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Fall 2014

RTV 3260 Multimedia Production I Special Topic: Sea Level Rise in South Florida

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FLORIDA INTERNATIONAL UNIVERSITY
SCHOOL OF JOURNALISM AND MASS COMMUNICATION
SYLLABUS
RTV 3260: MULTIMEDIA PRODUCTION I
SPECIAL TOPIC: SEA LEVEL RISE IN SOUTH FLORIDA
Fall, 2014
M/W 9 a.m. – 10:50 a.m.
ACII 129

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Office Hours: M/W – 2-4
Course Description

RTV 3260: Multimedia Production I is designed to introduce students to the basic
elements of multimedia production: audio recording and editing, basic photography,
video production and editing, interactive infographics, and the basic functions of a Web
platform. These will be presented on a comprehensive multimedia Website
(in this course, we will be using **Wordpress**). During the first two weeks of the semester,
we will be discussing the many facets and opportunities presented by multimedia
storytelling; at the end of these two weeks, each student will be responsible for turning
in a one-page proposal for their website, which will focus on a **sea level rise** theme, issue, topic or
ongoing event/story that they will follow throughout the course of the semester.
Students will then spend the remainder of the semester populating these sites with
content using the various multimedia storytelling techniques that we will be
learning throughout the semester.

This course is guided by the philosophy of "learning by doing." Thus, as your professor, I
will spend very little time in class teaching "button pushing," or providing step-by-step
instructions on how to use particular hardware or software; we simply do not have time,
and there are plenty of resources out there to help you on your way (see "Helpful links"
below). Instead, we will spend our class-time talking about the particular strengths and
weaknesses of different multimedia techniques; how to make your stories and Websites
as strong and compelling as possible; how to troubleshoot through tough problems;
and by looking at other's work, how to critique it. In sum, we will become fully immersed in what it
means to tell stories in an online environment.

COURSE PREREQUISITE: Students need to have taken and passed MMC3104 and have
full admittance to the SJMC.

Required Texts/Materials

#1) NO BOOK is required for this class. However, I highly recommend you purchase a $25 monthly
membership to www.lynda.com. This will give you answers to all technical questions.

#2) ALL STUDENTS are required to have, by
the second week of class **(DEADLINE 9/3)** an external hard-drive of at least **250 GB** This drive will be
an essential component of your participation in this class, as you will NOT
be allowed to save any of your work on the computers in the classroom. Make sure that

the drive you buy (the cost should be between $69-$99; try BestBuy, Target, or COSTCO) is compatible for **MAC/PC.**

#3) Other equipment that you will use in this class but do not need to buy (although doing so will make your life a lot easier):
- Digital audio recorder
- "Point and click" digital camera that shoots both stills and video (preferably HD)
- Clip-on and/or handheld microphone with a mini jack
All of this equipment can be checked out through the equipment room, once you have signed a "Release and assumption of risk" form (we will do this in class)

Helpful Links
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.
Atomic Learning:
https://auth.fiu.edu/cas/login?service=https://secure2.atomiclearning.com/sso/FIU
- Step by step video tutorials for all of the software we will be using throughout the semester
Mindy McAdams' "Journalist's Toolkit":
http://www.jtoolkit.com/wp/
- Excellent resource for multimedia production from a professor at UF

Grade Structure:
Audio/video Interviews 15%
Photo essay/ 10%
Soundslides/FCP stills and audio 20%
Video Project 20%
Google map/Interactive Graphic 10%
Final Site 25%
Total: 100%
Course grades will be assigned as follows:
A: 94%-100%
A-: 90%-93.99%
B+: 87%-89.99%
B: 84%-86.99%
B-: 80%-83.99%
C: 70%-79.99%
D: 65%-69.99%
F: below 65%
NOTE: This course is a core requirement for all SJMC students; therefore, you must pass with a C or better. Failure to do so will mean that you must retake the course.
A note on classroom behavior and expectations:
Let's maintain a friendly, open environment - one that encourages discussion, debate and dialogue. We can all learn from each other, especially through peer critiques of our work. Keep distractions like social networking, web surfing, or texting, to a minimum. This is a challenging course and we will be covering a lot of material, but the deadlines for your work are REAL. If they are missed, the tardiness will be reflected in your grade for that project, dropped at least half a grade (for example, an A- becomes a B+).
ATTENDANCE: Two (2) unexcused absences will be allowed during the semester. Your

grade will be lowered by half a letter grade for every unexcused absence beyond two. Excused absences will only be granted for sickness, injury, family emergency (all of which require notification with 24 hours and documentation) and religious holidays.

COURSE CONTENT: ALL content created for this course, with the exception of archive material or stock footage used with my approval, is to be original and created expressly for the purpose of this class, by you.

COURSE OUTLINE (Please note that dates, lectures and assignments are subject to change)
Weeks 1 & 2 (8/25-9/3): NO CLASS ON SEPT. 1 – LABOR DAY
Introduction to multimedia storytelling; mass communication in an era of convergence; getting started with;Wordpress
- 9/3: Initial Wordpress site must be up and running; first blog post, with ideas for site and proposals for first two interviews
- 9/3: Due at the beginning of class: A signed, one-page proposal for your website; this is will be a BINDING contract between the student and professor agreeing to the site that will be created during the course; **BRING EXTERNAL HARDDRIVES TO CLASS FOR FORMATTING;** sign and turn in **"Release and assumption of risk"** form for all FIU equipment used during the semester.
Weeks 3, 4 & 5 (9/8- 9/10 & 9/15 – 9/17 & 9/22- 9/24): Basics of shooting video and electronic field production (EFP); work with video from point and click cameras; lighting and shooting interviews; maximizing audio for video.
Interviewing techniques; recording and editing audio; working with cameras and multiple audio tracks; streaming and embedding audio interviews
-9/8 Watch partial docs and discuss how to shoot interviews (of your classmates)
9/10: Shoot interviews of students in class
9/17: Learn how to use Adobe Premier by editing your student interviews
9/22 & 9/24 Continue with learning adobe premier and discuss whom you will be interviewing for your SEA LEVEL RISE TOPIC
Weeks 6 & 7 (9/29--10/1 & 10/6 & 10/8): Introduction to basic photography; working with Photoshop and basic editing; photo gallery and essay for site; working with and embedding slideshow
9/29 – Reviewing slideshows – what makes them work.
10/1 - 10/6 and 10/8 INTERVIEWING PEOPLE FOR SEA LEVEL RISE AND TAKING PHOTOS and VIDEOS OF KING TIDE DAY
Weeks 8 & 9 (10/13-10/15 & 10/20 – 10/22): Working with Adobe premier; compressing and exporting video for the web
10-13 and 10- 15 start editing your sea level rise story
10/20 and 10-22 finish editing your sea level rise story

Weeks 10 & 11 (10/27-10-/29 & 11/3- 11-5):
Putting sounds and images together, working with
Soundslides
10/27: Working on Soundslides & photo essay
11-5 Soundslides project and photo essay posted to Wordpress site by end of class

Weeks 12, 13, 14, 15 (11/10-12/02):
Building interactive graphics for website (Google map, timeline, Storify, Many Eyes, etc.); editing final video for site; clean up and finalize site

12/1: Last Week of Class: Class will meet to present final projects;
Wordpress site must be in final form by end of the day
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.