

Journalism 302F
School of Journalism
College of Communication
University of Texas - Austin

DIGITAL STORYTELLING

Fall Semester 2013
MWF 2.00 – 3.00 pm
CMA 3.124
Undergraduate Course

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Off. Hours: F 2 - 3 pm or Any day by app.

Lab Group 1 (07540) & 2 (07535)
CMA 4.146 & 4.152
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TTH 9.30 - 11.00 am
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Lab Group 3 (07545)
CMA 4.152
TTH 8.00 - 9.45 am
TA: Qian Wang
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Course Description

The digital revolution is having a profound impact on the way news stories are researched, reported, edited and distributed. Today's journalists must be prepared to master a variety of digitally-based storytelling methods that go beyond the written word. This course will focus on the challenges of writing and reporting for the web, while providing training in multiple technologies for digital delivery of text, photos, audio and video news across journalism platforms.

This course will cover a number of issues that relate to the student journalist, among them:

- An exploration of digital/multimedia journalism and its impact on traditional media
- An examination of “best practices” of digital/multimedia journalism
- Learning to use text, pictures, audio and video to tell journalistically-sound stories
- Effective use of online research, crowd sourcing and computer-assisted reporting
- Developing better grammar, spelling and punctuation skills
- Mastering the AP Stylebook
- Understanding the Web as a news platform

Course Objectives

Today's multimedia storytelling requires mastering multiple technologies. You will learn the basic skills journalists need in the digital age. The main goals of this course are:

1. To improve your skills as a news writer and reporter
2. To develop news judgment; to develop and cultivate sources; to conduct effective interviews
3. To produce news stories specifically for the web
4. To develop skills to better analyze and critique best practices in multimedia journalism including web-based writing, use of social media, video, audio, photos, layout/design, interactivity and usability

5. To acquire skills that will enable you to shoot and edit your own photos and video and to capture and edit audio in order to enhance your digital storytelling projects
 6. To develop proficiency with using software packages for photo, audio, and video editing as well as Web-based content management systems
 7. To allow you to improve your grammar, spelling and punctuation skills and to develop familiarity with the AP Stylebook
 8. To understand and use the Web as a publishing platform
- In addition, you will gain personal insight and self-knowledge about your role in the field of journalism.

Required Textbook (Mandatory)

The Associated Press Stylebook. (2012). Associated Press.

Briggs, Mark, *Journalism 2.0: How to Survive and Thrive*, (2010) J-Lab and the Knight Citizen News Network (PDF version at: <http://knightcenter.utexas.edu/journalism20.php>).

Optional Textbooks (Suggested but not mandatory)

Andrews, Phillip and Langford, Michael. (2008), *Langford's Starting Photography*, 6th edition, Focal Press.

Kern, Jonathan. (2008) *Sound Reporting: The NPR Guide to Audio Journalism*, 1st edition, The University of Chicago Press.

Kobre, Kenneth. (2012) *Videojournalism: Multimedia Storytelling*, 1st edition, Focal Press.

Knight, Robert M. (2010) *Journalistic Writing: Building the Skills; Honing the Craft*, 3rd edition, Marion Street Press.

Luckie, Mark. (2012) *The Digital Journalist's Handbook*, 1st edition, Create Space Publishing.

Tompkins, Al. (2012). *Aim for the Heart: Write, Shoot, Report and Produce for TV and Multimedia*, 2nd edition, CQ Press.

Readings from different sources will be made available on the course's Blackboard site at <http://courses.utexas.edu>.

Late Assignments and Attendance: Assignments for this course are challenging and fun, but the class moves very quickly, so you will not want to fall behind. Missed assignments or lab activities will receive a **failing grade**. Late assignments will be accepted and will be graded fairly. The maximum grade possible for a late assignment is a C.

Attendance is mandatory for classes and lab sessions, and may affect the final grade (see grading section below). You can miss three classes "no questions asked", after that your grade for attendance and participation will decrease. Because we cover so much ground in this class, it is no coincidence that the best projects historically have been turned in by the students with the higher attendance rate as well. Students (and teachers, too) often learn best from one another, so an open environment is encouraged. Ask questions and help each other. It is important that you show up on time, as announcements tend to be made early, and you could miss valuable information. If you miss information please check with a classmate before contacting a TA or the professor. You are required to have the email of the person sitting right next to you now!

Supplies and Equipment: **Cell phones must be off during class.** You will need a **laptop or tablet** in class as you may need to access the Internet during lectures for assignments/discussions. You will need a **USB storage device** to save a backup of your files. You may also want to consider purchasing an external portable hard drive or borrowing one from the IMC during the semester to hold larger multimedia files. You will also receive access to a Transfer folder on the

department server, but it is best to have a backup on disk. Options will be discussed in class.

Equipment Checkout - We will have equipment available from IMC on the 5th floor of the CMA building for you to use throughout the semester as you work on your projects.

Course requirements

(1) Final	20%
(2) Quizzes (AP & Grammar)	20%
(3) Lab Projects	30%
(4) Attendance & Participation	5%
(5) Topic Discussants	5%
(6) Final Project	20%

Attendance and Participation:

A 5% of your class grade will be based on contributions to class discussion and attendance. You may have up to three absences throughout the semester. **There is no need to justify those absences. However, a fourth absence implies a grade of 70 in class participation and attendance.** The more classes a person miss the lower the grade (10 points each additional absence).

A cooperative environment among students is very helpful for your learning process. Ask each other questions, as well as to the TA and me. The more you help one another the more you will learn how to produce better projects.

Quizzes:

You will be taking a series of grammar, spelling, punctuation (GSP) and AP Stylebook quizzes in Friday class throughout the semester. It will account 20% of your total grade.

Lab Projects:

There are 4 major assignments to be completed during lab hours: 1) Image retouching with Photoshop, 2) CMS (autobiography), 3) Soundslides/Audacity, and 4) Video Production with Final cut Pro. Lab assignments will sum 30% of your grade. That is 7.5% for each one of the projects you will engage in the labs.

Topic Discussant:

In small groups you will serve as lead discussants for specific topics and advance class discussion. See below for a complete Schedule. I will perform as a lead discussant the first two weeks to set the example. This assignment is worth 5% of your final grade.

Final Exam:

There will be one exam for this class: a final worth 20% of the final grade. The exam will include both "objective" and "subjective" questions that will be based on the readings and/or material presented in class. The exam will take place Thursday, December 1st.

Final Project Proposal and Final Project:

Assisted by a computer and randomly, I will create groups for this assignment. Each group will present to the entire class a proposal for your final multimedia project. You will have to engage in teamwork. Your final project will also include a content management system (CMS) based on Blogger and will add up the final 20%

Grades in the class will be based on the following components and percentage distribution:

Projects:

(1) Final	15%
(2) Quizzes (AP & Grammar)	20%
(3) Lab Projects	30%
(4) Attendance & Participation	10%
(5) Topic Discussants	5%
(6) Final Project	20%

A = 94-100; A- = 90-93.9; B+ = 87-89.9; B = 84-86.9; B- = 80-83.9; C+ = 77-79.9; C = 74-76.9; C- = 70-73.9; D+ = 67-69.9; D = 64-66.9; D- = 60-63.9; F = 0-59.9

To achieve a particular grade the total number of points **MUST** be within the aforementioned range, and grades **will not be** rounded up. That is, an 79.9, for instance, is a C+ and it will not be considered to be a B-.

Semester Schedule

Week 1	(August 28)	Introduction and class overview / No LAB
Week 2	(September 4)	Web 2.0 Technologies; Understanding the Web as Publishing Medium. Read: Introduction, Chapter 1-3 (Textbook) / LAB: Web 2.0 Technologies - Blog (text, image, video); RSS and Create Daily Me with Google, and Twitter.
Week 3	(September 9)	Digital Photography; Image Processing. Read: Chapter 8 (Textbook) / LAB: Photo retouching with Photoshop.
Week 4	(September 16)	Evolution of Online Journalism: The past & the Future; Challenges facing today's news industry. / LAB: Photoshop - Webpace - Audacity - Soundslides.
Week 5	(September 23)	Audio Processing. Read: Chapter 11 (Textbook) / LAB: Slideshow Production
Week 6	(September 30)	Usability; Information architecture. Read: Foust, J. (2005) Chapter 6: Web Page Design (Textbook) / LAB: Audacity - Soundslides.
Week 7	(October 7)	Design Principles; Writing for the Web. Read: Chapter 4 and Chapter 6 (Textbook) / LAB: CMS-HTML
Week 8	(October 14)	Web Development / LAB: CMS-HTML
Week 9	(October 21)	Internet Audience Measurement. Proposal Due. Send Dr. Zúñiga Power Point Presentations / LAB: Introduction to Video Shooting and Editing, Final Cut Pro.
Week 10	(October 28)	Video Shooting & Editing. Read Chapter 9 and Chapter 11 (Textbook); Shatter, A. (2007). Video Production Principles / LAB: Introduction to Video Shooting and Editing, Final Cut Pro.
Week 11	(November 4)	Citizen Journalism; The Future of the News. Read Chapter 5 (Textbook) / LAB: Video Editing Final Cut Pro.

Week 12	(November 11)	Web 2.0 and implications for Journalism. Read Chapter 10 (Textbook) / LAB: Content Management System - WordPress - Final Project Production.
Week 13	(November 18)	Final Project Presentation/ LAB: Final Project Production.
Week 14	(November 25)	Final Project Presentation/ LAB: Final Project Production.
Week 15	(December 2)	Conclusion / Review / Final Exam

Latino Media Studies

This course *may* meet the criteria and requirements for the College of Communication *U.S. Latino and Latin American Media Studies Certificate*. For more information on the Latino Media Studies Program, please visit: <http://communication.utexas.edu/students/latino-media-studies-program>.

University Policies

This class will follow University guidelines concerning scholastic misconduct and grievance procedures. Please be aware of the University's policy on plagiarism, copyright and intellectual property. Always bear in mind the University of Texas Honor Code:

"The core values of The University of Texas at Austin are learning, discovery, freedom, leadership, individual opportunity, and responsibility. Each member of the University is expected to uphold these values through integrity, honesty, trust, fairness, and respect toward peers and community." To learn more about the creation of the Honor Code, visit:

http://www.utexas.edu/president/speeches/hc_042904.html.

In this class, any form of academic dishonesty – including plagiarism and making up quotes, sources, or any other information – will result in an automatic grade of F. For your own sake, don't even think about it.

The Institutional Rules on Student Services and Activities at the University of Texas at Austin defines plagiarism as follows " 'Plagiarism' includes but is not limited to, the appropriation, buying, receiving as a gift, or obtaining by any other means another's work and the submission of it as one's own academic work offered for credit" [Section 11-802(d)].

In other words, don't steal other people's work and pass it off as your own.

Ways to avoid plagiarism:

1. Don't copy and paste stuff from the Web into your own work.
2. Attribute information that you get from others.
3. Use quotation marks and attribute when you are using the exact words of others.

Important point: As a journalist, you should be getting your own direct quotes through interviewing. Journalism means obtaining original materials. Taking quotations from the Web, even if you attribute them, is not really journalism. The Web is most useful to the journalist for verifying facts and spellings, getting background information on a current happening and gaining understanding of some complex topic (prior to an interview, for instance).

Everything on most Web pages is copyrighted through common law copyright, whether or not there is a copyright notice. Most information from government sources is not copyrighted, but still should be attributed.

Please be also aware of the University's policy on aiding people with any disability. Please come to see me the first week of class in case you need special requirements and I will try to accommodate you and help as much as possible.

Assignment Rubrics & Deadlines

Photoshop subtract 1-5 points for each category **(Due September WED 11 after lab)**

- Rule of thirds
- CMYK, RGB
- Color Balance
- Brightness and Contrast
- Hue and Saturation
- Image Size and Quality

Soundslides- subtract 1-5 points for each category **(Due October WED 9 after lab)**

- Image Quality
- Image Pacing
- Relevant Photos, or how well they tell the story
- Audio Length
- Audio Quality
- Value of Audio information- such as good sound bites and diversity of sources
- Overall journalistic value

CMS/HTML assignment - subtract 1-5 points for each category **(Due October WED 25 after lab)**

- Has all correct elements
- Overall Design
- Usability
- Content
- Overly messy coding

Video Project- subtract 1-5 points for each category **(Due November WED 6 after lab)**

- Journalistic Value
- Information Presented- quality, source choice, story balance
- Lighting
- Audio Quality
- Pacing
- Shot Composition

Final Project

(Due November WED 27 after lab)

Content total is out of 40 and includes:

- Story angle
- Quality of sources
- Balanced Coverage
- Overall Journalistic Value

Multimedia Elements is out of 40 and includes:

- Represents diverse multimedia elements- Soundslides, interactivity, etc.
- Quality of audio elements
- Quality of videos
- Hyperlinks
- Overall web design

Peer Evaluation accounts 20 points