COURSE DESCRIPTION
JOU 4001: Visual Storytelling Production is designed to enhance the skills that students learned in Multimedia Production 1. By the end of the semester, students will:

- Produce an audio slideshow on the class theme.
- Produce multi-source video with B-Roll on the class theme.
- Produce an extended infographic on the class theme.
- Produce a multimedia package on the class theme.
- Further their skills with Photoshop, Audacity and Adobe Premiere
- Learn the basics of HTML5/CSS3 and responsive design.
- Understand some of the legal and ethical issues facing journalists and other communication professionals who work with digital tools on the Internet.
- Learn how to give and receive constructive criticism.
- Further their understanding of audio-visual production techniques.
- Improve their abilities to research multi-media news stories

Course Prerequisites: Students must have taken and passed JOU317, MMC3014C, RTV3531 and have full admittance to the SCJ.

REQUIRED TEXTS AND MATERIALS
NO BOOK is required for this class. However, ALL STUDENTS must have the following by the second week of class:

- Joined the class blog: http://miamistories.net/vic4001/
- Created an account on Code Academy (http://www.codeacademy.com)

Equipment Requirements
All equipment that students will need for class assignments may be checked out through the Equipment Room, once you have registered with the new online reservation system: https://checkout.fiu.edu/. You may also purchase some of your own equipment:

- Digital audio recorder (make sure it’s production quality – ask me if you’re not sure)
- Point and shoot digital camera that shoots both stills and video (preferably HD)
- Clip-on and/or handheld microphone with a mini jack

Helpful Links
- Class Blog
  http://miamistories.net/vic4001
- Lynda.com - http://training.fiu.edu/lynda.html
  Lynda.com has thousands of short videos on a wide variety of topics, ranging from software instruction to advice on how to shoot better photos to tutorials on HTML coding and programming. Everyone at FIU has access to this service for free.
- **SCJ Equipment Reservation System** - [https://checkout.fiu.edu/](https://checkout.fiu.edu/)
- **SJMC Equipment Room and Software Wiki**
  [http://fiuinfo.pbworks.com/w/page/5768851/FrontPage](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.
- **CodeAcademy**
  [http://www.codeacademy.com](http://www.codeacademy.com)
- **Zen Garden**
- **SublimeText**

**GRADING**

**Audio Slideshow – 100 points**
The Audio Slideshow is a combination of text and still images. The Audio Slideshow should be a first-person POV of someone involved with or impacted by the class theme. The assignment includes the finished video, a Project Brief, a source list and a completed script. Students must publish their Audio Slideshow online and link it to the blog. **DUE January 29.**

**Multi-Source Video with B-Roll – 100 points**
Students will produce a video of a group of individuals or an organization involved with the class theme. Videos must include multiple sources. Each student will produce a video, but students may work in teams of two, each student helping the other. Students must publish their Video on their class blog. Students must submit a completed script, a Project Brief, and a source list to the instructor. **REPORTER STANDUPS NOT ALLOWED. Students must not appear on-camera. Reporter voice-overs are OK. NO MUSIC. JUMP CUTS ARE NOT ALLOWED. Each jump cut will result in -5 points. DUE February 19.**

**Infographic – 100 points**
Students will describe and analyze an issue related to the class theme using a multi-part infographic produced in Illustrator. Students must publish their multi-part infographic on their blog. Students must submit a Project Brief and a source list to the instructor. **DUE March 5.**

**Zen Garden Assignment – 50 points**
Students will use HTML5 and CSS3 to reformat a simplified version of the Zen Garden. Students must send a zipped folder of their work to the instructor. **DUE March 19.**

**Multimedia Package – 150 points**
The Multimedia Package will consist of a story that includes 800-plus words and at least three multimedia components: videos, audio slideshows, infographics, interactive photo slideshows or other multimedia published in responsive HTML5. Students must hand in a Project Brief, a completed script, and a source list with your package. **DUE April 25.**
Students must create an account on Code Academy (http://www.codeacademy.com). Students will have assigned homework on Code Academy for roughly half the semester. Each homework assignment is worth 10 points. **DUE April 25.**

**Participation – 100 points**
Participation includes regular attendance, on-time arrival to class and participation in class discussions. This includes posting required material to the class blog in a timely manner. Things that count against participation include: arriving late, missing deadlines and using cell phones in the classroom.

**MAXIMUM POINTS POSSIBLE – 750**

**Final Grade Scale**
All grading will be done on a point system, with a letter grade assigned at the end of the term based on points earned from a total of 790 points. Grades of Incomplete will be given only for acceptable written medical reasons. You can calculate your final score as follows:

- 94% and higher or 705 points and higher: A
- 90-93% or 675-704 points: A-
- 87-89% or 652-674 points: B+
- 84-86% or 630-651 points: B
- 80-83% or 600-629 points: B-
- 77-79% or 577-599 points: C+
- 70-76% or 525-576 points: C
- 65-69% or 487-524 points: D
- Below 65% or below 487 points: F

**COURSE POLICIES**

**Attendance** - Both your physical presence in class and your class participation are essential. You will be expected to attend every class with assigned work completed, and to contribute meaningfully to class discussion. **One (1) unexcused absence will be allowed during the semester. You may fail this course with more than one unexcused absence.** Excused absences will only be granted with documentation for situations such as sickness, injury, family emergency and religious holidays.

**Deadlines** - Successfully meeting deadlines is an essential part of being a professional media producer. Therefore, late work will only be accepted in the case of a documented emergency or if circumstances are cleared with me prior to the due date. Late work submitted without prior approval will result in substantial grade reduction. **Work submitted more than 2 weeks late will not be accepted.**

**Academic Honesty** - As FIU students, you are expected to strictly follow the honor code regarding academic honesty. FIU 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.

*Original Material* - All work in this class is assumed to be yours, and composed of your original material, or material that you have permission to use. Research and sourcing is fundamental to story construction. Quote attribution is basic. If you use images, audio or video that you did not create, you must GET PERMISSION FROM THE INSTRUCTOR AHEAD OF TIME and attribute them accordingly. Failure to cite material amounts to plagiarism, and you will fail the course.

*Factual Errors and Spelling Errors* - All student projects must be free of errors of fact. Each grammar, style or spelling error, will result in a 5-point deduction from the project final grade. Factual errors may result in a failing grade on the assignment. Meticulous research, careful copyediting, and a thorough proofreading of final work, will usually catch any errors before the project is submitted for grading.

*Blackboard* - This course will utilize Blackboard. Students are expected to log in regularly.

*Class Blog* - The instructor will use a WordPress blog to post course notes, and students are expected to link their completed projects to the class blog: [http://miamistories.net/vic4001](http://miamistories.net/vic4001)

*Lab Time* - You will need to schedule time to work on the computers outside of class.

*Constructive Criticism* - Students will be required to present their work to the class and explain their production choices. Students will constructively critique each other’s work.

*Digital Challenges* - The digital medium presents many unique challenges. Learning to work with digital difficulties is part of learning to work with the digital medium. For best results, I recommend the following:

- Back up all of your files. Save your files often as you are working.
- Complete your production projects prior to the due date and test them.
- Pay attention to tutorials and take notes, even if you think you know the material.
Online Resources – This class has materials to help you with the technical aspects of your projects. Documents are available on Blackboard and the class blog. Often a Google search will turn up helpful information (ex: “How do I crop images in Photoshop?”).

Course Theme – This semester students will work on projects with a focus on science. The instructor will arrange for the class to meet some of our leading scientists at FIU who will help you find an interesting topic.

CLASS SCHEDULE
This is an outline of our planned schedule. This schedule is subject to change.

Week 1 – January 8
Course Introduction. Introduction to audio slideshows. Basic image editing in Adobe Photoshop.
Assignments:
• Begin researching audio slideshow.
• Join class blog

MONDAY, JANUARY 15 – MLK DAY – NO CLASS

Week 2- January 17
Using digital audio recorders. Editing audio with Audacity.
Assignments:
• Begin working on Audio Slideshow

Week 3 – January 22
Using Adobe Premiere to create audio slideshows. Creating lower thirds. The Ken Burns effect.
Assignments:
• Complete Audio Slideshow

Week 4 – January 29
AUDIO SLIDESHOW DUE
Producing Web video. Using Premiere to edit video.
Assignments:
• Begin Web video.

Week 5 – February 5
Using Premiere to edit video.
Assignments:
• Continue Web video.

Week 6 – February 12
Creating Infographics with Adobe Illustrator.
CodeAcademy: HTML Fundamentals/Structure
CodeAcademy: HTML Content/Common Elements
Assignments:
• Complete Web Video
• Complete CodeAcademy
Week 7 – February 19
WEB VIDEO DUE
Creating Infographics
CodeAcademy: CSS Fundamentals/The CSS Setup
CodeAcademy: CSS Fundamentals/Basic CSS Structure & Syntax
Assignments:
- Complete CodeAcademy
- Continue Infographic

Week 8 – February 26
Intro to HTML5/CSS3
CodeAcademy: Styling with CSS/Colors.
CodeAcademy: Styling with CSS/Fonts.
Assignments:
- Begin Zen Garden
- Complete CodeAcademy
- Complete Infographic

Week 9 – March 5
INFOGRAPHIC DUE
CodeAcademy: Organizing HTML & CSS/Classes, IDs & DIVs
Assignments:
- Complete CodeAcademy
- Complete Zen Garden

SPRING BREAK • MARCH 12-16 • NO CLASS

Week 10 – March 19
ZEN GARDEN DUE
CodeAcademy: The CSS Box Model/Understanding the Box Model
CodeAcademy: The CSS Box Model/Borders
CodeAcademy: The CSS Box Model/Content
CodeAcademy: The CSS Box Model/Changing the Box Model
The Multimedia Package
Assignments:
- Begin working on Multimedia Package
- Complete CodeAcademy

Week 11 – March 26
The Multimedia Package
CodeAcademy: CSS Positioning/Layout
CodeAcademy: Images/Adding Images
Assignments:
- Continue working on Multimedia Package
- Complete CodeAcademy
**Week 12 – April 2**  
Creating Multimedia Packages  
CodeAcademy: Responsive Design: Sizing Elements  
**Assignments:**  
- Continue working on Multimedia Package.  
- Complete CodeAcademy

**Week 13 – April 9**  
Creating Multimedia Packages  
CodeAcademy: Responsive Design: Media Queries  
**Assignments:**  
- Continue working on Multimedia Package.  
- Complete CodeAcademy

**Week 14 – April 16**  
In-class workshop for Multimedia Package.  
**Assignments:**  
- Continue working on Multimedia Package

**Week 15 – April 23 (Final Exam Period)**  
Multimedia Package due  
CodeAcademy due  
All work due Wednesday, April 25 by 6pm
### GRID FOR VIC4001 - Spring 2018

<table>
<thead>
<tr>
<th>WEEK</th>
<th>CLASS TOPIC</th>
<th>ASSIGNMENT</th>
<th>DUE THIS WEEK</th>
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<tbody>
<tr>
<td>1/8</td>
<td>Course Intro. Intro to audio slideshows.</td>
<td>Join class WordPress blog.</td>
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<td>Begin audio slideshow.</td>
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<td>Producing Web Video.</td>
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<td>2/5</td>
<td>Using Premiere to edit video.</td>
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<td>CodeAcademy.</td>
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<td>2/19</td>
<td>Creating Infographics.</td>
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<td>Continue Code Academy.</td>
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<td>2/26</td>
<td>Intro to HTML5 and CSS3</td>
<td>Complete Infographic. Begin Zen Garden.</td>
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<td>3/5</td>
<td>CSS3 and HTML5.</td>
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**ALL WORK DUE BY WEDNESDAY, APRIL 25.**

**NO WORK ACCEPTED AFTER 6PM.**