

COURSE SYLLABUS
COJO 3530: Multimedia Production
 Fall 2016
 MWF 1:10 p.m. – 2 p.m.
 Classroom Building, Room 207

Course Blog: <http://uwojournalism.com>

Instructor: Dr. Kristen Landreville, klandrev@uwo.edu
 Teaching Assistant: Cassie Niles, cniles@uwo.edu
 Office: Ross Hall, Room 425
 Office Hours: Mondays and Fridays 2:10 p.m. – 3 p.m.
 Tuesdays 9:30 a.m. – 11 a.m.
 And by appointment
 *You're welcome to drop by my office anytime as well. If I'm available, I will meet. If I'm busy, you will be asked to schedule an appointment.
 Keep in mind that I'm not available on Thursdays for meetings.

COURSE DESCRIPTION

How to produce content for online media and use the Web as a tool for mass media work. Course provides experience in designing Web pages, writing for hypermedia and digital imaging; covers history, ethical issues and trends in online journalism, photography, broadcasting, public relations and advertising.

PREREQUISITES: COJO 2100 (Reporting & Newswriting) or other instructor approved WB course

WHAT TO EXPECT IN THIS COURSE

This is an intensive introduction to reporting, writing, producing and editing for the Web. Knowing how to integrate writing, photography, social media, audio and video is absolutely essential for a career that involves media in any way. Therefore, this course provides multimedia and social media skills that are necessary for various media careers, including journalism, strategic communication, public relations, advertising and marketing. Good grammar, strong writing and use of AP style are expected, as well as meeting deadlines, accuracy, sound news judgment, sound ethical practices, sensitivity and an appreciation for our pluralistic and diverse society.

Note that this is a multimedia production course, NOT an advanced design course. If you're interested in Web design and management, consider taking Advanced New Media (COJO 4530).

For this course, original reporting and journalistic writing are required. If you have completed the prerequisite, you are well prepared for this course. You are not expected to know anything about online journalism or production before the course begins.

COURSE OBJECTIVES

Writing

- Use AP style
- Evaluate multimedia packages
- Plan and execute the reporting and newswriting necessary for multimedia projects

Blogging

- Work with the WordPress platform
- Insert text, photos, links, audio, and video to a blog post

Photography

- Shoot photos that tell a story, capture eyes and evoke emotion
- Edit, crop and resize photos in a photo-editing software
- Post photography to your blog

Audio

- Conduct audio interviews and gather ambient noise
- Edit digital audio using Audacity and produce an MP3 file
- Post audio to SoundCloud and your blog

Social Media

- Understand how social media is used in journalism and strategic communication
- Create a Twitter account and live-tweet an event
- Evaluate social media management strategies
- Understand SEO and analytics

Video

- Use video to tell a news story or share a promotional story
- Edit video and prepare video for online distribution

REQUIRED BOOKS

George-Palilonis, J. (2013). *The multimedia journalist: Storytelling for today's media landscape*. Oxford University Press: New York.

REQUIRED GEAR

- Smartphone with working camera, video, and audio
- Headphones
- USB flash drive. ***You should always have a backup of your work.***

SOFTWARE AND LAB ACCESS

You will need access to the free program Audacity, which should be standard on UW lab computers. You may use Photoshop for photo editing, which is standard on UW lab computers as well. Photoshop is not free, but you can download a free trial for a limited time. For a complete list of software on Univ. of Wyoming campus computers, see <http://microlab.uwyo.edu/labs/software.asp>

GRADING SCALE

Letter Grade	Grade Points	Definition
A	4.0	Exceptional
B+	3.33	
B	3.00	Very Good
C+	2.33	
C	2.00	Fair
D	1.00	Poor
F	0	Failure

COURSE EVALUATION - See <http://uwojournalism.com> for assignments

Assignments	Points
Blog Creation, Email Blog Link to Instructor, "About" Page Setup (Blog Post #1)	25
Critical Analysis of Navigation & Interactivity (Blog Post #2)	50
Web Story (Blog Post #3)	100
Creative Devices Assignment (Blog Post #4)	100
Photojournalism Assignment (Blog Post #5)	100
Conduct Audio Profile: Raw File (Blog Post #6)	25
Edited Audio Profile (Blog Post #7)	100
Social Media Critique (Blog Post #8)	100
Twitter Project (Blog Post #9)	100
Video Project (Blog Post #10)	100
In-Class Quizzes (on course readings, lecture, and current events in the news)	100
TOTAL	900

You will receive instructions and grading rubrics for the assignments as they come up during the course.

IN-CLASS QUIZZES

Your understanding of the course concepts is essential in your future media career. You will be quizzed on your understanding of the lecture material and book readings. Your awareness of current events is also important. This course is a journalism and communication oriented course, and I expect you to keep up with the news. Some hints:

1. Listen to public broadcasting
 - ✓ NPR app and/or NPR One app on your smartphone
 - ✓ WPM: Wyoming Public Media: <http://wyomingpublicmedia.org/>
2. Read the highest quality news
 - ✓ AP, The Associated Press app on your smartphone
 - ✓ The New York Times, www.nytimes.com
 - ✓ The Washington Post, www.wapo.com
 - ✓ BBC News, <http://www.bbc.com/news>
3. Be aware of your local community. Laramie and Wyoming options:

- ✓ LaramieLive, <http://laramielive.com/>
- ✓ Subscribe to the Laramie Boomerang: <http://www.laramieboomerang.com/>
- ✓ Read the Branding Iron: <http://www.uwbrandingiron.com/>
- ✓ Wyoming Tribune Eagle: <http://www.wyomingnews.com>
- ✓ Casper Star Tribune: <http://trib.com/>

POLICY FOR LATE ASSIGNMENTS

All assignments are due on the designated date and time on the assignment instructions and rubric sheet. This means your blog's "publish" date and timestamp for the assigned post should be before or on the due date.

If you fail to publish by the due date, then you'll receive point deductions based on how late the assignment is.

- 15 percent off if delivered after the deadline but less than 24 hours late.
- 25 percent off if delivered more than 24 hours but less than 48 hours late.
- 50 percent off if delivered more than 48 hours but less than 72 hours late.
- 75 percent off if delivered more than 72 hours but less than 96 hours late.
- 100 percent off if delivered more than 96 hours late.

For example, if you handed in a 10-point assignment, and your grade was 8 out of 10, and you were 50 hours late -- your grade would be 4 (8 - 50%).

You have **two weeks** after an assignment grade is posted to contest the grade given.

SEEKING ASSISTANCE

Students should not hesitate to seek assistance. Assistance is best sought before, rather than after, exams and assignments. If something is unclear, please do not hesitate to ask questions in class or come talk to me.

ATTENDANCE IS REQUIRED

This class is based on hands-on learning. Your attendance, therefore, is crucial to your success and the success in the class. You are expected to be prepared for class—having done the reading and/or assignments for the day before arriving—and attentive during class. Do not plan to multitask during class meetings. Please do not come to class late or leave class early, doing so is disruptive to class.

Because attendance is required **if you miss more than 6 class meetings**, then I will begin to deduct points from your final point total in this class. After the 6th absence, then I will **deduct 25 points from your final point total FOR EACH ADDITIONAL ABSENCE**.

If you must be absent, please notify the instructor in advance and plan to obtain notes from a classmate. If you do not communicate with me and/or do not have any documentation of your absence, then the instructor reserves the right to mark you as absent.

UNIREG 6-713 states that University-sponsored absences are cleared through the Office of Student Life (OSL). Students with official authorized absences shall be permitted to make up work without penalty in classes missed.

CLASS PARTICIPATION

All students are encouraged to **participate in class discussion**. The goal of this class is to make each class session a lively, stimulating, and intellectually rewarding learning venture for everyone about multimedia production. To a substantial extent, the benefits derived from this course are facilitated by students' willingness to expose their work to the scrutiny of the instructor and their peers. Although scrutiny can involve criticism and questioning, you are NOT permitted to be rude, aggressive, demeaning, disrespectful, condescending, or otherwise have a bad attitude toward others' work.

PERSONAL ELECTRONICS AND BEHAVIOR-IN-CLASS POLICY

Respect your fellow students and the instructor by turning off all cell phones before class. Additionally, you are not permitted to text, use Facebook, sleep, read non-requested materials, or engage in other distracting behaviors. The first violation of this rule will result in a warning. The second violation of this rule and beyond will result in 5 points being removed from your final calculated grade in the class for each violation. Moreover, you may be asked to leave the class and you will not be allowed to make up any missed points for that class period for the second violation and beyond.

STUDENT-TEACHER COMMUNICATION POLICY

Email operates 24/7, but your instructor does not. I will endeavor to respond within one business day to your email, so please make your email communication with me count. Please note that I may not respond to an email if the question is not time-sensitive and can be resolved easily during class time.

Email is a professional document, so please use salutations (e.g., Dear Dr. Landreville), complete sentences, correct grammar (i.e., no "texting" grammar), and include a signature in all email with instructors. In fact, all of your emails to professors, staff members, graduate students, potential employers, bosses, etc. should be professional and use these guidelines.

I want to emphasize that in-person office hours are the best way to resolve grade issues and assignment questions.

I will occasionally email you clarifications to assignments and class announcements or reminders. Please check your email at least once a day and definitely the afternoon/evening before our next scheduled class session.

WYOCOURSES

This course uses WyoCourses as a space to post grades and course announcements. Students should check WyoCourses regularly to ensure that they are up to date on course material.

STATEMENT ABOUT ACADEMIC HONESTY

The University is built upon a strong foundation of integrity, respect, and trust. All members of the University community have a responsibility to be honest and the right to expect honesty from others. Any form of academic dishonesty is unacceptable to our community and will not be tolerated. Students should report suspected violations of standards of academic honesty to the instructor. Refer to UNIREG 6-802, section 3, for more details.

Your written work must be your own. If you wish to use someone else's idea(s) or word(s) in one of your writing assignments, YOU MUST GIVE THAT PERSON CREDIT in your text by correctly citing the source. Failure to do so constitutes plagiarism, a serious academic offense that brings with it such dire consequences as failure of this class, suspension from the University, and worse. If you have questions about citing sources, please ask the instructor. Ignorance and being too busy to do your own work are not defenses for plagiarism.

If you have questions about citing sources, please ask the instructor. There are no questions that are "dumb" in regard to plagiarism, cheating, and documenting your sources.

DISABILITY POLICY

If you have a physical, learning, or psychological disability and require accommodations, please let me know as soon as possible. You will need to register with and provide documentation of your disability to University Disability Support Services (UDSS) in SEO, Knight Hall, Room 330, 766-6189, TTY: 766-3073.

COJO NEWS & SOCIAL MEDIA: For current information about internships, scholarships and other news, become a fan of the Communication and Journalism Department's Facebook page. Go to <http://www.facebook.com/uwyo.cojo> and click on the Like button at the top to become a fan of our Facebook page.

You can also check out the News link on the COJO website.

DAILY SCHEDULE

CLASS	DATE	TOPIC	BOOK	ASSIGNMENT START	ASSIGNMENT DUE
Week 1 Class 1	Mon. Aug. 29	Syllabus			
Class 2	Wed. Aug. 31	WordPress Blog Setup WordPress Workshop: How to Add Text, Links, Photos, and More		Blog Creation, Email Link to Instructor, Setup "About" Page (Blog Post #1)	
Class 3	Fri. Sept. 2	Defining Multimedia Navigation & Interactivity Class Time to Work on Blog Post #2	Ch. 1, 4	Critical Analysis of Navigation & Interactivity (Blog Post #2)	Blog Creation, Email Link to Instructor, Setup "About" Page (Blog Post #1)
Week 2	Mon. Sept. 5	No Class – Labor Day			
Class 4	Wed. Sept. 7	Quiz 1 Usability Test Results			Critical Analysis of Navigation & Interactivity (Blog Post #2)
Class 5	Fri. Sept. 9	Writing Stories Across Platforms Web Writing Review of Interviewing Review Web Story Assignment	Ch. 5, 6	Web Story (Blog Post #3)	
Week 3 Class 6	Mon. Sept. 12	Review of Newswriting: AP Style, Attribution, Paragraph Length, Leads, Story Structure Grammar: Commas			
Class 7	Wed. Sept. 14	Web Story Peer Editing			
Class 8	Fri. Sept. 16	Web Story Peer Editing			
Week 4 Class 9	Mon. Sept. 19	Photography Basics Creative Devices		Creative Devices Assignment (Blog Post #4)	Web Story (Blog Post #3)
Class 10	Wed. Sept. 21	Quiz 2 Photography Practice Around Campus	Ch. 7		

Class 11	Fri. Sept. 23	Photo Editing Basics Introduction to Photoshop Guest Lecturer: Kristine Galloway, Wyoming Tribune Eagle, on the State of Journalism			
Week 5 Class 12	Mon. Sept. 26	Guest Lecturer: AARon Ontiveroz, The Denver Post, on Photography			Creative Devices Assignment (Blog Post #4)
Class 13	Wed. Sept. 28	Class Critique of Creative Devices	Ch. 8	Photojournalism Assignment (Blog Post #5)	
Class 14	Fri. Sept. 30	Photojournalism: Purpose, Categories, Ethics			
Week 6 Class 15	Mon. Oct. 3	Quiz 3 Issues in Photojournalism Continued			Photojournalism Assignment (Blog Post #5)
Class 16	Wed. Oct. 5	Class Critique of Photojournalism			
Class 17	Fri. Oct. 7	Audio: Sound Storytelling Explanation of Audio Profile Project Practice With Your Audio Recorder and Headphones in Class Practice Audio Recording Explanation of SoundCloud			
Week 7 Class 18	Mon. Oct. 10	Guest Lecturer: Mike Brown, University of Wyoming Professor, on Audio and Audacity	Ch. 7-8		
Class 19	Wed. Oct. 12	The Art & Science of Gathering Audio Audio Interviewing & Editing Tips			
Class 20	Fri. Oct. 14	Quiz 4 Conduct Audio Profile with Classmate		Conduct Audio Profile: Raw File (Blog Post #6) Edited Audio Profile (Blog Post #7)	
Week 8 Class 21	Mon. Oct. 17	Work Day, Edited Audio Profile			Post Raw Audio File (Blog Post #6)
Class 22	Wed. Oct. 19	Work Day, Edited Audio Profile	Ch. 9		
Class 23	Fri.	Class Critique of Audio Profiles			Edited Audio

	Oct. 21				Profile (Blog Post #7)
Week 9 Class 24	Mon. Oct. 24	Introduction to Social Media for Journalism and Strategic Communication	Ch. 9	Social Media Mgmt Critique (Blog Post #8)	
Class 25	Wed. Oct. 26	Social Media Management Panel: Jessica Romero (Marketing for Laramie Main Street Alliance); Charlie McClain (Manager for The Big Dipper; former intern for Laramie Main Street Alliance)			
Class 26	Fri. Oct. 28	Quiz 5 Work Day for Social Media Mgmt Critique			
Week 9 Class 27	Mon. Oct. 31	Guest Lecturer: Anna Rader, Wyoming Public Media		Twitter Project (Blog Post #9)	
Class 28	Wed. Nov. 2	Twitter Project Explanation Twitter Account Setup & Basics In-Class Practice Live-Tweeting Session			
Class 29	Fri. Nov. 4	Guest Lecturers: Seneca Riggins (Digital Managing Editor), Nick Learned (Reporter), Laramie Live			
Week 10 Class 30	Mon. Nov. 7	Class Presentations of Social Media Mgmt Critique			
Class 31	Wed. Nov. 9	Class Presentations of Social Media Mgmt Critique			
Class 32	Fri. Nov. 11	Guest Lecturer: Dan Petty, The Denver Post, on Social Media			
Week 11 Class 33	Mon. Nov. 14	Video: Visual Storytelling for Journalism		Video Project (Blog Post #10)	
Class 34	Wed. Nov. 16	Quiz 6 Video: Visual Storytelling for Strategic Communication			
Class 35	Fri. Nov. 18	Guest Lecturer: Mahala Gaylord, The Denver Post, on Video Storytelling			
Week 12 Class 36	Mon. Nov. 21	Video Storytelling Project Brainstorming Session			
	Wed.	No class. Happy Thanksgiving!			

	Nov. 23 Fri. Nov. 25	No class. Happy Thanksgiving!			
Week 13 Class 37	Mon. Nov. 28	Video Pre-production Video Production Practice With Your Video Device Video Editing Principles Video Posting With YouTube			
Class 38	Wed. Nov. 30	Video Storytelling Practice On Campus Filming a Mini-Story			
Class 39	Fri. Dec. 2	Editing a Mini-Story			
Week 14 Class 40	Mon. Dec. 5	Video Project Updates: Presentations to the Class			
Class 41	Wed. Nov. 7	Video Storytelling Work Session			
Class 42	Fri. Dec. 9	Video Storytelling Work Session			
FINAL	Fri. Dec. 16 by 3:15 p.m.	No In-Class Final, Submit Your Video Project by the Class Final Time: Fri. Dec. 16 by 3:15 p.m. <i>Have a Fantastic Winter Break!</i> 😊			Video Project (Blog Post #10) Fri. Dec. 16 by 3:15 p.m.

DISCLAIMER

I reserve the right to change any of the dates or requirements of this course throughout the semester. An email to your UWYO account will be considered notification of any changes. I will also announce changes in class. If appropriate, I will distribute an addendum to the course syllabus.