

## 2015 Syllabus

**“The Story We See”** is an advanced production course designed to enhance the students’ multimedia story telling technique. This intensive course offers a fast paced, hands-on, story-centered learning environment that recreates the effervescing atmosphere of a real newsroom. Each student will report two multimedia stories that will be published on the class blog. The class will culminate in the LIVE webcast where students will have the opportunity to present their stories, conduct LIVE interviews and share their experiences in producing the stories.

This class is the perfect testing ground for the motivated and the curious. The permanent dialogue with the instructor and peers helps the student expand his, or her, awareness of the visual elements and the flow of a story. This is the ideal summer course for the student who wants to enhance his or her portfolio and gain hands-on, marketable skills in today’s workplace. Both, the hard working student and the rebel eager to push the envelope and experiment with new forms of multimedia story telling are welcome.

The classroom lectures, hands-on field training, various screenings, lively discussions and debates, team work and tons of summer fun, will leave a long lasting impression and a valuable lesson in journalism and student life.

### **Class 1 – Tuesday, June 3 (2:00 PM – 5:00 PM)**

Welcome to “The Story We See”

- Discussion on the strengths and weaknesses of multimedia and the visual story telling
- “The right story”:
  - What would make a good multimedia story?
  - How to find and report good stories?
  - Following class screenings and discussions, students will learn how to identify the visual elements of a multimedia story and how to pitch a story in a specific format.
  - Students must start working on story idea no. 1 to be pitched in class 5, on June 11.
- Analysis of media gathering tools, from the DSLR camera, to the video camera and the smartphone. Students learn advanced techniques using a DSLR camera and a small format video camera. Discussion and in class exercise.

**Assignment 1**, to be completed outside class time, due on Class 3 (Thursday, June 5): capture the images and sounds of a location approved by your instructor.

### **Class 2 – Wednesday, June 4 (2:00 PM – 5:00 PM)**

“The Flow of Storytelling”

- The first and the last impression
  - What would be the most effective way to structure the story?
  - Students will analyze and discuss the options of structuring a multimedia story.
- In class discussion on post-production tools and workflow, from Adobe Photoshop, to Adobe Premiere and Adobe Auditions.
  - Students learn how to optimize multimedia components for advanced video editing. Sample screenings, discussion and in-class exercise.

### **Class 3 – Thursday, June 5 (2:00 PM – 5:00 PM)**

“Show, Don’t Tell”

- From intent to execution.

- Students will learn how to translate an abstract story idea into an actual sequence of images and sounds
- Students will learn about the importance of sound in multimedia story telling
- In-class analysis of frame and angle choices in the footage captured in Assignment no.1
- What do we tell and what do we need to show?
- In-class discussion on having an online presence – from blogs, to streaming and social media

**Assignment No. 2**, to be completed outside class time, due on Class 4 (Tuesday, June 10): write a narrative and edit the location sequence using footage captured in Assignment No.1

**Class 4 – Tuesday, June 10 (2:00 PM – 5:00 PM)**

- In-class screening and analysis of assignment 2.
- In-class discussion about the characteristics of a profile.
  - Students will learn how to identify the character(s) of a multimedia profile story.
  - Screenings and discussion of sample profile multimedia stories

**Assignment No.3**, to be completed outside class time, due on Class 5 (Wednesday, June 11): if required by the instructor, re-edit the location sequence and bring it to class the following day.

**Class 5 – Wednesday, June 11 (2:00 PM – 5:00 PM)**

- In-class pitch of Story 1.
  - Students must submit their first story pitch in the requested format and must discuss their choice answering questions from the instructor and peers

**Assignment No.4**, to be completed outside class time, raw footage and multimedia elements due on Class 7 (Tuesday, June 17): following the instructor’s approval, shoot/record/capture the multimedia elements of story no.1

**Class 6 – Thursday, June 12 (2:00 PM – 5:00 PM)**

- Narration, text music, graphics, maps and effects.
  - In-class discussion on the additional elements of a multimedia story

**Assignment No. 5**, to be completed outside class time, due on Class 7 (Tuesday, June 17): if ready, students must start preparing the available multimedia assets of story no. 1.

**Class 7 – Tuesday, June 17 (2:00 PM – 5:00 PM)**

- In-class work on story no. 1.
  - While testing different editing options, students will discuss with instructor choices of multimedia elements, video editing and workflow.

**Class 8 – Wednesday, June 18 (2:00 PM – 5:00 PM)**

- In-class screening of story no. 1
- Analysis and feedback on screened stories

**Class 9 – Thursday, June 19 (3 hours)**

- In-class pitch of Story No. 2; students must submit and discuss their second story idea

**Assignment No. 6**, to be completed outside class time, due on Class no. 10 (Tuesday, June 24): following the instructor's approval, shoot/record/capture the multimedia elements of story no. 2

**Class 10 – Tuesday, June 24 (2:00 PM – 5:00 PM)**

- In-class discussion and exercises on live interviews and reporting live from a remote location.
  - We will conduct several LIVE interviews during class

**Assignment no. 7**, to be completed outside class time, due on Class 11 (Tuesday, June 25): if ready, students must start editing story no. 2, using the available multimedia assets.

**Class 11 – Wednesday, June 25 (2:00 PM – 5:00 PM)**

- All edited multimedia stories are due and must be screened in class.
  - Screening story no. 2 followed by analysis and feedback

**Class 12 – Thursday, June 26 (4:00 PM – 7:00 PM)**

- Publishing online, using WordPress and live streaming.
  - The class will present their stories in a LIVE webcast that will include interviews with guests and possibly remote reporting via smartphones and social media.