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JRNL 427.01: Advanced Photo & Multimedia Storytelling

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J427 Adv. Photojournalism and Multimedia

“The question is not what you look at, but what you see.” - Duane Michael

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Office Hours: T-TH 10:30 to Noon & by appointment

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.

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

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 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.

**Graduate Students**

*** Graduate students have additional graduate components to this class. As graduate students we expect you to be leaders in the class. You will also lead an additional class on the trends in multimedia storytelling.

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

**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 Professional Program students - You will NOT need to submit this form for Fall 2016 if you are a journalism graduate student or an undergraduate student, already admitted to the Journalism Professional Program. Your GrizCard has already been activated.
You will have continual access (during the semester) to Don Anderson Hall, until you graduate or drop from the professional program. Check to make sure the GrizCard swipe on the front door works this week. If it doesn’t work contact Cameron Bucheit on the second floor.

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.


Knight Digital Media Center [http://multimedia.journalism.berkeley.edu/](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, 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 Final Cut Pro, 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 ONE 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 (11:30 a.m.). All proposals and written assignments are due in Moodle at 11:30 am.

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

Exercises & Ideas (10 Points each): MM Examples, Artist Profile Ideas, Critical Response Nicky or XDCAM, Big Sky Doc Critical Response, Transition Examples, Final MM Project Ideas, Final presentation attendance.

Assignments (20 Points each): Soundscape, Partner Interview, Sequence, Final Narrative Draft, Time Lapse Sequence, 30 Second Phone Video

Project Updates and drafts (20 points each)

Final Projects (50 and 100 points each)

Attendance / participation (30)

If you have an idea before the deadline just type it up and turn it in for early approval.
Length of your three final projects will range between 2 and 5 minutes depending on your story and proposal.