

New York University
Arthur L. Carter Journalism Institute
Syllabus JOUR-UA 102.001

Journalistic Inquiry: Multimedia

Summer 2021

Prof. Philip Rosenbaum
Mondays and Tuesdays -- 9 a.m. to 1 p.m. Eastern Time

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917-596-4230
Office hours: Tuesdays, 1 p.m. to 2 p.m. (remotely)

Course Description

In this blended learning Multimedia class, you will have the full virtual newsroom experience from any location of your choice, via Zoom, with a degree of in-person instruction that will be fully accessible to everyone, everywhere.

Tapping into today's leading collaborative news gathering and production tools, you will write, produce and edit polished and professional quality video and audio news stories.

Reporters are now doing top-level work from home, and so will you.

No prior experience or knowledge of editing software is required. You will generate and pursue story ideas, shoot strong video, write scripts, and edit your stories in 14 weeks. Class includes a bonus hands-on segment focusing on documentary film production and an introduction to app design.

This is a project-based skills class aimed at teaching you how to write, shoot, edit and produce a variety of news stories in styles and formats that you would likely encounter in working at any news organization.

We will use original interviews, natural sound, graphics, 'b-roll' and other elements that make the final product compelling and informative. You will work with several programs and applications, none of which require previous experience because you will learn them here.

Learning Objectives

By the end of the semester, you will be able to produce video news stories. Given feedback and step-by-step guidance, the pieces should be free of technical glitches that are readily fixable in production or post-production. The main goal is to appreciate and tap into the beauty of mixing words with images and sound in telling a story.

Along the way, you will hone these skills:

- Write clear, accurate and engaging copy in an audience-appropriate manner.
- Demonstrate critical thinking, independence, and creativity appropriate to the role of journalism in a democratic society.
- Interview subjects, conduct research, and evaluate information.
- Work ethically in pursuit of truth, accuracy, fairness, and diverse perspectives.
- Use technological tools and apply quantitative concepts as appropriate.
- Demonstrate awareness of journalism's core ethical values.

Course Structure

Throughout the semester, we will have instructional lectures and discussions, field assignments during and outside class time, and visits from industry professionals who will share their work, insights and advice.

Readings

Readings and instructional handouts pertaining to the skill-set being learned will be distributed to students on a regular basis.

The text for this class, available on Amazon.com and BarnesandNoble.com, is:

[The Bare Bones Camera Course for Film and Video](#) by [Tom Schroepel](#) and [Chuck DeLaney](#)

Note - There is a [free PDF](#) of the book online that you may use. It's an earlier version but will suffice.

In addition, check these useful and interesting resources for independent exploration:

READ 10 [Tips for Dramatically Improving Your Video Journalism](#)

WATCH [How To Shoot B-Roll - Transom.org](#)

Software, equipment and apps:

[Ailun Tripod Phone Mount Holder Head Standard Screw Adapter Rotatable Digital Camera Bracket Selfie Lens Monopod Adjustable Ring Light for Camcorder,Compatible for Most Cellphones](#)



Adobe Premiere Pro:

https://www.nyu.edu/life/information-technology/getting-started/software/adobe.html?utm_source=newsletter&utm_medium=email&utm_content=thedownload&utm_campaign=thedownload

4K DOWNLOADER:

<https://www.4kdownload.com/products/product-videodownloader>

CLOUDCONVERT:

<https://cloudconvert.com/>

CANVA:

<https://www.canva.com/>

SKETCHBOOK:

<https://sketchbook.com/>

OTTER

<https://otter.ai/login>

AUDACITY:

<https://www.audacityteam.org/download/>

<https://archive.org/>

CNN NewSource

U: nyu

P: coven

<https://newsource.ns.cnn.com/>

NYU Classes - log in via nyu.edu

Frame.io

Google docs community folder:

https://drive.google.com/drive/folders/1Zy_vYcibLqZub2eocYBDh6Mx-O5twQzB?usp=sharing

Your cellphone will be your primary video and image gathering tool. Journalists and filmmakers create excellent work with tools that fit in their pockets these days, and so will we.

Here is an example from the summer semester:

<https://f.io/oq9uuC3o>

JOURNALISM DEPT SOFTWARE AND EQUIPMENT GUIDES

Mini-manual on starting and exporting your Adobe Premiere Projects:

<https://journalism.nyu.edu/wp-content/uploads/2020/01/intro-to-premiere-updated-jan-29-2020.pdf>

Buy a portable external hard drive to use when editing your work on Adobe Premiere Pro.

*******BE SURE TO BACK UP ALL YOUR RAW AND FINAL PROJECT FILES ALL SEMESTER. HARD DRIVES CAN BREAK OR DISAPPEAR. *******

Minimum external hard drive specifications:
USB 3.0 and/or Thunderbolt connections 1TB
recommended for students in multimedia
classes

Speed of 7200 RPM

Must be Mac compatible

[Gtech 1TB Glyph 2TB LaCie 1TB](#)

Course Requirements

DEADLINES All project and assignment deadlines must be met as delineated on this syllabus. I will accept late submissions but the grade will reflect the lateness, except for extraordinary and documented extenuating circumstances.

PRODUCTION QUALITY Your work should show your efforts. It should reflect that you've reviewed it more than once to make sure there are no glaring technical errors (such as jump cuts, audio issues, offline media, flash frames, black frames, and more).

ATTENDANCE Showing up is highly important for this class. TWO or more missed classes means you can't get a better grade than an A minus for the semester, even if all other coursework merits it. Chronic absence beyond that will have a deeper impact on the grade.

PUNCTUALITY Arriving on time is also critical. Lateness will detract from the final grade. (Every three latenesses results in a grade notch lower -- say from A to A- and so on.) This means being on Zoom by 9 a.m. at the very latest but preferably a few minutes before so you can settle in for class.

Ground Rules

- Your project must be original in that you have not done the story for another class or venue, or simply repurposed material, such as an interview, into a new story. You can take a story subject you've previously done and create new elements for it (broll, an interview, etc., and produce a project from that.
- Formula for Journalistic Inquiry: Multimedia success: Story production quality + Attendance + Punctuality + Participation + Effort. An 'A' in the class is not a given, it's earned by taking a clear path that I will help you follow. But it's ultimately up to you.

Ethics

[NYU JOURNALISM HANDBOOK: Ethics, Law & Good Practice](#)

Accommodations

Students with disabilities who require accommodations should contact and register with New York University's Moses Center for Students with Disabilities (CSD) at 212-998-4980 or mosecsd@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.

Google Classroom - Please make sure you have access to and know how to navigate around the Community Folder and subfolders I have set up and shared with you for this class. Google Classroom will be our home base for organizing our work and collaborating on it, especially in sharing ideas and editing scripts.

ZOOM/NYU Classes - Log into NYU Classes and use NYU's version of Zoom to directly access all classroom instruction throughout the semester. And follow the department requirement that students keep their cameras on to fully participate in class, with reasonable allowances for any necessary breaks, of course.

GRADING AND MAIN PROJECTS

Grading: Final grades will be calculated as follows:

SITE & SOUND [Percentage of final grade: 10 percent]

DEADLINE:

This is a scripted feature news package that will include a reporter 'track'...your voice. You will find a hyper-local subject (building, statue, store, landmark, newsworthy or historical spot, even a tree!) and create a short audio/photo and or video tour about that place or thing of interest. You will shoot photos on your phones, record natural sound, write and record scripts, then edit it all together on Adobe Premiere Pro.

RISING NEW YORK [Percentage of final grade: 10 percent]

DEADLINE:

This is a story that celebrates and investigates the wonders of this ever-changing city. We'll take a new development and find a fresh perspective on it through the eyes of our interviewees and our own observations and research.

MOTION GRAPHICS AND DATA VISUALIZATION [Percentage of final grade: 10 percent]

DEADLINE:

This semester we will dip into the world of graphics. You will learn how to conceptualize, design and build ‘moving’ graphics using Adobe Premiere Pro. On Google Sheets, you will learn how to visualize data you find and interpret in an easy-to-digest way for your viewers. You will be expected to create and use one motion graphics element in one of your projects this semester and one data visualization graphic into one of your projects. It’s OK if they are in the same project.

DOCUMENTARY COLD OPEN [Percentage of final grade: 10 percent]

DEADLINE:

You will conceive of and pitch a documentary idea. Later in the semester, Dana Richie, an award-winning filmmaker, will join us to view your work and provide constructive comments and pointers. For this project, you will write a minute to minute and half long script for the opening of that documentary and then produce it. That means gathering appropriate images, video and sound.

HARD NEWS PKG [Percentage of final grade: 10 percent]

DEADLINE:

The Hard News pkg is a video news story that you will write, edit and produce using available resources (primarily from CNN Newsource) and information on deadline in class and as part of homework.

<https://f.io/tRGradzl>

AP Wires:

<https://bobcat.library.nyu.edu/permalink/f/ci13eu/NYUMARCIT1000000000419735>

FINAL PROJECT: [Percentage of final grade: 40 percent]

CORONAVIRUS CHRONICLES

DEADLINES:

Pitch:

Note - there is no script deadline for this project. But you should definitely write one and I’m happy to review/edit it if you want to share it with me at any time during the semester.

Coronavirus Chronicles Festival:

Final version in frame.io:

Coronavirus Chronicles requires at least one original interview with someone relevant to the topic, either safely in person, or via Zoom. Due to the circumstances of our time, the interviewee may be a family member or friend and that should be made clear either through the narrative or on screen name graphic. Experts of any kind - an economist, sociologist, epidemiologist, business owner, doctor, etc., are welcome, if it fits into the work, and there's always a way to do that.

You can take the title Coronavirus Chronicles and make anything you want of this assignment. It can be a visual work composed of images and or video you take on your phones, wherever you may be in the coming weeks. They are things that somehow capture your attention for any reason, whether small and subtle or large and overt, that speak to this story that is changing life and the world in such a rapid way. You might want to focus on someone's journey. Do you know anyone who has recovered from the virus and wants to take us through his or her experience? If you've been affected by this and want to share your story, that's also an acceptable format but you still need to interview someone else.

Gather this material as you go about your day. It can be material from home, on the streets - wherever you may venture. You include interviews, poems, songs, newspaper headlines, musings by you or others, and simple moments that just happen -- a desolate street at day or night, "closed" signs on businesses, a sea of people wearing masks, people practicing social distancing in various ways. Turn them into something unique.

You can also use CNN NewSource, Internet Archives and the Associated Press photos archives - through NYU Classes (Resources).

When you have your elements (photos/video, etc) process the material in your mind for a while (all of it is a kind of art), write a script, include not just observations but context, facts, detail specific to what's happening in your city or town, and record that audio. Tell viewers what they are looking at and where these scenes come from and what they mean. Create a narrative.

There's no 'right' or 'wrong' way to do this. Just take time and care to gather those moments and weave them together in your own 'voice'. The stories can run from between about a minute and a half to as long as five minutes if you have strong material and an engaging theme bringing it together.

This is not a typical reporting assignment but these are not typical times. I hope that this Coronavirus Chronicles becomes a way to help shed light for others and within ourselves.