

Fall 2014

# JOU 4001 Visual Storytelling Production

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## **VISUAL STORYTELLING PRODUCTION • JOU 4001 • FALL 2014**

Mondays & Wednesdays, 9am-10:50am, AC2 room 255

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

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

**Office:** AC2 319B

**Office Hours:** Mondays

### **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 theme.
- Produce an audio slideshow on the class theme.
- Produce multi-source video with B-Roll on the class theme.
- Participate in a crowdsourced reporting project on King Tide Day.
- Produce a multimedia package on the class theme.
- Participate in a mobile reporting project on Election Day.
- 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 you will upload and link class assignments.
- 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)
- 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 theme 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 Monday, September 15.**

### **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 theme. 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 Monday, Sept. 29**

### **King Tide Day Crowdsourcing Project – 50 points**

Students will participate in a crowdsourced reporting project on some aspect of climate change or sea level rise during the week of October 6. See the class blog for ways to participate. **DUE Monday, October 13**

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

Students will produce a video of a group of individuals or an organization involved with the class theme. Videos must include multiple sources. Each student will produce a video, but students may work in teams of two, each student helping the other. Students must publish their Video on their class blog. Students must submit a completed script, a Project Brief, and a source list to the instructor. REPORTER STANDUPS NOT ALLOWED. Students must not appear on-camera. Reporter voice-overs are OK. **DUE Monday, Oct. 20.**

**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 Monday, Oct. 27.**

**Election Day Project – 50 points**

Students will use their cell phones to report on Election Day activities on Tuesday, November 4. See the class blog for ways to participate. **DUE Wednesday, November 5.**

**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 multimedia published in HTML5. Students must hand in a Project Brief, a completed script, and a source list with your package. **DUE Friday, Dec. 12.**

**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 – 770**

**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 724 points and higher: | A  |
| 90-93% or 693-723 points:                | A- |
| 87-89% or 670-692 points:                | B+ |
| 84-86% or 647-669 points:                | B  |
| 80-83% or 616-646 points:                | B- |
| 77-79% or 593-615 points:                | C+ |
| 70-76% or 539-592 points:                | C  |
| 65-69% or 500-538 points:                | D  |
| Below 65% or below 499 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:

<http://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.

### **Week 1 – Monday, August 25**

Course Introduction. Basic Image Editing with Adobe Photoshop.

#### **Assignments:**

- Use Photoshop to adjust photo for extra credit

### **WEDNESDAY, AUGUST 27 – NO CLASS**

### **MONDAY, SEPTEMBER 1- NO CLASS**

### **Week 2 – Wednesday, September 3**

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

#### **Assignments:**

- Begin Infographic.

### **Week 3 – September 8**

Creating Infographics.

#### **Assignments:**

- Complete your Data Story.

### **Week 4 – September 15**

DATA STORY DUE.

Creating Audio Slideshows.

Using the Digital Audio Recorders

#### **Assignments:**

- Begin working on your Audio Slideshow.

### **Week 5 – September 22**

Using FCP for Audio Slideshows and Video

#### **Assignments:**

- Complete your Audio Slideshow.
- Begin CodeAcademy HTML Basics and Build Your Own Web Page.

### **Week 6 – September 29**

AUDIO SLIDESHOW DUE

CodeAcademy HTML Basics and Build Your Own Web Page DUE

Producing Video for the Web

#### **Assignments:**

- Begin working on Web Video
- Complete CodeAcademy HTML Basics 2 & HTML Basics 3

**Week 7 – October 6**

Crowdsourcing King Tide Day

CodeAcademy HTML Basics 2 & HTML Basics 3 DUE

**Assignments:**

- Complete King Tide Day Crowdsourcing assignment
- Complete CodeAcademy Intro to CSS
- Continue working on Web Video

**Week 8 – October 13**

King Tide Day Crowdsourcing DUE

CodeAcademy Intro to CSS DUE

Intro to HTML5/CSS3

**Assignments:**

- Begin hand-coding Zen Garden
- Complete CodeAcademy CSS Classes & IDs
- Complete Web Video

**Week 9 – October 20**

WEB VIDEO DUE

CodeAcademy CSS Classes & IDs DUE

**Assignments:**

- Complete CodeAcademy CSS Positioning
- Complete Hand-Coding

**Week 10 – October 27**

HAND-CODING DUE

CodeAcademy CSS Positioning DUE

The Multimedia Package

**Assignments:**

- Begin working on Multimedia Package

**Week 11 – November 3**

Mobile Social Reporting for Election Day

Election Day Project DUE

Creating Multimedia Packages

**Assignments:**

- Continue working on Multimedia Package

**Week 12 – November 10**

Creating Multimedia Packages

**Assignments:**

- Continue working on Multimedia Package.



**Week 13 – November 17**

Creating Multimedia Packages

**Assignments:**

- Continue working on Multimedia Package.

**Week 14 – November 24**

In-class workshop for Multimedia Package.

**Assignments:**

- Continue working on Multimedia Package

**Week 15 – December 1**

In-Class Workshop for Multimedia Package.

**Assignments:**

- Complete Multimedia Package.

**FINALS WEEK – Friday, December 12, 7:30am-9:30am**

Multimedia Package due

CodeAcademy due

## GRID FOR VIC4001 – Fall 2014

| WEEK  | CLASS TOPIC  | ASSIGNMENT  | DUE THIS WEEK  |
|---|--|---|--|
| 8/25  | Course introduction.<br>Basic Image Editing with Photoshop | Join class WordPress blog.<br>Begin work on Infographic Data Story.                     |  |
| <b>Wednesday, August 27 – NO CLASS</b>            |  |   |  |
| <b>Monday, September 1 – LABOR DAY – NO CLASS</b> |  |   |  |
| 9/3   | Introduction to Infographics.                              | Continue working on Infographic Data Story.   |  |
| 9/8   | Creating Infographics.                                     | Complete Infographic.   |  |
| 9/15  | Review Infographics.<br>The Art of the Audio Slideshow.    | Begin working on Audio Slideshow.   | Infographic DUE  |
| 9/22  | Using FCE to create Audio Slideshows.                      | Complete Audio Slideshow.<br>Complete CodeAcademy HTML Basics & Build Your Own Web Page |  |
| 9/29  | Review Audio Slideshows. The art of the Web Video.         | Begin working Web Video.<br>Complete CodeAcademy HTML Basics 2 & 3                      | Audio Slidehow DUE.<br>CodeAcademy HTML Basics & Build Your Own Page |
| 10/6  | Video production & editing best practices.                 | Complete Web Video.<br>Complete CodeAcademy Intro to CSS.                               | CodeAcademy HTML Basics 2 & 3  |
| 10/13   | Review Web Video. Intro to HTML5 and CSS3                  | Begin Hand-Coding. Complete CodeAcademy CSS Classes & IDs.                              | Web Video DUE.<br>CodeAcademy Intro to CSS.<br>Data Story DUE        |
| 10/20   | CSS3 and HTML5.  | Complete Hand-Coding<br>Complete CodeAcademy CSS Positioning.                           | CodeAcademy CSS Classes & IDs.                                       |
| 10/27   | HTML5 and CSS3   | Begin Multimedia Package  | Hand-Coding DUE.<br>CodeAcademy CSS Positioning.                     |
| 11/3  | HTML5 & CSS3   | Complete Election Day Project on 11/4<br>Continue Multimedia Package                    | Election Day Project DUE   |
| 11/10   | HTML5 and CSS3   | Continue Multimedia Package   |  |
| 11/17   | In-class workshop.   | Continue Multimedia Package   |  |
| 11/24   | In-class workshop.   | Continue Multimedia Package   |  |
| 12/1  | In-class workshop.   | Continue Multimedia Package   |  |

### FINAL EXAM PERIOD – Friday, December 12, 7:30-9:30am

Multimedia Package DUE

CodeAcademy DUE

NO WORK ACCEPTED AFTER 10AM.