

Summer 2014

# JOU 4341C Senior Multimedia Project

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# JOU 4341C

## Senior Multimedia Project

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### Course Description

Conceptualizing and production of an online publication, including layout, photography, streaming video and audio.

### Goals

This capstone course is designed to teach students to cover the news using multimedia formats and is the culmination of the skills and concepts they have learned in previous journalism studies.

Students are expected to produce multimedia news stories of local interest using storytelling skills in print, video and audio/visual formats.

### Learning Objectives

- Develop news stories, from conceiving the idea to writing and reporting balanced, compelling stories for digital outlets.
- Produce news content, using writing styles from digital first publications: news, narrative and feature articles.
- Integrate written articles with digital photography, video, audio and social media.
- Demonstrate entrepreneurial skills needed for journalism in the digital age.

### Course Information

JOU 4341C, a capstone course that covers the news in a multimedia world, intends to bring together all skills learned in previous classes, from generating story ideas, researching, reporting, writing and producing multimedia elements, such as video and an audio slideshow. Students will also have the opportunity to produce stories for the South Florida News Service (sfsonline.com) and mainstream media.

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Summer 2014

Tue.-Thurs., 10-2

Instructor: Juliet Pinto

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Phone: 305-919-4404

Office: ACII 318

Office Hours: Tue-Thurs 2:30-3:30 or by appointment.

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### Prerequisites

- MMC 3104C, RTV3260, JOU3117, VIC 4001, JOU 3300
- Full admission into the upper division program.
- If you have not completed all prerequisite courses, you will be administratively dropped from this course.

### Required Materials

There are no required textbooks; however, students are responsible for material disseminated in class. Students are also expected to read many print and online newspapers and magazines, including The Miami Herald, The New York Times, The Guardian, and Columbia Journalism Review.

**Students must purchase and bring to class an external hard drive compatible with classroom computers.**

**Students planning to participate in the Aquarius fieldwork must have transportation to and from the Keys to be present for July 19-20 and/or July**

## Assignments

There are three assignments and a final presentation in the course. All assignments must be original pieces of journalistic work, not work used elsewhere, including in other courses. Any act of plagiarism will automatically result in an “F” in the course. We will be adhering to journalistic standards and ethical practices in the class, such as the Society of Professional Journalists’ Code of Ethics: <http://www.spj.org/ethicscode.asp>.

Students are expected to develop on theme or story idea that lends itself to visual and written storytelling formats and centered around the NASA NEEMO 18 mission at the Aquarius Reef Base. All three assignments will deal with this mission. All assignments will be screened/read and critiqued in class. More information on this mission will be given in class.

- *Video Assignment*

The first assignment is a video (minimum 90 seconds, maximum three minutes) on an issue related to the NEEMO 18 mission. It may be a news package or mini-doc, but needs to meet expectations of journalism. You will need to research and develop the topic, put together a budget and pitch it in class. Videos should include a variety of shots, tell a solid, interesting story that adheres to news values, must have at least one interview and continuous audio, logical flow and high quality audio and video.

- *Print Article*

The second assignment is a feature print article, 600 words. It should NOT be a written version of the video, but rather a different dimension of the theme. If you shot a video profiling a NASA astronaut, the print article should have a different angle. These should be written for digital formats, such as online news organizations.

- *Soundslides with Audio*

The Soundslides assignments should be 90-120 seconds long, with appropriate audio/visual formats. They will be graded on the quality of the audio and video, flow, composition, quality of storytelling and news values. As with the other assignments, this is not simply a visual repetition of the other assignments, but a new angle of the theme. Continuing with our theme, the Soundslides component could be a photographic (with audio) presentation of the astronaut preparing to dive to the reef base.

- *Final presentations—Last day of class*

On the last day of class, you will present either your video or Soundslides assignment to an outside committee, which will evaluate them based on storytelling, journalistic quality and multimedia skills criteria. Their evaluations will inform my grading of your presentation, as will the quality and professionalism of the oral presentation itself. \*\*Please note: Any student who does not present at either the rehearsals and/or the final day of class and does not have the absence(s) excused will receive a failing grade for participation/attendance.\*\*

- *Group Work*

Students have the option to work individually or in groups of two for each assignment. Group members will receive the same grade for the assignment turned in to me.

## Assignments

- Video project 20 percent
- Print article 20 percent
- Soundslides assignment 20 percent
- Final presentation 20 percent
- Participation/Attendance 20 percent

**Please note: I do not give extra credit assignments.**

## Grading Scale

- A 92-100
- A- 89-91
- B+ 87-88
- B 82-86
- B- 79-81
- C+ 77-78
- C 70-76
- D 66-69
- F 65 and below

## Understanding the Importance of Deadlines

We are using professional journalistic standards for this course. As such, deadlines are firm and may not be negotiated. It is important that you are able to meet deadlines, not only for your course grade, but to prepare you for the demands of the professional workplace. Therefore, any work turned in late without prior arrangements with me will receive a zero. See the section below on excused absences for more information.

## Behavior Expectations

It goes without saying that you are representing FIU in this class and in the field as journalists who are given access to an important event. You are to conduct yourselves at all times in the field and in class in a

## Evaluation Criteria

- Originality
- Clarity, accuracy and impact
- Quality of research
- Journalistic principles
- Quality of writing & storytelling skills
- Interviewing skills
- Overall flow (transitions, logic, positioning, etc.)
- Aesthetic quality of images and video (composition, editing, etc.)

## Grading Criteria

- “A” quality stories will only require very minor edits to be published
- “B” quality stories require more than minor edits to be published
- “C” quality stories require major edits, with substandard writing and/or production values
- “D” quality stories must be almost entirely redone
- “F” quality stories were not turned in, plagiarized, or otherwise have errors of fact material to the story, or otherwise substantially do not meet the criteria discussed above. Students who fail to show up for field work, or otherwise do not behave in a professional manner, will receive a

professional, courteous and safe manner. Students are expected to be reporting when in the field, well-prepared and on time.

failing grade for the assignment.

## Course Policies & Procedures

- *Participation & Attendance*

Regular class attendance is essential to understanding and comprehension of material. Class starts on time, and students are expected to arrive and depart on time. I advise you not to take this course if you think that you will not be able to attend regularly and on time. Students who are habitually late or leave early for any reason (to catch the shuttle, work, etc.) will be dropped from the class. Students are particularly advised to clear their calendars for fieldwork days (July 19-20 and 26-27), as these are non-negotiable reporting days.

You may enhance your participation grade in various ways: by actively and positively participating in class discussions, attending school events relevant to the class, or otherwise positively contributing to class understanding of the material. Students who do not do these things, or negatively contribute to the learning environment by disruption, distraction, or other activities, will receive low grades for participation.

- *Make up work and absences*

This is a course to prepare you for the professional world and expectations. You may be able to turn in an assignment on a day other than the assigned day ONLY in the case of an excused absence. Excused absences involve true emergencies (i.e. illness or death in the family, or otherwise according to FIU policy), and recognized religious holidays. In order to receive consideration for an excused absence, you must do several things:

It is your responsibility to get in touch with me within one business day in the event you qualify for a makeup exam or quiz, in order to be considered for makeup or to have a late assignment graded. Otherwise, all missed work will receive a zero.

You must provide appropriate documentation. In the case of a medical emergency, you need a doctor or hospital note that says you could not attend class on that date. In the case of a death (family emergency), you need to provide something documenting the dates and your relationship to the deceased, such as an obituary or funeral program. Examples of unacceptable documentation include a note saying you were seen by a doctor or health center, airline tickets to a family event, etc. Other absences that will not count as excused include family events (wedding, family trip, etc.), conflicts with other classes or school related activities (such as grammar exams or reviews), car trouble, a work conflict or an internship obligation. Failure to provide appropriate documentation means the absence will not be excused.

- *Discrepancies*

Grades will be posted on BlackBoard Learn in your gradebook. It is your responsibility to check BlackBoard Learn to receive your grade. In the event there is a discrepancy with your grade (for example, it is not posted

with the rest of the class grades), it is your responsibility to get in touch with me within 48 hours of the grade postings in order for any changes to be made. If you are having difficulties logging into BlackBoard Learn, please contact UTS.

- *Conduct*

Please respect the integrity of the learning environment, as well as the Aquarius and NASA personnel and facilities. Cell phone volume should be off or on vibrate. If you need to converse with a classmate, please step outside the classroom. Anyone whose behavior becomes disruptive to the class may be asked to leave and reported to the appropriate administrators. Student behavior is expected to be professional, courteous and safe.

- *Academic Misconduct*

Academic dishonesty is not tolerated. Any act of cheating or plagiarism results in an automatic “F” for the course. This includes using work used for a grade in another course or work environment. As FIU students, you are expected to strictly follow the honor code regarding academic honesty. Any student who fails to meet these expectations will not only fail the course, but will also be reported to their departmental chair and to the dean of the SJMC. 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.*

Policies may be found here:

<http://academic.fiu.edu/AcademicBudget/misconductweb/1acmisconductproc.htm>.

- *Students with Disabilities*

If you have any special circumstances, please make me aware of them so that you may be better accommodated. For questions and information about support services, please call the FIU Office of Disability Services at 305-348-3532 (University Park Campus: GC 190) or 305-919-5345 (Biscayne Bay Campus: WUC 139).

- *Equipment Proper Use & Checkout Rules*

Please follow SJMC Equipment Services rules regarding the equipment you borrow. Remember, the equipment is your responsibility. When you are checking it out, please examine it then with SJMC staff to make sure it is working properly and not damaged. If anything happens to the equipment while it is checked out under your name, you will be responsible for the cost of repairs or replacement. Obviously, then, never leave equipment unattended, and never try to repair equipment yourself. Grades will be withheld if you damage or lose equipment and/or fail to pay for the repairs or replacement. In addition, if you fail to return equipment on time, you and/or your partner will be deducted 2 percentage points per day from the grade for that project.

- *Subject to Change*

This is a tentative syllabus and subject to change.

## Aquarius Field Work Information-Summer 2014

- *NEEMO 18 Mission and Dates*

We have the incredible opportunity to work with the Aquarius Reef Base and the NASA Extreme Environments Mission Operations Project 18 (NEEMO 18) this summer. We will have access for two weekends to the NASA astronauts training at Aquarius, and students in this class will develop their video projects, slideshows and print stories around this mission. The dates we will be in Islamorada with the NEEMO mission are July 19-20 and 26-27 (both Saturdays and Sundays). Students will develop their story ideas and travel to the Keys for those weekends to conduct the reporting. For background information on previous missions, please see [http://www.nasa.gov/mission\\_pages/NEEMO/index.html](http://www.nasa.gov/mission_pages/NEEMO/index.html)

- *Travel and Lodging Information*

Aquarius personnel have arranged for students who are traveling to Islamorada to stay for free at the dormitory located at the Florida Bay Interagency Science Center in the Everglades National Park. The FBISC is located at mile marker 98.6 (bayside) in Key Largo, and the address is:

Florida Bay Interagency Science Center  
98630 Overseas Highway  
Key Largo, FL 33037

**Here are a few items of note from the National Park Service regarding the dorms:**

**To gain access to the dormitory:** The National Park Service has installed a keypad system on the dorm and the combination is: **9-8-6-3-#** (which is the address of the building). In case you ever forget, you can simply walk to the mailbox on US 1.

**Plan your visit:** Please be prepared to bring your own towels, sheets, linens, pillows, dish towels, etc. Although the new dormitory has laundry facilities, please follow the directions on using these machines and **No Sandy Clothes in the machines.** There are sinks located outside the lab for rinsing off dive gear and sandy or heavily soiled clothes. You will also want to bring your own paper towels, trash bags, and other paper products you deem necessary. These will not be supplied for you – although many people “donate” what they bring at the end of their stay. We also have Wi-Fi available now in the dorm; the access code is **Everglades!\$FBisc1** Label your food in the refrigerator and please remove any items before you leave. The Center requires that you clean the dorm/lab at the end of your visit. They do not have housekeeping services. Some cleaning supplies (mop, broom, cleaning products) are available in the laundry room and under the kitchen/bathroom sinks for your use. There are dumpsters located near the offices and sheds, including a recycle dumpster. Please throw all trash and recyclables away at the end of your stay, and remember to clean out the refrigerator of all food. Please see the sign posted in the dorm for acceptable recyclables. Students are responsible for transportation to Aquarius for fieldwork.

- *Expectations of Students in the Field*

We are guests representing FIU on this trip. You are expected to behave accordingly, showing respect for each other and the community where we will be staying. Any student who fails to behave in a manner that is respectful of the rights and well-being of herself or others, or who encourages others to behave in such a manner, or who does not show up on time, risks serious penalty, including being sent home and receiving a failing grade. Please note that you are expected to use all time in the field as educational activities and field reporting. When in the field, you are expected to bring your reporting equipment (i.e. notepads, cameras, recorders, etc.) and to be taking notes, gathering information, photos, videos, etc. Put another way: This is not a vacation! This is reporting in the field. Behave yourselves just as you would in the classroom.

### Course Schedule (Tentative; subject to change)

Date	Activity	Assignment
June 24	Introduction to class	Read syllabus; bring external drive
June 26	Shooting video <u>Final Cut workshop</u>	Bring signed contract; theme ideas
July 1	Assignment discussion	<b>Bring budget for three assignments</b>
July 3	<u>Photography workshop</u>	
July 8	<u>Soundslides workshop</u>	<b>Non-Aquarius print stories due</b>
July 10	Assignment discussion	Prepare for Aquarius/Backgrounders due
July 15	Assignment discussion	<b>Non-Aquarius Soundslides due</b>
July 17	<u>Aquarius/Field work</u>	
July 22	Editing/Post-production	
July 24	Editing/Post-production	<b>Non-Aquarius videos due</b>



July 29      Editing/Post-Production (10-noon)  
                    **Mandatory presentation rehearsals (noon-2 p.m.)**

July 31      **Final presentations**

CONTRACT:

I understand this syllabus represents a contract. I agree to abide by the terms outlined in class and in the syllabus for the Summer B 2014 semester.

I acknowledge that I will participate in the Aquarius/NEEMO project. I understand I am expected to be in Islamorada the weekends of July 19-20 and 26-27 for the fieldwork and reporting. I understand that if I fail to show up, I will receive a failing grade. INITIAL HERE \_\_\_\_\_

Turn this form in no later than the beginning of class, Thursday, June 26, 2014.

**No grades will be posted for you until you have returned this form.**

**Signature:**

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**Print name:**

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Date:

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