

New York University
Arthur L. Carter Journalism Institute
MULTIMEDIA STORYTELLING
Spring 2020
Professors: Rebecca Davis + Emily Hager
Thursdays, 7 p.m. -10 p.m. EST
Zoom

Course Description

This course will help you develop your technical multimedia skills. You'll receive training in many of the Adobe Creative Suite's applications, including: Photoshop, Premiere and After Effects. You'll develop a sense of when to use each, and how to use them in tandem. Over the course of the semester, you will produce several different projects — a slide show, various videos, and an audio project. By the end of the semester these projects can, if you choose, be part of a final multimedia feature package.

Learning Objectives

In this course, students will:

- Enhance your fluency within the Adobe Creative Suite
- Record and film stories using photo, audio, and video equipment including mobile
- Learn how to pitch and report multimedia stories using visuals and sound
- Achieve greater awareness of the kinds of choices journalists face, from small ethical decisions about reporting individual stories, to larger ones about how your representation of issues and communities has an impact.
- Demonstrate critical thinking, independence, and creativity appropriate to the role of journalism in a democratic society
- Work ethically in pursuit of truth, accuracy, fairness, and diverse perspectives

Course Structure

Please come to class prepared having read through the *upcoming week's* eBook assignments. This means that you should complete the week's readings and assignments before joining the live class session in Zoom. Class sessions will include lectures, discussions and workshops.

There is a heavy field component to this course. Your job will be to read/view/listen to the assigned material and produce a range of assignments. You will also be expected to participate in class discussion through Slack where you, your fellow students and faculty can share information and ideas, and publish comments. (Unlike most courses in the Arthur L. Carter Institute, this is not a reporting and writing course, although reporting and writing will be addressed.)

Readings

Multimedia Storytelling eBook: Each chapter corresponds to a week in the semester and contains lesson and assignment pages. Lessons contained within this book, which consist of readings, videos, and images, will also be supplemented by in-class lessons and activities. Discussions occur in Slack. Your multimedia assignments will be produced in the field and filed to our Google Drive. You will be responsible for posting the final product to The Click. If you have trouble publishing to The Click, contact Bartie Scott at bartie.scott@nyu.edu.

Course Requirements

As has been said, “Showing up is 80 percent of life.” We meet 14 times over the course of the semester and there will be weekly assignments building toward a final project. Students are expected to attend all class meetings over Zoom. If you are ill or have another valid reason you must miss class (death in the family, religious holiday, a massive snowstorm knocks the power out) inform your professor before class.

For all of us, paying attention is getting harder. Studies show that our attention span has been shrinking with the plethora of devices at our disposal that offer almost unlimited choice. Nevertheless, class time is not the time to multitask—text, check email or Facebook, shop for boots on Amazon, swipe left or right on Tinder... you get the gist.

Grading & Assignments

- Final grades calculated as follows:
 - Photo Essay: 10%
 - Social News Video: 5%
 - Character-driven mini-doc: 20%
 - Data animation: 10%
 - Video explainer: 15%
 - Audio report: 10%
 - Multimedia final project: 20%
- Editorial Professionalism & Participation*: 10%

Participation will be graded for:

1. Quality: Comments are original, reflective of the week's materials, and respectful of others' postings
2. Creativity: Comments go beyond simply answering the question and attempt to motivate the group by introducing new perspectives and examples to stimulate thought and further discussion

*Editorial Professionalism & Participation refers to the quality of your attendance, participation, and etiquette throughout the course.

Schedule

*You'll find the reading and assignments in the Multimedia Storytelling e-book.

Week	Topic	Assignments
01/30	1: Introduction to Multimedia	<input type="checkbox"/> Beat Memo - Due Wednesday, February 5th by 12pm EST.
02/06	2: The Photo Essay	<input type="checkbox"/> Photo Essay - Due Wednesday, February 12th by 12pm EST.
02/13	3: Introduction to Video	<input type="checkbox"/> Social Video and Mini-doc Pitch - Due Wednesday, February 19th by 12pm EST.
02/20	4: Pre-Production: Preparing for a Shoot	<input type="checkbox"/> Outline and Production Plan - Due Wednesday, February 26th by 12pm EST.
02/27	5: Production: Interviewing and Prepping Your Edit	<input type="checkbox"/> Character-Driven Video Clips - Due Wednesday, March 4th by 12pm EST.
03/05	6: Post-Production: Scripting and Polishing Your Edit	<input type="checkbox"/> Final Character-Driven Video and Script - Due Wednesday, March 11th by 12pm EST.
03/12	7: Working with Archival Materials, Deep Fakes, & Adobe's Dynamic Link	<input type="checkbox"/> Data Animations - Due Wednesday, March 25th by 12pm EST.
03/19	Spring Break	Enjoy your break!
03/26	8: Explainers Part 1: Intro to Video Explainer Editing and Scripting	<input type="checkbox"/> Data Video and Final Project Ideas - Due Wednesday, April 1st by 12pm EST.
04/02	9: Explainers Part II: Animating Data with Adobe After Effects	<input type="checkbox"/> Final Data/Explainer Video and Audio pitch - Due Wednesday, April 8th by 12pm EST.
04/09	10: Audio Part I with Jody Avirgan	<input type="checkbox"/> Character Sketch/Rough Cut of Audio Report and Multimedia Production Plan - Due Wednesday, April 15th by 12pm EST.

04/16	11: Audio Part II with Jody Avirgan	<input type="checkbox"/> Final Cut of Audio Report and Mock-up of Final Multimedia presentation - Due Wednesday, April 22nd by 12pm EST.
04/23	12: Feature Multimedia Presentations	<input type="checkbox"/> Rough Cut of Final Multimedia Project - Due Wednesday, April 29th by 12pm EST.
04/30	13: Versioning your multimedia presentation for social and promotion	<input type="checkbox"/> Fine Cut of Final Multimedia Project - Due Monday, May 4th by 12pm EST.
05/07	Last Class	<input type="checkbox"/> Final Multimedia Project - Due Thursday, May 7th by 12pm EST.

Accommodations

Students with disabilities that necessitate accommodations should contact and register with New York University's Moses Center for Students with Disabilities (CSD) at 212-998-4980 or mosescsd@nyu.edu. Information about the Moses Center can be found at www.nyu.edu/csd. The Moses Center is located at 726 Broadway on the 2nd floor.

Diversity & Inclusion

The Institute is committed to creating an inclusive learning environment. The Institute embraces a notion of intellectual community enriched and enhanced by diversity along a number of dimensions.