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JRNL 427.01: Advanced Photojournalism and Multimedia Projects

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

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COURSE DESCRIPTION AND CLASS STRUCTURE
J427 is designed primarily as a workshop class. We will discuss your projects in group and individual critiques. Lectures, slideshows, student presentations and reading assignments will provide background and inspiration. We will discuss photographers with a variety of multimedia styles. We will explore different approaches to multimedia storytelling. You will refine your shooting style and ability to tell compelling stories in compelling ways.

You will create multimedia stories using still photographs, words, audio, video and graphics. You’ll need appropriate text and captions for your projects.

COURSE 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

READINGS
You will have weekly assignments to watch various multimedia projects as well as read articles about the field. These will be posted on Moodle. Readings may be provided as handouts. For additional information, you may find the following books helpful: Videojournalism: Multimedia Storytelling, Ken Kobre Lessons In Death And Life by Dave LaBelle, Truth Needs No Ally by Howard Chapnick, Final Cut Pro 7 Visual QuickStart Guide by Lisa Breneis and Final Cut Pro 7 by Diana Weynand.
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 2 LETTER GRADES for each day it’s late. All assignments, unless noted, are due in the appropriate folder on the professors’ one hour before class (11:40 a.m.). All proposals and written assignments due in Moodle at 11:40 am.

ATTENDANCE
Regular and timely attendance is crucial in this class. You will be responsible for material covered in your absence, and your assignments will still be due at their scheduled times. Class attendance is required. If you don’t show up for work, you can get fired. If you don’t show up for class you lose points. If you need an excused absence, you are required to notify me before the class you are going to miss. We are working on some professional publication work that need input from all of the class.

CLASSROOM PARTICIPATION
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 larger editorial discussion on projects.

CLASS MATERIALS AND 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 cards and an external hard drive (preferably 500 gig or bigger, RPM speed of 5400 or faster, and firewire 800. USB2.0 at the least.)

Video cameras are available for checkout on a limited basis. We have HD digital cameras and HDSLRS. 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.

SUBMISSION OF ASSIGNMENTS
When dropping assignments in the server, use the following naming protocol: yourLASTname_story1.mov, yourLASTname_story2.mov, or yourLASTname_proposal1.doc.

AFTER HOURS ACCESS
Enrollment in this class grants you after-hours access to Don Anderson Hall. If you are a pro-program student your code from last year will be reactivated. Your Griz Card will be activated for the outside door. Codes will remain active until the last day of the semester.

CELL PHONES & 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 for doing any work not related to class on any computer.
GRADING
Grading will be based on accumulated points. Each project will be graded on your photography (both still and video,) audio, reporting, production and design. Please see final page of syllabus for deadline and points breakdown.

GRADING SCALE

<table>
<thead>
<tr>
<th>Grade</th>
<th>Range</th>
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<tbody>
<tr>
<td>A</td>
<td>93 to 100%</td>
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<tr>
<td>A-</td>
<td>90 to 92%</td>
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<tr>
<td>B+</td>
<td>88 to 89%</td>
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<td>B</td>
<td>83 to 87%</td>
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<td>B-</td>
<td>80 to 82%</td>
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<td>C+</td>
<td>78 to 79%</td>
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<td>C</td>
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<td>C-</td>
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<td>D+</td>
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<tr>
<td>D</td>
<td>63 to 67%</td>
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<tr>
<td>D-</td>
<td>60 to 62%</td>
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<td>F</td>
<td>59% and below</td>
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Extra credit: Enter NPPA clip contest or other approved contest. Print off entry confirmation.

STORY PROPOSAL DEADLINES
If you have an idea before the deadline just type it up and turn it in for early approval.

LENGTH OF MAIN MULTIMEDIA PROJECT ASSIGNMENTS (100 POINTS EACH)

Story 1  Centenarian Story/ Portraits and Multimedia
2 minutes
Stills, audio and video interview

Story #2 Event Story – all video
2 to 3 minutes

Story #3 Multimedia Feature story
3 - 5 minutes
Still, audio, video, graphics, etc.

Exercises(10 Points each): Multimedia examples, Shooting ideas and characters, Transition examples
Assignments(20 Points each): Audio Arc, Audio Soundscape, Partner Interview, Sequence, Final Project Proposals, Event story proposals, Sense of Place, TimeLapse sequence
Project Updates(20 points each) – Centenarian portrait/multimedia update, Final Project Narrative Draft, Final Project Draft

EDITING GROUPS
The class will be divided into groups for video exercises and other projects.

EQUIPMENT CHECKOUT
Many of you will need to check out audio and video gear. Equipment checkout allows you to check out gear for a 24-hour period. Plan accordingly.
ALL equipment must be returned by May 9 BY NOON, or a hold will be placed on our final grade and you will be charged the full replacement value of the equipment.
We will discuss our equipment checkout policy, in detail, in class.

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. Please see www.umt.edu/dss for details.

ACADEMIC HONESTY
All work turned in for this class must be your own. Failure to comply with this and you will be assigned an F for your final grade. It is expected that you shoot all new work for this class. 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.

*** read carefully
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 course. To do so without permission will result in an F for the assignment.

CONTESTS TO ENTER FOR BONUS POINTS!
HEARST ENTRIES
Hearst Photojournalism and Multimedia

CPOY
  COLLEGE PHOTOGRAPHER OF THE YEAR.- cpoy.org

GORDON PARKS INTERNATIONAL PHOTOGRAPHIC COMPETITION
http://www.gordonparkscenter.org

NATIONAL NPPA WEB SITE
www.nppa.org

SOUTHERN SHORT COURSE

ATLANTA PHOTOJOURNALISM CONTEST
http://www.photojournalism.org/
### SCHEDULE OF CLASS TOPICS & ASSIGNMENT DUE DATES –

NOTE: The following list of topics and assignments is subject to change with notice.

<table>
<thead>
<tr>
<th>Week</th>
<th>Class topics</th>
<th>Assignment Due</th>
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<tbody>
<tr>
<td>1</td>
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<tr>
<td>Aug. 26</td>
<td>Review syllabus, Equipment check out, after-hours</td>
<td>Multimedia story example with one-page discussion of what is multimedia</td>
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<td></td>
<td>Equip – 1 TB hard drives 5400 RPM at least</td>
<td>put URL in word doc label it lastname_mm.doc</td>
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<td></td>
<td>Centanarian Project (view, discuss)</td>
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<td>MM - Project Set up/ Media Storm</td>
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<td>Assign: Story 1 – Preliminary research, Multimedia story example, Watch The Boy Who Harnessed the Wind</td>
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<td>Aug. 28</td>
<td>What is Multimedia?</td>
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<td></td>
<td>The Boy Who Harnessed the Wind – Discussion</td>
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<td>Telling stories - Story Formulas - Narrative Arc</td>
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<tr>
<td></td>
<td>Centenarian check in</td>
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<tr>
<td>2</td>
<td>GROUP PROJECT RESEARCH AND DEVELOPMENT I</td>
<td>Due: Centanarian shooting ideas and characters</td>
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<tr>
<td>Sept 2</td>
<td>Meet with Adv. Video</td>
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<td></td>
<td>Finding and evaluating stories, successful MM stories(1 in 8 million)</td>
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<td></td>
<td>Assign Audio Arc story</td>
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<tr>
<td>Sept 4</td>
<td>GROUP PROJECT RESEARCH AND DEVELOPMENT II</td>
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<td></td>
<td>Meet with Adv. Video/Producing schedule</td>
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<td>Multimedia Reporting: Audio narrative, Understanding the five W’s and Story Boarding</td>
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<td>Dissect – Two Dads piece Horton Story</td>
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<td>3</td>
<td>GROUP PROJECT – Field shoot and set up Bring Gear with YOU</td>
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<td>Sept 9</td>
<td>Shooting portraits – lighting, composition, approach and consistency</td>
<td>Audio Arc story</td>
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<td>Critique Audio Arc Story</td>
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<td>Story follow up</td>
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<tr>
<td>Sept. 11</td>
<td>SHOOTING VIDEO I – the CAMERA</td>
<td>Bring Gear with YOU</td>
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<tr>
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<td>HDSLR video Pros and Cons Workflow</td>
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<td></td>
<td>Microphones, tripods, accessories, audio recorders</td>
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<td>Achieving good results ---- HD SLRs and FCP</td>
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Sept. 16
SHOOTING VIDEO II
- INTERVIEWS & AUDIO
Conducting an interview and camera set up
Basic of lighting and composition
Audio - Wireless Mics
SECURE CAM ERAS & LIGHTS
Assign Partner Interviews

Sept. 16
Open Lab for FCPFCP LAB
Capture and editing digital video
HDSL R and FCP
Sub-clipping ,organizing timeline, exporting project

Sept. 18
Critique Partner Interview
Exemplary Examples: Lighting and Interviews
Audio Soundscapes
Assign Audio Soundscape

Sept. 23
SHOOTING VIDEO III – Power of sequencing
Video shooting techniques and sequencing
Five Shots sequence
Assign: Event Story proposals and Sequence

Sept. 25
Critique Audio Soundscape
Editing Video stories
Editing sequences, editing interview
Verbal narrative & Visual Narrative
Deconstructing Multimedia: Intros, Transitions

Sept 30
Critique Sequences
Audio Soundscape

Oct. 2
Groups show transition examples
Transition Examples
Story Production
Focused approach, Character Development
Fair and balanced, Hooks, Literal and figurative story telling
Types of cuts, Pacing
Steps from storyboard to sequence cuts to final cut
Oct. 7  Final Project Pitches

Oct. 9  Event Story & Sense of Place
Student Examples – Sense of Place & Event Stories
Assign: Sense of Place
  Event Video story – Due 48 hours after event

Oct. 14 Group Centenarian Photo Edit

Oct. 16 Critique Centenarian Multimedia project
One-on-one meetings with Jeremy and your teammate

Oct. 21 Ethics in video and audio
  Video shooting techniques/story techniques II
  Deconstructing multimedia – Story development and pacing
  Music and Music rights

Oct. 23 Critique Sense of Place
  Critique Centenarian

Oct. 28 Shooting successful timelapse sequences

Oct. 30 Writing a script - using voice over or text
  Writing Text for Multimedia Projects

Nov. 4 Production Techniques
  Graphics & Type
  Alternate production techniques
  Thinking about packaging stories
  Post production: toning video, audio production, music

Nov. 6 Critique Event Story
  Due Event Story
Critique Time Lapse
  Time Lapse Due
12
Nov. 11  One-on-one Final Project Narrative Draft             Fin. Project/Narrative Draft

Nov. 13  TBA – Centenarian Website Work???... project work, check in

13
Nov. 18  Long Form Multimedia projects (shoot projects)

Nov. 20  One-on-one meetings with Jeremy             Story 3 - Final Draft

14
Nov. 25  TBA

Nov. 27  Thanksgiving Day – Gobble Gobble – no class

15
Dec. 2  Workshop Final Projects

Dec. 4  Final Work Centenarian Project
        Last thoughts
        Evaluations

 Finals Week Dec. 9 Tuesday 320-520
 Critique Final Projects

 All equipment due Monday Dec. 8, by noon.

If you do not return equipment by this date you will be charged replacement cost of said equipment, plus you will receive an Incomplete in your class until you pay in full for that equipment.