FLORIDA INTERNATIONAL UNIVERSITY
SCJ
SYLLABUS
RTV 3531: MULTIMEDIA PRODUCTION I
SPRING 2017
Tues. –Thurs. 11 – 12:50
ACII 129

Instructor: Kate MacMillin/Clinical Associate Professor
Email: Kmacmill@fiu.edu
Office: ACII 311a
Office Hours: Mon. 3-4 / Tues. 1-2

Course Description

RTV 3260: Multimedia Production I is designed to introduce students to the basic elements of multimedia production: audio recording and editing, basic photography, video production and editing, interactive infographics, and the basic functions of a Web platform. These will be presented on a comprehensive multimedia Website. (I suggest Wordpress, but am open to other formats). During the first two weeks of the semester, we will be discussing the many facets and opportunities presented by multimedia storytelling; at the end of these two weeks, each student will be responsible for turning in a one-page proposal for his or her website, which will focus on a theme, issue, topic or ongoing event/story that they will follow throughout the course of the semester. I repeat, this will be ONE TOPIC explored in different formats. Students will then spend the remainder of the semester populating their sites with content using the various multimedia storytelling techniques that we will be learning throughout the semester.

This course is guided by the philosophy of “learning by doing.” Thus, as your professor, I will spend very little time in class teaching “button pushing,” or providing step-by-step instructions on how to use particular hardware or software; we simply do not have time, and there are plenty of resources out there to help you on your way (see “Helpful links” below). Instead, we will spend our class-time talking about the particular strengths and weaknesses of different multimedia techniques; how to make your stories and Websites as strong and compelling as possible; how to troubleshoot through tough problems; and by looking at your classmates’ work, and how to critique it. In sum, we will become fully immersed in what it means to tell stories in an online environment.

COURSE PREREQUISITE: Students need to have taken and passed MMC3104 and have full admittance to the SJMC.

Required Texts/Materials

#1) NO BOOK is required for this class. However, I highly recommend you use www.lynda.com which is free to FIU students! This will give you answers to all technical questions. FIU Web site created by Josh and Wayde: http://fiuinfo.pbworks.com

#2) ALL STUDENTS are required to have purchased an external hard-drive of at least 250 GB by the third week of class (DEADLINE Tuesday, Jan. 24). This drive will be an essential component of your participation in this class, as you will NOT be allowed to save any of your work on the computers in the
classroom. Make sure that the drive you buy (the cost should be between $69-$99; try BestBuy, Target, or COSTCO) is compatible for MAC/PC.

#3) Other equipment that you will use in this class but do not need to buy (although doing so will make your life a lot easier):
- Digital audio recorder
- “Point and click” digital camera that shoots both stills and video (preferably HD)
- Clip-on and/or handheld microphone with a mini jack
All of this equipment can be checked out through the equipment room, once you have signed a “Release and assumption of risk” form (we will do this in class).

Helpful Links
SJMC Equipment Room and Software Wiki:
http://fiuinfo.pbworks.com/w/page/5768851/FrontPage
- Essential resource for all equipment room related questions, as well as questions about and access to software, manuals, equipment, etc.
****Atomic Learning****
Log into FIU’s single sign – this is how you will be authenticated.
https://secure2.atomiclearning.com/sso/FIU

- Step by step video tutorials for all of the software we will be using throughout the semester
Mindy McAdams’ “Journalist’s Toolkit”:
http://www.jtoolkit.com/wp/
- Excellent resource for multimedia production from a professor at UF

FOR EQUIPMENT RENTALS:
1) Email Rod Stomhofer 24 HOURS IN ADVANCE TO ASK FOR EQUIPMENT:
STUMHOFR@fiu.edu

Grade Structure:
Soundslides/FCP stills and audio 25%
Video Project 35%
Google map/Interactive Graphic 15%
Final Site 25%
Total: 100%

Course grades will be assigned as follows:
Grade Scale SCJ

<table>
<thead>
<tr>
<th>Grade</th>
<th>Points</th>
<th>Grade</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>95-100</td>
<td>C</td>
<td>77-79</td>
</tr>
<tr>
<td>A-</td>
<td>90-94</td>
<td>C+</td>
<td>77-79</td>
</tr>
<tr>
<td>B+</td>
<td>87-89</td>
<td>C</td>
<td>70-76</td>
</tr>
<tr>
<td>B</td>
<td>82-86</td>
<td>D</td>
<td>60-69</td>
</tr>
<tr>
<td>B-</td>
<td>80-81</td>
<td>F</td>
<td>&lt;= 59</td>
</tr>
</tbody>
</table>

NOTE: This course is a core requirement for all SCJ students; therefore, you must pass with a C or better. Failure to do so will mean that you must retake the course.

A note on classroom behavior and expectations:
Let’s maintain a friendly, open environment - one that encourages discussion, debate and dialogue. We can all learn from each other, especially through peer critiques of our work. This is a challenging course and we will be covering a lot of material, but the deadlines for your work are REAL. If they are missed,
the tardiness will be reflected in your grade for that project, dropped at least half a grade (for example, an A- becomes a B+).

**ATTENDANCE:** Two (2) unexcused absences will be allowed during the semester. Your grade will be lowered by half a letter grade for every unexcused absence beyond two. Excused absences will only be granted for sickness, injury, family emergency (all of which require notification within 24 hours and documentation) and religious holidays.

**COURSE CONTENT:** ALL content created for this course, with the exception of archive material or stock footage used with my approval, is to be original and created for the purpose of this class, by you. This means — **ALL PHOTOS on your Web page will be taken by YOU.**

**COURSE OUTLINE (Please note that dates, lectures and assignments are subject to change)**

**Weeks 1 & 2:**
- Jan. 10 and 12
- Jan. 17 and 19
Introduction to multimedia storytelling; mass communication in an era of convergence; getting started with Wordpress. Begin setting up Wordpress. Introduction to cameras and interviewing styles.

**Week 3:**
- Jan. 24 and 26
  
  Tuesday, Jan. 24 – HARD DRIVES – BRING TO CLASS for Josh and Wayde to review
  
  a) At the beginning of class you will pass in a signed one-page proposal for your website. YOUR WEB SITE IS ON ONE TOPIC – AND THIS TOPIC WILL BE EXPLORED IN THREE WAYS – 1) A VIDEO, 2) A SOUND SLIDE and 3) an INTERACTIVE GRAPHIC. This is will be a BINDING contract between the student and professor agreeing to the site topic that will be explored during the course.
  
  b) Jan. 26 - Initial Wordpress site must be up and running; first blog post, with ideas for site and proposals for first two interviews
  
  c) Sign “Release and assumption of risk” form for all FIU equipment used during the semester.

**Week 4: Jan. 31 and Feb. 2**
Basics of shooting video and electronic field production (EFP); work with video from point and click cameras; lighting and shooting interviews; maximizing audio for video.
Interviewing techniques; recording and editing audio; working with cameras and multiple audio tracks; streaming and embedding audio interviews
Watch partial docs and discuss how to shoot interviews (of your classmates); Shoot interviews of students in class
Turn in list of interviews for your topics and begin shooting

**Week 5: Feb. 7 and 9**
Learning adobe premier; compressing and exporting video for the web

**Week 6: Feb. 14 and 16**
Learning adobe premier; compressing and exporting video for the web

**Week 7: Feb. 21 and 23**
Editing your stories; show MacMillin work in progress – take down her critique notes

**Week 8: Feb. 28 and March 2**
Editing your stories

**Week 9: March 7 and 9**
Make final changes to video stories and show final cut to MacMillin

**Week 10: March 14-16 SRPING BREAK**
Week 11: March 21 and 23
Videos will be shown in class and graded by MacMilllin

Week 12: March 28 and 30
Introduction to basic photography; working with Photoshop and basic editing; photo gallery and essay for site; working with and embedding slideshow; Reviewing slideshows – what makes them work. Putting sounds and images together, working with Soundslides to tell a story.

Week 13: April 4 and 6
Soundslides project posted to Wordpress site by end of class on Thursday.

Week 14: April 11 and 13
Building interactive graphics for website (Google map, timeline, Storify, Many Eyes, etc.); editing final video for site; clean up and finalize site.

Week 15: April 18 and 20
Each student must show his or her site to class. All sites must be available for grading.

Week 16: April 25-27 Exam week. We don’t have a final exam for this class.

Academic Honesty
As FIU students, you are expected to strictly follow the honor code regarding academic honesty. Florida International University outlines your responsibilities as follows:
Florida International University is a community dedicated to generating and imparting knowledge through excellent teaching and research, the rigorous and respectful exchange of ideas and community service. All students should respect the right of others to have an equitable opportunity to learn and honestly to demonstrate the quality of their learning. Therefore, all students are expected to adhere to a standard of academic conduct, which demonstrates respect for themselves, their fellow students, and the educational mission of the University. All students are deemed by the University to understand that if they are found responsible for academic misconduct, they will be subject to the Academic Misconduct procedures and sanctions, as outlined in the Student Handbook.
Misconduct includes: Cheating – The unauthorized use of books, notes, aids, electronic sources; or assistance from another person with respect to examinations, course assignments, field service reports, class recitations; or the unauthorized possession of examination papers or course materials, whether originally authorized or not.
Plagiarism – The use and appropriation of another’s work without any indication of the source and the representation of such work as the student’s own. Any student who fails to give credit for ideas, expressions or materials taken from another source, including internet sources, is responsible for plagiarism.
Any students who fail to meet these expectations will receive an “F” for the course grade and will be reported to the Chair of the Department, as well as the Dean of the School.

This syllabus may be changed by the instructor if adjustments are required because of students’ skill sets or community-based projects that may be offered to FIU classes.