



MPJO/MPPR-781-01: MULTIMEDIA STORYTELLING

GEORGETOWN UNIVERSITY: MPS-JOURNALISM

Thursdays, 5:20 p.m. to 7:50 p.m. | Fall 2014

Instructor: Keith Jenkins

Teaching assistant: Emma Patti

Downtown campus, room C226 (Mac Lab)

- Office hours are by appointment.

COURSE OVERVIEW

This class will examine multimedia creation for the online community. Works of literature, criticism and technology will be used to give students a broad perspective of the multimedia landscape. We will examine the current state of multimedia storytelling by reviewing many of the best past and present projects. Most importantly, students will learn the process and tools of multimedia creation through hands-on reporting and editing assignments.

Mastering multimedia storytelling is not something that will be achieved in one semester's worth of instruction. We will, however, provide a practical foundation for students to expand upon; one that will help them navigate the shifting media landscape.

The class will be conducted in a seminar format, relying on discussions and critiques to move our examination of multimedia forward. There will be some in-class instruction in several content creation tools, but students are expected to use non-class, lab time to master these. Students will be expected to use these tools to complete all assignments and to produce a multimedia project as the final project for this class.

COURSE OBJECTIVES

By the end of this course, students will be able to:

- Analyze the elements of successful audio storytelling
- Record, edit and produce an audio story
- Understand the basic elements of visual storytelling
- Photograph and produce a photo story
- Record, photograph and produce a story combining audio and visual elements

EQUIPMENT

It is strongly recommended that students have access to their own Mac or PC (and the relevant software) outside of class so that they can complete their out-of-class assignments. Students should have at least a 4 GB capacity USB flash drive for their projects. Additional recommended software includes iPhoto, Garageband and Soundslides (Mac) and Picasa, Audacity and Soundslides (Windows).



It is highly recommended that students have access to both a digital camera, such as the [Panasonic Lumix DMC-ZR3](#), and an audio recorder, such as the [Zoom H2 Handy Portable Recorder](#). Tools like these will be required for completion of class assignments. Georgetown has some equipment available for check-out, but students may find it much easier to have access to their own equipment.

It is the responsibility of students – not that of the instructors – to make arrangements to check out whatever equipment they need and to find the time and place to edit their multimedia pieces. We advise students to review the check-out guidelines for equipment both at Georgetown Downtown and at Gelardin (in Lauinger on Main Campus) and the hours for the Mac lab at Georgetown Downtown and the editing booths on Main Campus.

REQUIRED READING

Title: Radio, An Illustrated Guide

Authors: Jessica Abel and Ira Glass

ISBN 10: 0967967104

Publisher: WBEZ Alliance Inc.

Date: 1999

Price: Available from <http://store.thisamericanlife.org> (\$2 PDF)

Title: The Laws of Simplicity

Author: John Maeda

ISBN 10: 0262134721

Publisher: The MIT Press

Date: 2006

Price: Available from <http://bn.com> (as low as \$15.23)

Title: Screen: Essays on Graphic Design, New Media, and Visual Culture

Author: Jessica Helfand

ISBN 10: 1568983107

Publisher: Princeton Architectural Press

Year: 2001

Price: Paperback available from <http://www.amazon.com> (as low as \$10.16)

Title: Secrets of Podcasting

Author: Bart G. Farkas

ISBN 10: 0321438434

Publisher: Peachpit Press

Year: Second Edition, 2006

Price: Available as an e-book from <http://www.amazon.com>, Apple iBook store and <http://Barnesandnoble.com> (as low as \$10)



Title: Digital Photography: A Basic Manual

Author: Henry Horenstein

ISBN 10: 0316020745

Publisher: Little, Brown, and Company

Year: 2011

Price: Available from <http://www.amazon.com> (as low as \$18.28)

Title: Dream Street: W. Eugene Smith's Pittsburgh Project

Author: Sam Stephenson

ISBN: 0393325121

Publisher: W.W. Norton and Company

Year: 2003

Price: Available from <http://www.amazon.com> (as low as \$24.75)

RECOMMENDED

Title: Multimedia Journal: Creative Exercises

Author: Richard Koci Hernandez (www.multimedias shooter.com)

Year: 2008

Price: Available from <http://www.blurb.com/bookstore/detail/157223> (as low as \$28.99)

Title: Sound Reporting: The NPR Guide to Audio Journalism and Production

Author: Jonathan Kern

ISBN 10: 0226431789

Publisher: The University of Chicago Press

Year: 2008

Price: Available from <http://www.amazon.com> (as low as \$13.72)

Title: Pattern Recognition

Author: William Gibson

ISBN: 0425198685

Publisher: Berkley

Year: 2005

Price: Available from <http://www.amazon.com> (as low as \$11.35)

The instructors may also assign specific articles to read or multimedia pieces to watch as part of the homework. Students must be prepared to discuss any of those assigned articles and pieces in class.

ATTENDANCE



As outlined by the university, missing more than two classes will result in a final grade reduction of one level (for example, an A will be converted to an A-). **Absences for classes beyond the initial two will result in further reduction of the final grade.** If you are absent for more than four classes, you will be in danger of failing this course.

Since this class meets only once a week, we will be covering a lot of ground each session. Attendance is a must. Each week builds upon the previous week, so you risk falling behind if you miss class. If you do fall behind, you are responsible for catching up and learning on your own.

If you have to miss a class session, let the instructor know as soon as possible. You will still be responsible for completing all the homework, assignments and projects.

Office Hours: I don't have an office at Georgetown, so feel free to contact me by email. I'll get back to you as quickly as possible. I'll also be available as needed after each class. When emailing, please include both me and Emma Patti; that way either one of us can get back to you in a timely manner.

In the event of a weather emergency (or any other widespread emergency) that would close the Georgetown Downtown building, we will plan to meet virtually through online videoconferencing tools. If such an emergency occurs during a hands-on lab session, we will coordinate with students on how to replace that session. One possible option is to use the open lab sessions at the end of the semester for additional review, including adding another session on Thursday, Dec. 18, if necessary.

CLASSROOM ETIQUETTE, CLASS PARTICIPATION AND OTHER GUIDELINES

Students should turn off all cell phones, pagers or other communication devices while in class. Class discussions should be respectful and considerate of others' views and opinions.

Students are expected to do all the reading and any homework before coming to class in order to be ready to learn additional concepts and to apply skills to the hands-on work in class. It is also expected that computers in class will only be used for coursework. It is easy to miss important parts or not fully grasp technical concepts if you are distracted.

Late work on an assignment will result in an automatic grade reduction of one level (for example, an A will be converted to an A-) for that assignment for each day after the deadline. If you have an emergency and will miss a deadline, you must request an extension from the instructor as soon as possible. If the request is approved, a new deadline will be given.

For some assignments, students will be asked to submit their work to a class blog that will be visible to other students for the purpose of critiques.



ASSIGNMENTS

This class consists of three minor assignments and three major assignments. Each assignment builds on the others in anticipation of the final project.

Minor assignments:

Gathering Audio: Criteria – mic placement, voice recording quality, ambient audio, ‘detail’ audio.

Deadline: Sept. 18

2-Track Edit: Voice and ambient. Criteria – edit, mix.

Deadline: Sept. 25

3-Picture Portrait: Criteria – photo variety, imagination.

Deadline: Oct. 16

Major assignments:

Oral History: Criteria – story, character development, audio variety, edit, mix.

Deadline: Sept. 30

8-Picture Soundslides Essay: Criteria – story, audio, pacing, photo quality, photo variety, photo framing.

Deadline: Nov. 4

Final Project: Creating your own story with sound and pictures. Criteria – well-told audio story, well-composed pictures, variety of photos, well-produced and well-paced multimedia.

Deadline: Dec. 18

GRADING

Your course grade will be based on the following:

Gathering Audio:	5 points
2-Track Edit:	5 points
Oral History:	20 points
3 Picture Portrait:	5 points
8 Picture Soundslides Essay:	20 points
Final project:	45 points
Total	100 points

Graduate course grades include A, A-, B+, B, B-, C and F. **There are no grades of C+, C- or D.**

A	100-93	B-	82.99-80
A-	92.99-90	C	79.99-70
B+	89.99-88	F	69.99-0



B 87.99-83

The instructors will provide a warning by mid-semester to any student who appears to be on track for a poor final grade.

UNIVERSITY RESOURCES

Georgetown offers a variety of support systems for students that can be accessed on main campus or at the downtown location:

- MPS Writing Resource Program
202-687-4246
<http://writingcenter.georgetown.edu/>
- Academic Resource Center
202-687-8354 | arc@georgetown.edu
<http://ldss.georgetown.edu/>
- Counseling and Psychiatric Services
202-687-6985
<http://caps.georgetown.edu/>

STUDENTS WITH DISABILITIES POLICY

Students with documented disabilities have the right to specific accommodations that do not fundamentally alter the nature of the course. Students with disabilities should contact the Academic Resource Center (202-687-8354; arc@georgetown.edu; <http://ldss.georgetown.edu/index.cfm>) before the start of classes to allow time to review the documentation and make recommendations for appropriate accommodations. If accommodations are recommended, you will be given a letter from ARC to share with your professors. You are personally responsible for completing this process officially and in a timely manner. Neither accommodations nor exceptions to policies can be permitted to students who have not completed this process in advance.

GEORGETOWN HONOR SYSTEM

All students are expected to maintain the highest standards of academic and personal integrity in pursuit of their education at Georgetown. Academic dishonesty in any form is a serious offense, and students found in violation are subject to academic penalties that include, but are not limited to, failure of the course, termination from the program, and revocation of degrees already conferred. All students are held to the Honor Code. The Honor Code pledge follows:

In the pursuit of the high ideals and rigorous standards of academic life, I commit myself to respect and uphold the Georgetown University Honor System: To be honest in any academic



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endeavor, and To conduct myself honorably, as a responsible member of the Georgetown community, as we live and work together.

PLAGIARISM

Stealing someone else's work is a terminal offense in journalism, and it will wreck your career in academia, too. Students are expected to work with integrity and honesty in all their assignments. The Georgetown University Honor System defines plagiarism as "the act of passing off as one's own the ideas or writings of another." More guidance is available through the Gervase Programs at <http://gervaseprograms.georgetown.edu/honor/system/53377.html>. If you have any doubts about plagiarism, paraphrasing and the need to credit, check out <http://www.plagiarism.org>.

SYLLABUS MODIFICATION

The syllabus may change to accommodate discussion of emerging topics. Also, the schedules of guest speakers may require some shifting of the agenda. The instructors will make every effort to provide as much advance notice as possible for any alterations.



CLASS SCHEDULE

Additional materials and course information will be posted on the course's Blackboard site. Also, assignment and practice materials will be available on Blackboard.

WEEK 1 (THURSDAY, AUG. 28)

- Introduction to multimedia
- Course goals and expectations, schedule
- What is multimedia? Some examples

Reading for Sept. 4: Helfand; sections Media, Typography, Film. Maeda; The Laws of Simplicity

WEEK 2 (THURSDAY, SEPT. 4)

- Discussing new media
- Making the complex, simple
- Introduction to audio storytelling

Reading for Sept. 11: Abel and Glass; Radio, An Illustrated Guide

WEEK 3 (THURSDAY, SEPT. 11)

- Audio storytelling
- Why is radio still here? Where is it going?
- Discuss Oral History: Create a 5-minute audio oral history. Due Sept. 30.

WEEK 4 (SATURDAY, SEPT. 13)

11 a.m. to 1:30 p.m.

- Audio Workshop

Assignment: Gathering Audio

Deadline: 5:20 p.m. on Sept. 18

Reading for Sept. 18: Farkas; Secrets of Podcasting

WEEK 5 (THURSDAY, SEPT. 18)

- Audio storytelling, part 2
- Review Gathering Audio assignment
- Editing with Audacity, Garageband, Hindenberg or online
- Discuss Audio Project ideas

Assignment: Two-Track Edit

Deadline: 5:20 p.m. on Sept. 25



WEEK 6 (THURSDAY, SEPT. 25)

- Audio editing
- Review Two-Track Edit

Assignment: Oral History Project

Deadline: Noon on Sept. 30; Students should review the Oral History projects produced by their classmates in preparation for the presentation and in-class critique on Oct. 2.

WEEK 7 (THURSDAY, OCT. 2)

- Presentations: Oral History projects

Reading for Oct. 9: Stephenson; Dream Street, W. Eugene Smith's Pittsburgh Project

WEEK 8 (THURSDAY, OCT. 9)

- Visual storytelling
- The art of seeing

Assignment: 3-Picture Portrait

Deadline: 5:20 p.m. on Oct. 16

WEEK 9 (THURSDAY, OCT. 16)

- Guest lecturer: TBD

WEEK 10 (SATURDAY, OCT. 18)

11 a.m. to 1:30 p.m.

- Photography Workshop

WEEK 11 (THURSDAY, OCT. 23)

- Visual editing
- Review 3-Picture Portraits
- Photo Editing 101
- Combining pictures with sound: introduction to Soundslides
- Soundslides workflow

Assignment: 8-Picture Soundslides Essay

Deadline: Noon on Nov 4; Students should review the projects produced by their classmates in preparation for the presentation and in-class critique on Nov. 6.

WEEK 12 (THURSDAY, OCT. 30)



- Discuss Final Project criteria (due Dec. 18)

WEEK 13 (THURSDAY, NOV. 6)

- Review Final Project ideas
- Critique: 8-Picture Soundslides Essay
- Audio
- Pictures
- Putting it all together; storytelling with pictures and sound

WEEK 14 (THURSDAY, NOV. 13)

- Multimedia lab

WEEK 15 (THURSDAY, NOV. 20)

- Interim review of Final Projects

THURSDAY, NOV. 27 - NO CLASS FOR THANKSGIVING

WEEK 16 (THURSDAY, DEC. 4)

- Multimedia lab

Assignment: Final Project

Deadline: 5:20 p.m. on Dec. 18

WEEK 17 (THURSDAY, DEC. 11)

- Multimedia lab