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JRNL 427.01: Advanced Photo & Multimedia Storytelling

Jeremy J. Lurgio  
*University of Montana - Missoula, jeremy.lurgio@umontana.edu*

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Instructor
Jeremy Lurgio, Associate Professor, Photojournalism and Multimedia
Don Anderson Hall 434
jeremy.lurgio@umontana.edu, 406.243.2601
Office hours: Tues. 9:30-11, Thursday 2-4 PM

Course Description
This workshop-style course provides advanced training in photojournalism and multimedia journalism techniques. Through case studies and lectures, students will analyze the shifting landscape of digital storytelling and digital publication. We will discuss current transformations in the media environment. We will look at news organizations, like National Geographic and the New York Times, and critique their use of new storytelling tools and techniques.

In this course, students will learn how to use multiple media layers to create powerful narratives. The class will emphasize how to develop and produce multimedia stories by using and blending different formats such as audio, photos, video, text, graphics, maps, and data visualization. Students will learn to pitch story ideas and choose the appropriate formats for those stories. These concepts will be grounded in news judgment, ethics, and critical thinking.

The ability to capture moments in photography, audio and video is paramount to the success as a visual journalist. This will be a recurring theme throughout this course. We will also discuss the role of social media in the research and marketing phases of a project. Students will work on practical and technical exercise throughout the semester. Each student will produce three multimedia packages in the course.

Course Objectives/Outcomes
- To successfully complete various photographic multimedia projects
- To add at least one high-quality project to your portfolio that will help prepare you for the job market
- To learn to generate ideas and conduct research
- To continue to develop a personal style and ethical photographic philosophy
- To strengthen your passion for taking pictures
- To implement appropriate tools and technology for multimedia storytelling
- To think critically and creatively with regards to storytelling
- To publish multimedia work as multiplatform projects
- To think about diversity and diverse perspectives from story pitching to publication

**Class Time**

This class will feature lectures, student presentations, editing sessions and critiques. The majority of learning in this class will come from shooting, critiquing and class discussions. Assignments will be discussed and the instructor and the class will critique your work. See weekly schedule for assignments and respective due dates.

Good ideas can get lost without the ability to sell them to skeptical editors. This class is an opportunity to for you to learn how to articulate your ideas when it comes to multimedia stories. It is also a chance to be part of the editorial discussion on projects. Students will be expected to participate in class discussions and critiques. If you are absent, you will be expected to learn the material that you missed from a fellow student. Arrive to class on time and be prepared for the day’s agenda. Attendance will be taken and points are deducted from the final grade for unexcused absences.

**Equipment**

You may use any professional DSLR camera or video camera. It should be appropriate for your subject and your presentation. *You will need CF or SD cards and an external hard drive* (preferably 500 gig or bigger, RPM speed of 5400 or faster, and firewire 800. USB2.0 or USB 3.0.)

Video cameras are available for checkout on a limited basis. We have HD digital cameras and HDSLRs that shoot video. Wireless Mics and a couple of hot shoe mics are also available for checkout but you will need to supply AA batteries or AAA batteries. We have tripods and lighting gear as well.

An external microphone or audio recorder would be beneficial.

**Academic Honesty**

Nothing that was shot before this semester may be turned in for this class. It is expected that you will turn in new work for each assignment in this class.

It is also expected that all work done in this class on photographic exercises, captions, quizzes, etc. will be your own. Any act of academic dishonesty will result in referral to the proper university authorities or disciplinary action. Students must be familiar with the conduct code.

See [Student Code online](#)

You may not submit for this course any assignment that has previously, or will be concurrently, submitted for another class, unless you receive prior approval from the professor for this
Students With Disabilities
If you have a disability that you feel affects your performance in this class, please come see me and we'll create the right work environment for you. See Disability Services for UM Students Website

After-Hours Access
Graduate students and students enrolled in the journalism major or minor will automatically get access. You will have continual access (during the semester) to Don Anderson Hall, until you graduate or drop from the professional program. Your Griz card gets you into the building after hours. If you have a major outside journalism or are undeclared, you will need to submit an after-hours access form.

Go to this link to access the form and fill it out this week. After Hours Access to School of Journalism building or go here Tiny.cc/AHAF19
Please test your Griz card swipe ASAP, to make sure it works. If it doesn't, contact Cameron Bucheit in the main office.

Drop Deadlines

Online drop deadline information
Beginning the sixteenth (16) instructional day of the semester through the forty-fifth (45) instructional day, students use paper forms to drop, add and make changes of section, grading option, or credit. The drop/add form must be signed by the instructor of the course and the student's advisor. The signed drop/add form must be returned to the Registration Counter no later than the forty-fifth instructional day.

Beginning the forty-sixth (46) instructional day of the semester through the last day of instruction before scheduled final examinations, students must petition to drop. The petition form must be signed by the instructor of the course and the student's advisor and, the dean of the student's major.
Documented justification is required for dropping courses by petition. One of the following four must be met: accident or illness, family emergency, change in student work schedule or student does not receive any evaluation of performance before drop deadline.

Cell Phones and Text Messaging
If you bring your cell phone to class it must be in the off position. No text messaging allowed in class. If you are discovered text messaging you will receive a zero for that day – that includes any assignment that may be due that day. The same is true if you are on any electronic contact device.

Readings and Resources
Much of this class is based on current trends in multimedia news coverage. Therefore, we have a few texts, but much of what we will use will be online news in magazine, newspaper, and digital publications.


“Ethics and Standards,” American Press Institute
https://www.americanpressinstitute.org/topics/ethics-and-standards/
Knight Digital Media Center
http://multimedia.journalism.berkeley.edu/

Assignments
Class assignments will be broken down into weekly story telling and technical exercises, story proposals/pitches, story and project updates, and final projects. All of these elements are important to your growth in the class. Assignments will be discussed in class.

You need to wait until we discuss each assignment in class before you photograph that assignment. You must shoot a different subject for each assignment. You may not select photos from a prior assignment for a current assignment.

Submission of Assignments
All written assignments may be submitted via Moodle.

All audio, photo and video assignments will be submitted to the appropriate folder in my folder on the Professors’ server. You may use Bridge, Lightroom or other RAW compatible photo software. You may produce in Avid, Final Cut X or Adobe Premiere. You may also use Audacity or Audition for your audio projects.

When submitting assignments in Moodle or the server, use the following naming protocol: yourLASTname_story1.mov, yourLASTname_story2.mov, or yourLASTname_proposal1.doc.

Deadlines
Deadlines are absolute. Don’t be late. You will be entering a profession where this is a requirement for continued employment. If you don’t meet deadlines now, you may not be successful in the workplace. Any late will be reduced by TWO LETTER GRADES for each day it’s late.

All assignments, unless noted, are due in the appropriate folder on the professors server(or on Moodle) one hour before class. (That is 1 p.m.)

Grading
Grading is broken down to a few categories: Exercises, Proposals, Story updates and final projects. Grading will be based on accumulated points. Each project or exercise will be graded on your photography (both still and video,), audio, reporting, writing, production and design. Please see the separate schedule for class schedule, deadlines and points breakdown.
Projects
The class will consist of weekly exercises to build and reinforce skills, story pitches, shooting and editing exercises, story updates, final story projects and project update and drafts.

Schedule of Topics
1. Week 1: Introduction to course topics, What is multimedia, Story formulas, Dissecting story arcs, picture stories
2. Week 2: Finding and evaluating stories, Understanding context through research
3. Week 3: Pitching multimedia stories, the power of audio in storytelling, new story telling techniques and technology
4. Week 4: Shooting video (technical and aesthetic choices,) conducting interviews
5. Week 5: The power of moment, The power of sequencing, verbal and visual narrative
6. Week 6: Editing with purpose, Photo editing, Video production training, Audio editing
7. Week 7: Creating text explainer videos
8. Week 8: Adapting new technologies, Developing story proposals
9. Week 9: Using text and sound, basic script writing and voice over
10. Week 10: Final Project pitch workshop, Data and mapping to develop context
11. Week 11: Project 2 presentations and critique
12. Week 12: Advanced production techniques. Covering diversity in your community
13. Week 13: Marketing your work, selling your work, building your brand, using social media
14. Week 14: One on one sessions to critique and edit final projects
15. Week 15: Final project presentations