

Multimedia Journalism
Instructor: Jesseka Kadylak

Course Description: Students will be introduced to the tools necessary to create multimedia news packages, including writing and reporting, basic web skills, social media concepts and audio and visual material. By the end of the course, students will be able to capture and edit photos, video and audio, and present them in a compelling way that engages an online audience.

Learning Objectives:

- Understand and master the basics of the current standard tools used to produce multimedia journalism stories
- Gain necessary skills for working in a professional newsroom

Course Objectives:

Week 1

February 9: Introductions & Overview

February 11: 5 Steps to Multimedia Storytelling, “Pack Your Bag” Activity

Assignments: Storyboard, Example of multimedia story

Week 2

February 16: Writing for the Web, In Class Writing Assignment

Assignments: 350 word classmate article

February 18: In Class Writing Assignment

Assignments: Story pitches

Week 3

February 23: Pitches, Introduction to Wordpress

Assignments: Create WordPress site and “About” section, Article from pitch

February 25: Photography Tips, In Class Writing Assignments

Assignments: Rule of Thirds photos, Photo/Slideshow, Finish article from pitch

Week 4

March 1: Ethics, Photo Captions, Introduction to Photoshop

Assignments: Tell a story through photos

March 3: Photo Editing

Assignments: Photo story continued, Midterm pitches

Week 5

March 8: Introduction to Audio, Editing in Audacity

Assignments: Election audio story

March 10: Editing in Audacity Continued

Assignments: Finished election audio story, Midterm project

Week 6

March 15 & 17: More Audacity, Midterm Projects

Assignments: Finish midterm project

Week 7

March 22 & 25: Midterm Projects Due, Presentations

Assignments: Photo story edit, Article 2 rewrites, Election story re-edit (all optional)

Week 8

March 29 & 31: Spring Break — No Class

Week 9

April 5: Combining Photos and Audio for Slideshows

Assignments: Example of audio slideshow, Slideshow pitch

April 7: Soundslides Overview

Assignments: Steap & Grind Soundslides, Gather material for audio slideshow

Week 10

April 12: Soundslides Continued

Assignments: Soundslides slideshow

April 14: Introduction to Video, Video Editing

Assignments: Gregory Labold video, partner video

Week 11

April 19: Video Continued

Assignments: Pitch for 2 minute video with partner

April 21: Video Continued

Assignments: Partner videos

Week 12

April 26: Video Continued

Assignments: 2 minute partner video; Final project pitch

April 28: Social Media

Assignment: Social media exercise

Week 13

May 3: Social Media Continued

Assignments: Extra credit (optional, but recommended); Final project

May 5: Cleaning Up WordPress sites

Assignments: Clean up WordPress

Week 14

May 10: Final projects

May 12: Final projects and progress meetings.

Week 15

May 17: Final project due by 7:45 p.m.