indication of the source and the representation of such work as the student’s own. Any student who fails to give credit for ideas, expressions or materials taken from another source, including Internet sources, is responsible for plagiarism. Any students who fail to meet these expectations will receive an “F” for the course grade and will be reported to the Chair of the Department, as well as the Dean of the School.

**Original Material** - All work in this class is assumed to be yours, and composed of your original material, or material that you have permission to use. Research and sourcing is fundamental to story construction. Quote attribution is basic. If you use images, audio or video that you did not create, you must GET PERMISSION FROM THE INSTRUCTOR AHEAD OF TIME and attribute them accordingly. Failure to cite material amounts to plagiarism, and you will fail the course.

**Factual Errors and Spelling Errors** - All student projects must be free of errors of fact. Each grammar, style or spelling error, will result in a 5-point deduction from the project final grade. Factual errors may result in a failing grade on the assignment. Meticulous research, careful copyediting, and a thorough proofreading of final work, will usually catch any errors before the project is submitted for grading.

**Blackboard** - This course will utilize Blackboard. Students are expected to log in regularly.

**Class Blog** - The instructor will use a WordPress blog to post course notes, and students are expected to link their completed projects to the class blog:

<https://eyesontherise2014.wordpress.com/>

**Lab Time** - You will need to schedule time to work on the computers outside of class.

**Constructive Criticism** -In this class, students will be required to present their work to the class and explain their production choices. Students will constructively critique each other's work. This communal display and critique of work will help produce a competitive environment wherein you push yourself to produce high quality work. However this situation should also be a cooperative one, where students help each other with challenges and ideas.

**Digital Challenges** - The digital medium presents many unique challenges. Learning to work with digital difficulties is part of learning to work with the digital medium. For best results, I recommend the following:

- Back up all of your files.
- Save your files often as you are working.
- Complete your production projects prior to the due date and test them.
- Pay close attention to all tutorials and take notes, even if you think you know the material.

**Online Resources** – This class is rich in material to help you with the technical aspects of your projects. Documents with technical details are available on Blackboard and the class blog. Often a Google search will turn up helpful information (ex: “How do I crop images in Photoshop?”).

**The Class Themes** – The subject of all student projects should reflect one of the three class themes: Sea Level Rise, Living with Flooding, Citizenship and the Environment. These themes are designed to be broad in scope, and may include stories about individuals, organizations or businesses that are impacted by or involved with interesting activities related to sea level rise, flooding, the environment or other science-related stories about life in South Florida. Almost any story idea can be tweaked a little bit to fall within these themes. If you have any questions, please see me.

## **CLASS SCHEDULE**

This is an outline of our planned schedule. This schedule is subject to change.

### **Class 1 – Tuesday, May 13**

Course Introduction. Introduction to Infographics. Using Excel and PhotoShop to create an Infographic. Selecting, layering and compositing with PhotoShop.

#### **Assignments:**

- Begin working on Infographic

### **Class 2 – Thursday, May 15**

Creating Audio Slideshows.  
Using the Digital Audio Recorders.  
Editing photos with PhotoShop.

#### **Assignments:**

- Complete Infographic.

### **Class 3 – Tuesday, May 20**

## INFOGRAPHIC DUE

Using FCE to create Audio Slideshows. The Ken Burns Effect.

### Assignments:

- Begin audio slideshow.

## Class 4 – Thursday, May 22

Using the Vixia video camera.

In-Class Workshop

### Assignments:

- Complete Audio Slideshow.

## Class 5- Tuesday, May 27

AUDIO SLIDESHOW DUE

Editing video with FCE

### Assignments:

- Begin Web Video assignment.
- Complete CodeAcademy HTML Basics and Build Your Own Web Page

## Class 6 – Thursday, May 29

CodeAcademy HTML Basics and Build Your Own Web Page DUE

Begin Zen Garden

### Assignments:

- Complete Web Video assignment.
- Complete CodeAcademy HTML Basics 2 & HTML Basics 3

## Class 7 – Tuesday, June 3

WEB VIDEO DUE

CodeAcademy HTML Basics 2 & HTML Basics 3 DUE

HTML5 & CSS3 with Zen Garden

### Assignments:

- Begin Multimedia Package
- Complete CodeAcademy Intro to CSS

## Class 8 – Thursday, June 5

CodeAcademy Intro to CSS DUE  
HTML5 & CSS3 with Zen Garden

**Assignments:**

- Complete Zen Garden
- Complete CodeAcademy CSS Classes & IDs
- Continue working on Multimedia Package

**Class 9 – Tuesday, June 10**

ZEN GARDEN DUE

CodeAcademy CSS Classes & IDs DUE

Working with the Multimedia Package Template

**Assignments:**

- Complete CodeAcademy CSS Positioning
- Continue working on Multimedia Package

**Class 10 – Thursday, June 12**

CodeAcademy CSS Positioning DUE

Working with the Multimedia Package Template

**Assignments:**

- Continue working on Multimedia Package

**Class 11 – Tuesday, June 17**

In-class workshop for Multimedia Package

**Assignments:**

- Complete Multimedia Package

**Class 12 – Thursday, June 19**

MULTIMEDIA PACKAGE DUE



## GRID FOR VIC4001 – Summer 2014

CLASS	CLASS TOPIC	ASSIGNMENT	DUE THIS CLASS
5/13	Course Introduction. Introduction to Infographics. Using Excel and PhotoShop to create an Infographics.	Join class WordPress blog. Begin work on Infographic.	Join the class WordPress blog.
5/15	Creating Audio Slideshows. Using the Digital Audio Recorders. Editing photos with PhotoShop.	Complete Infographic	
5/20	Using FCE to create Audio Slideshows. The Ken Burns Effect.	Begin Audio Slideshow.	<b>INFOGRAPHIC DUE</b>
5/24	Using the Vixia video camera. In-Class Workshop	Complete Audioslideshow.	
5/27	Editing video with FCE	Begin Web Video. Complete CodeAcademy HTML Basics & Build Your Own Web Page	<b>AUDIO SLIDESHOW DUE</b>
5/29	Begin Zen Garden	Complete Web Video. Complete CodeAcademy HTML Basics 2 & 3	CodeAcademy HTML Basics & Build Your Own Page
6/3	HTML5 & CSS3 with Zen Garden	Begin Multimedia Package. Complete CodeAcademy Intro to CSS.	<b>WEB VIDEO DUE</b> CodeAcademy HTML Basics 2 & 3
6/5	HTML5 & CSS3 with Zen Garden	Complete Zen Garden. Continue Multimedia Package. Complete CodeAcademy CSS Classes & IDs.	CodeAcademy Intro to CSS.
6/10	Working with the Multimedia Package Template.	Continue Multimedia Package. Complete CodeAcademy CSS Positioning.	<b>ZEN GARDEN DUE.</b> CodeAcademy CSS Classes & IDs.
6/12	Working with the Multimedia Package Template	Continue Multimedia Package	CodeAcademy CSS Positioning.
6/17	In-class workshop for Multimedia Package.	Complete Multimedia Package.	
6/19	MULTIMEDIA PACKAGE DUE		<b>MULTIMEDIA PACKAGE DUE</b>

**ALL WORK MUST BE COMPLETED BY THURSDAY, JUNE 19.**