

**Communication 3226 - Multimedia Journalism**  
**Wednesday & Friday 3:00 pm - 4:50 pm**  
**Room 281 Journalism Building**

**Instructor:** Leonardo Carrizo

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**Office Hours:**

Tuesdays and Thursdays from 11:15 am to 12:15 pm

Wednesdays and Fridays from 9:30 am to 10:40 am

or by appointment.

**Course description**

This course is designed to give students the knowledge and skills they need to become multimedia news professionals. Journalists and other professional communicators today must be familiar with creating news content in a variety of forms. This course will give students an overview of the theories, principles and practices of multi-media content suitable for a Web site. With barriers among print, audio, still photography and video disappearing, students need to be able to create stories in different formats to be competitive in media industries. Be prepared to work independently (backpack journalist) and in teams, as large multimedia media projects involve teamwork.

This course combines principles of multi-media storytelling with hands-on work. Before each technology is introduced, students will learn the principles and goals involved in creating interesting, professional stories. Students will learn the practical elements of how to use the technology and produce a newsworthy story. Although time will be spent in the classroom learning multi-media principles and technology, students should be prepared to do their own reporting and story editing outside of the regular class time.

Students must work directly with all The Lantern editors to get their work on the paper. Students will coordinate photo and video assignments with the Photo and Multimedia editors in particular to fulfill class assignments. Any work submitted to or published in Lantern will be graded according to this class lectures and quality demands. Both deadlines for The Lantern and class assignment must be met to receive credit for any assignment. Consequently, students should attend and participate in The Lantern's weekly photo/multimedia meeting to pick up assignments.

Students are expected to already know what constitutes a newsworthy topic and how to create a print story. This class will expand upon that background to explore story development in different formats. Students will use traditional reporting skills, values and techniques, and develop their abilities in still photography, audio, and video.

**The course includes:**

- An overview of multi-media journalism, explaining industry trends.

- Hands-on instruction to understand the basic principles of news using photography, audio, video and blogging.

## **Goals**

In this course, the students will:

- Understand what is meant by multi-media journalism and understand current industry trends in media convergence.
- Understand theories and practices involving multi-media journalism, including how to create stories for different formats.
- Be aware of the legal and ethical issues involving multi-media news
- Understand principles of news stories using different types of technology
- Be able to create, edit and produce news stories using different types of technology
- Understand principles of Web publishing.
- Learn how techniques of multi-media journalism apply to your career goals
- Provide newsworthy content for The Lantern.

## **Multimedia Gear and Equipment.**

The tools of a multimedia journalist are many hence MULTI-MEDIA! You will learn how to use a digital photography camera, digital audio recorder, digital video camera and multiple computer software for post-production. You will be able to check out equipment in the Lantern's newsroom. Check out the days and times when the checkout room will be open this semester. If you have personal equipment, consult with your instructor to find out if is appropriate for our class.

- **Photo gear:** 3226-equipment checkout, (or personal gear.)
- **Audio gear:** iPhone but strongly encourage to purchase.
- **Video gear:** 3226-equipment checkout, (or personal gear.)
- **Headphones:** Personal
- **SD Memory Card-** at least 4 GB.
- **External Portable Hard drive:** Must be Mac comparable and at least 80 GB of space.

**\* You will need to coordinate with Lantern staff to get your Lantern ID.**

**\*\* Comm 3226 Students can check out Lantern equipment when working on a class/Lantern assignment ONLY.**

## **Course readings**

Reading selections and book are available free online from the OSU Library or on Carmen.

- Kenneth Kobre (2013) Videojournalism.  
<http://proquest.safaribooksonline.com/book/video/9780240814650>
- Duy Linh Tu (2015) Feature and Narrative Storytelling for Multimedia Journalists  
<http://proquest.safaribooksonline.com/book/publishing/9780415729079>
- Briggs, Mark (2007). Journalism 2.0: How to survive and thrive.
- Richard Zakia and David Page. (2010) Photographic Composition Visualized.

- Larry Jordan (2011) Final Cut Pro X, Making the transition

### Point distribution and summary of course assignments

Assignment #1 Creative devices	10
Assignment #2 Features	20
Assignment #3 General news, event/sports (gallery)	40
Assignment #4 Numbers audio	10
Assignment #5 2 Portraits with audio	50
Assignment #6 <b>Midterm</b> Audio & photo story	150
Assignment #7 Video event/profile	100
Assignment #8 <b>Final</b> Video Story Project	200
<b>MIDTERM EXAM</b>	100
<b>FINAL EXAM</b>	200
Attendance & Participation	100
Lantern Assignments One photo assignments (you have to sign for a week to pick it up)	20
<b>TOTAL</b>	<b>1000</b>

### The Lantern Assignments

The primary goal of this class is to develop skills so that students can create multi-media content good enough to be published – that is, posted on a news-oriented Web site. Students must produce material that their peers will find newsworthy, interesting and relevant for The Lantern.

Students will have to sign-up for a week during the semester to complete their Lantern photos. Lantern editors will assess the quality of the work to confirm that it meets all Lantern requirements and deadlines before I grade each assignment.

There are two (2) photo assignments for The Lantern.

Students are required to make all contacts with editors at The Lantern for their material to be added to the Lantern's news website. Students are responsible for informing the instructor promptly when their material is posted on the Lantern's website.

### Reshoots

Students can re-shoot assignments #1 to #2 one for a better grade. Reshoots can only go up one letter grade. For example, you get go from B to A and from a C to B, but you can't go from a C to an A.

\* The team-oriented assignments require that students put in equal amounts of effort. Students working together get the same grade, but grades can be adjusted by the instructor to reflect the amount of effort put in by the contributors. After each group assignment, each member of the group must turn in a peer review that lists the estimated

percent of effort put in by each group member. Based on the peer review and the informed knowledge of the instructor, the point total given to each student can be adjusted up or down.

**Grade distribution: OSU Standard Scheme**

930–1000 = A,	770-799 = C+,	Under 600 = E
900-929 = A-,	730-769 = C,	
870-899 = B+,	700-729 = C-,	
830–869 = B,	670-699 = D+,	
800–829 = B-,	600-669 = D,	

**Grading on assignments includes the following criteria:**

- Follow directions on the assignments.
- Meeting deadlines is crucial in journalism. Assignments submitted after deadlines will not be graded and zero will be given for that assignment.
- Finished product must apply the principles covered in readings and class for that type of multi-media story: photo, audio and video.
- Assignments should be good enough to be published. Unprofessional or sloppy work will be penalized.
- Photos MUST have captions, sources MUST be identified in audio and video projects.

**Course Policy on Attendance and Participation**

Attendance and participation counts for 10% (100 points ) of your final grade and begins from the first day of classes. I will take attendance every day. You will receive points for each class you attend; consequently, you will loose points for not attending class. It is essential that you come to class each day and participate in our discussions. If you are not in class you can't participate. I will also ask students to bring material to present to the class and start discussion. This will count as participation and students should be prepared to present any day. Participation will not compensate (or make-up) absences.

Students who are unable to attend class must notify the professor in advance or soon after the class period and provide written documentation of the reason for missing class (e.g., medical note from a certified physician) in order to receive an excused absence. All other absences will be regarded as unexcused and points will be deducted.

The class is driven by a set of assignments in sequential order, with increasing levels of challenge. When a student misses class, or falls behind on an assignment, it disrupts the progress of the whole class.

\* Poor cell phone etiquette is frowned upon. Please put all phones on silent, and do not answer them or text during class.

**Technology Use**

This course is a technology-heavy course, but it must be used responsibly – that is, you need to stay focused on class discussion and material as a courtesy to other students and your instructor, and to do well in the class. So, **DO NOT CHECK YOUR EMAIL** or use the Internet for tasks outside of class assignments while I am lecturing or while other students are speaking.

### Academic Misconduct

It is the responsibility of the Committee on Academic Misconduct to investigate or establish procedures for the investigation of all reported cases of student academic misconduct. The term “academic misconduct” includes all forms of student academic misconduct wherever committed; illustrated by, but not limited to, cases of plagiarism and dishonest practices in connection with examinations. Instructors shall report all instances of alleged academic misconduct to the committee (Faculty Rule 3335-5-487). For additional information, see the Code of Student Conduct ([http://studentaffairs.osu.edu/info\\_for\\_students/csc.asp](http://studentaffairs.osu.edu/info_for_students/csc.asp)).

### Statement about Disability Services

“Students with disabilities that have been certified by the Office for Disability Services will be appropriately accommodated, and should inform the instructor as soon as possible of their needs. The Office for Disability Services is located in 150 Pomerene Hall, 1760 Neil Avenue; telephone 292-3307, TDD 292-0901; <http://www.ods.ohiostate.edu/>”

I will make every attempt to adhere strictly to these dates. However, based on circumstances, some of these dates are subject to change. Please check Carmen, where I will post changes, if necessary. Note: the Carmen calendar trumps this one.

Calendar	Topic	Assignments due date
<b>Week 1 Intro-Multimedia and storytelling.</b>		
1/13 (W)	What’s multimedia? What’s a story? Telling Stories- Chap 1 HW. Read: Videojournalism Chap 1 HW. Read: Videojournalism Chap 2 Watch selected video from Chap 1	
1/15 (F)	Finding & Eva. Stories Chap 2 HW – Find potential stories for next class HW. Read: Videojournalism Chap 5	Multimedia stories discussion
<b>Week 2 Intro to Multimedia Camera basics</b>		
1/20 (W)	Photography 101 – Exposure: Aperture, shutter speed and	

	ISO Camera basics Chap 5 review HW. Read <a href="http://www.canonoutsideofauto.ca/learn/">http://www.canonoutsideofauto.ca/learn/</a>	
1/22 (F)	Visual Composition- Creative Devices Photo skills practice HW. Upload 5 images to Carmen HW. Photo Composition book Chap 3 *Assignment #1 Creative Devices	Photo practice
<b>Week 3 Photojournalism</b>		
1/27 (W)	Photojournalism - Photo-J assignments and Ethics HW. Upload Iconic images to Carmen	Assignment #1: Creative Devices
1/29 (F)	Feature photos Digital Workflow Photo captions and Photoshop I *Assignment #2: Features	Iconic Images
<b>Week 4 General coverage and portraits</b>		
2/03 (W)	General news photos Light and color lecture + Portraits and light HW. Read: Videojournalism Chap 7	Assignment #2 Feature photos
2/05 (F)	Practice – light and/or 3 photo package Events and Sports coverage. *Assignment #3 Events/ Sports HW. Read: Videojournalism Chap 8 HW Upload Portraits and event examples to Carmen	Portraits and events photos discussion
<b>Week 5 Recording Sound</b>		
2/10 (W)	Audio stories for journalists. Audio basics and equipment.	Assignment #3 General news, event, sports gallery
2/12 (F)	Audio Post-Production software Recording practice Interviewing Chap 11 HW. Read: Videojournalism Chap 9 *Assignment #4 Portraits/Profile with audio	Assignment #4 Numbers
<b>Week 6 Successful story topics</b>		
2/17 (W)	Combining Audio and Still stories Brainstorm Midterm topics Photo Stories/Galleries with SoundSlides In-class exercise HW. Read: Videojournalism Chap 4	

2/19 (F)	Research and topics Producing titles for your SS Midterm	*Assignment #5 Portrait with audio
<b>Week 7 Photos and audio together</b>		
2/24 (W)	Editing photos and audio	
2/26 (F)	Final Production	
<b>Week 8 Midterm Project Presentations</b>		
3/2 (W)	Midterm presentations I	*Assignment #6 Midterm
3/4 (F)	Midterm presentations II	
<b>Week 9 Midterm Exam &amp; Intro videojournalism</b>		
3/09 (W)	Written Midterm	Written Midterm
3/11 (F)	Intro to video journalism The Video Camera and accessories. Shooting video I HW. Read: Videojournalism Chap 10	
<b>Week 10– SPRING BREAK</b>		
3/16 (W)	<b>SPRING BREAK</b>	<b>SPRING BREAK</b>
3/18 (F)	<b>SPRING BREAK</b>	<b>SPRING BREAK</b>
<b>Week 11 Video-journalism &amp; Shooting Video</b>		
3/23 (W)	Shooting sequences *In-class video exercise: sequences HW. Read: Videojournalism Chap 11 Assignment #7 Video #1	In-class video practice
3/25 (F)	Intro to Final Cut X software: Editing Chap 13 HW. Read: Final Cut Pro Chap 1 & 2	
<b>Week 12 Video - FCX Interface</b>		
3/30 (W)	Editing and Exporting video HW. Read: Videojournalism Chap 14	
4/01 (F)	Ethics	
<b>Week 13 Video – Audio - Editing</b>		
4/6 (W)	Video # 1 Critique	* Assignment #7 Video #1
4/8 (F)	Final Video Ideas * Assignment #8 Video #2	
<b>Week 14 – Video</b>		
4/13 (W)	Research	Final Contracts
4/15 (F)	Building the Story	

<b>Week 15 – Web publishing</b>		
4/20 (W)	The Internet and web tools Website and HTML	
4/22 (F)	WordPress and blog Practice and work	
<b>Week 16 –</b>	<b>Presentations</b>	
4/22 (W)	Video Presentations I	* Assignment #8 <b>Video #2</b>
4/24 (F)	Video Presentations II	Presentations II Last day to submit Lantern assignments
<b>Final: Thursday April 28</b> <b>Time: 4:00 pm to 5:45 pm</b> Please double check with Fall 2016 Final Examination Schedule		