Montclair State University

Multimedia News Production

Syllabus

Multimedia News Production

TVDM 441-01
Monday 2:30pm - 5pm
Room location: MO-204
This course is (3) credit hours

Professor Thomas E. Franklin
Email: franklinth@montclair.edu
Office: Morehead Hall, Rm 140
Hours: Monday 11:30-12:30
Wednesday 11:30-12:30
Thursday 2:30-3:30
or email for appointment

Course description

The core purpose of this course is explore the art of multimedia storytelling using a combination of video, still photos, audio, infographics, text, digital platforms, social media and other emerging digital tools to develop non-linear narratives for an online audience. Students will gain a deeper understanding of this rich storytelling medium by researching and analyzing current and evolving industry trends, while producing multi-dimensional stories for a digital environment. Students will learn how modern visual storytellers work in today's fast-paced digital world, and be expected to work in a similar fashion. Multimedia assignments in this course will provide students with a great opportunity to produce portfolio quality work across multiple platforms, in preparation for entering the professional media industry.

This a production course. It will be conducted in a manner similar to the real working world of professional journalism, and students will learn how to approach assignments like a professional. Students will learn or build upon the technical skills needed to operate digital tools and will interact with the community to develop and apply their skills to stories. There may be exceptions, but students should expect to do production work outside of class each week.

Learning objectives

Students will learn the technical skills needed to work in the digital news environment, and will become proficient in the creating and editing of photos, video, audio, and other multimedia elements in order to create relevant news content for the Web, social media and mobile devices. They will also engage in ongoing discussions of how doing journalism across a variety of platforms is changing the profession and its principles as they explore larger implications of these changes.
<u>**The key objectives are:**</u>
- Become a more well-rounded a cross-platform journalist
- Identify and analyze current trends in multimedia/digital storytelling
- Research and develop a story ideas into a multimedia project
- Develop better skills for shooting and editing photos

- Learn to become more comfortable photographing/recording people
- Learn basic Adobe Photoshop & Bridge skills
- Learn how to use Zoom recorders and mics with DSLRs
- Develop skills to shoot DSLR video
- Demonstrate story structure for video editing
- Learn how to develop and execute a video shot-list
- Demonstrate how to conduct a successful interview in video, with good light, composition, sound and content
- Demonstrate how to capture high quality A-roll, B-roll, and sequencing, and how to use those components to build multimedia stories
- Learn basic Adobe Premiere editing skills
- Discover and utilize basic info graphic tools for data visualization
- Develop skills to evaluate, identify, and apply appropriate multimedia to stories and projects
- Demonstrate social media proficiency to best communicate journalistic stories for an intended audience
- Produce a strong portfolio of multimedia work

Invest in you

This is a 400-level class class of mostly seniors, since students will be entering the real working world shortly, they will be treated as such.

- **CONDUCT:** It will be conducted similar to a real newsroom, not just a class on how to use Premiere or take a better selfie. Student work should resemble media that is ready to be published professionally, and be of portfolio-quality.

- **PEOPLE:** Working in media requires talking to strangers on a daily basis, and this course is no different. Approaching people you do not know, putting them at ease with the presence of your camera, is a very real challenge that students will face regularly. However, the more students do this the easier it will become, and in this class there will be ample opportunity to practice.

- **SUBJECTS:** Students should avoid reporting on people they are associated with -including Greek Life, family members, close friends, significant others, and roommates. Exceptions may be made, but not without justification and approval from the instructor. See Plagiarism & ethics below.

- **ADVANCED LEARNING:** Skills take time to learn and develop. Students are expected to take what they learn in the classroom to a higher level outside of class with further exploration, by studying the many tutorials, learning docs, and PowerPoint Presentations (PPTx) presented each week, and by examining further the models presented in class or provided in Canvas.

Multimedia News Production

Credit hours

<mark>NOTE: This course is (3) credit hours.</mark>
<mark>**According to MSU policy, students should expect a minimum of (5) hours of unmonitored appropriate experience outside the classroom.** Students will meet this requirement by completing a shooting assignment each week. MSU policy.</mark>

Syllabus & Canvas

Canvas is the University's Learning Management System. Students may log-in by using their NetID and password. While this syllabus is a general plan for the course, **changes will most definitely occur** due to the learning curve of the class and unplanned events. **All announcements and important information will be shared by the instructor via Canvas.** Students should set-up Canvas to receive updates and push notifications.

Searching in Canvas	
Syllabus	**Canvas>Syllabus**
Announcements	**Canvas> Announcements**
Assignments	**Canvas>Assignments**
Tutorials	**Canvas>Files**
PowerPoints (PPTx)	**Canvas>Files>PPTx**
Grades	**Canvas>Grading**

To get help troubleshooting problems using Canvas, you may call the IT Service Desk directly at 973-655-7971 or via email at itservicedesk@mail.montclair.edu. Within Canvas you will also find a link titled "Help" in the global navigation. This provides links to chat, email or phone support. The Canvas Student Guides provide many answers to common questions related to Canvas.

Computers, software & applications

Technology plays a key role in the way journalists work today. Proficiency in basic computer operation is not only required in this course, but is essential in all areas of digital media today.

This course will be taught in a Mac-environment. Students may choose to use personal laptops or tablets (Mac or PC) during designated class time, provided they have the required software, updates, and hardware to complete all assignment work. **While students are free to use other computers and software programs if they choose, problems encountered are the responsibility of the student.** Missed deadlines, improper formatting, or other lapses due to external problems, will NOT be an acceptable excuse for not completing an assignment on time or as stipulated.

In class, students will learn how to use industry-standard digital editing software applications such as Adobe Photoshop, Adobe Bridge, and Apple's iOS Photo, and Adobe Premiere. **Students are required to complete computer work outside of the classroom environment each week**.
<mark>**Ask for help if you need it.**</mark>

Lab hours
M0134: (Mac and PC) M-F 9-5pm (roughly)
SCM 009: (Mac only) Hours TBA
NewsLab: (PC only) M-F 9-5pm
LIBRARY: Laptops available for sign-out (PC with Adobe Creative Suite)

Equipment
Students may use SCM equipment available for sign-out and distribution by the R&R (Broadcast & Media Operations). Students with their own equipment are encouraged to use it, but they should confer with the instructor first. Students will also work using their smartphones.
Equipment will include:
  • Smartphone (any type)
  • Canon T3i and T6i DSLR cameras
  • Canon 80D (New)
  • Tripods
  • Zoom Recorders
  • Mics
*Students may use their own cameras with approval from the instructor.

Equipment Insurance
As of Fall 2018, **SCM now requires all students doing production work to be covered by a personal property insurance plan**. The National Student Services INC., has designed a student personal property insurance plan for students at Montclair State. NSSI has created a portal for students to access and purchase an insurance plan. The website can be found at: https://www.nssi.com/portal/montclairnj/ The cost will be roughly $125, and students may add personal items like laptop, smartphone, etc. to the coverage policy. See new Cage Supervisor, Frank Martinez with any questions: martinezf@montclair.edu

Course materials
Students will need a portable storage device such as an external hard drive, 1TB (or more) suggested. A portable, bus-powered external hard drive is a worthy investment. If you plan to continue work in visual media, you will need this, if young already have one.
Buy as much storage space as you can afford. (1TB = $50 roughly)
Other suggested materials:
  • **SD card:** 32GB minimum ($30) get your own.
  • **Mouse with scroll-wheel** ($20)
  • **Card Reader:** if your computer does not have a media slot ($30)

Back-up & Cloud storage

Back-up. **And back-up again.** Backing-up data is something each student must take seriously; **loss of data/images is never an excuse for missing an assignment. Students should save all data/images to (2) separate locations:**

- an external HD
- somewhere in the cloud

Students can use cloud storage option of their choosing, Google Drive, Dropbox, iCloud, or one of the many other options available on the Internet. For large amounts of data storage, students may be required to purchase additional space.
NOTE: all students using montclair.edu email get **unlimited storage on Google Drive for FREE** while email MSU account remains active..

Suggested reading

Multimedia Storytelling for Digital Communicators in a Multiplatform World,
by Seth Gitner ($34.99 via Amazon)
Paperback: 430 pages
Publisher: Routledge; 1 edition (July 24, 2015)
ISBN-10: 0765641321, ISBN-13: 978-0765641328

Attendance

Attendance and participation account for (10pts) 10% of total grade. Attendance will be taken at the start of each class, remember the old adage, "**if you are on-time, you are late.**" Students not present for attendance must see instructor after class, otherwise they will be marked absent. **Not showing up for class will greatly affect your ability to succeed in this course.** Just like the real world of journalism and media demands commitment of time and mind. Be punctual. As visual journalists, the latest you ever want to be is on time.

According to the undergraduate catalog, the college policy states that attendance requirements are left to the professor's discretion. Although there is a theory aspect to this course, it's primarily a skills class with a lot of information packed into a short amount of time. Past experience has shown those with good attendance do well, and the quality of work and grades correlate directly to engagement during class.

Students may miss up to (2) classes without penalty, no matter the reason, but may not receive full 10pts. Use them wisely.
Students are expected to attend every class. Perfect attendance will be rewarded. If students must miss class for whatever reason, doctors notes or other documentation are not required. If a student must miss class, they should notify the instructor via email prior to class. Each student's health is extremely important, and important to the students around them, please take care of yourself.

When a student is absent from class, it's their responsibility to catch-up on what they missed by first consulting a classmate, checking new entries in Canvas, and reviewing the PowerPoint lesson which contains an agenda listing the items discussed in class, and revising any assignments given. THEN, if the student has further questions they should then contact the instructor. Failure to follow these steps will not reflect well on the student.

Absence from more than (2) class sessions will result in a full letter grade reduction for each additional absence, no matter the reason. For example, (4) absences will result in a (2) letter reduction, whereas an A becomes a C.

Attendance rules:
- Attendance will be taken at the start of each class
- Students not present for attendance are considered late
- Late students must see instructor after class, otherwise marked absent
- Each lateness/early departure counts as 1/2 an absence
- Absence is not excuse from submitting assignments on-time

NOTE: If a student is struggling with this course, or has something else going on that is preventing them from attending class, they should speak with the instructor privately prior to the absence**.** Communication is essential.
Ask for help if you need it.

Participation

Participation will be reflected in each student's grade, and if you don't come to class, you can't participate. Many of the class sessions include discussion, collaborating with classmates, and providing feedback and contributing to class discussions and critiques. Students are expected to speak positively when they feel something is great, and critically when they feel something is lacking. **The instructor will call on each student during class. All opinions and perspectives will be respected.**

News Lab Workshops

SCM has implemented a skills-building initiative on a variety of media-making topics, students will be notified of schedule, and are encouraged to attend as many of these extra learning opportunities as possible.
Attendance & Canvas submission may be counted as extra credit

Academic integrity

Academic integrity standards will be strictly enforced. Please consult MSU's official policies to clearly understand behaviors (e.g. plagiarism, cheating) that violate the code of conduct. Each student is responsible for understanding these standards before performing any academic work.

Plagiarism & ethics

Plagiarism is defined as taking someone else's work and submitting it as your own, including content from the Internet, television, newspapers, books, or a classmate - without proper attribution and permissions. No previously created work, file or archived content may be used without explicit permission from the instructor or without proper permission and attribution.

All work submitted for this course must be:
- student's own work
- created exclusively for this course (unless
- created during the time period each assignment was given

*Students in violation of any of these rules will receive an F.

Integrity and credibility are at the core of good journalism and the main reason readers continue to support news organizations. Once a journalists' integrity is compromised they have no credibility, and risk tarnishing their reputation and the reputation of the entire industry.

Students should avoid reporting on subjects to which they are closely connected, **in most instances in the professional journalism world this would not be permissible,** and if caught it could lead to disciplinary action, termination, or permanently damage your reputation.

*However, in this course we will be covering the MSU community closely, exceptions may be granted for certain assignments. During this course, students should be familiar with the [NPPA Code of Ethics](#) by the National Press Photographers Association (NPPA). Students are expected to read and understand it, as it will be used as the ethical standard guide. Students should eliminate any appearance of conflict in their work. Any questions, please discuss with the instructor offline.

Digital manipulation

While it is easy and tempting to digitally manipulate images using digital software, it is considered unethical to alter the meaning or content of media in any way. Students should remain above suspicion when it comes to manipulating images, either digitally or through subject direction, and should adhere to the ethical standards of the [NPPA Code of ethics](#). Again, students are expected to read, understand, and follow these principles.

Computer, mobile device, social media etiquette

Turn-off and put away all phones and mobile devices during classroom time and keep them out-of-sight, except on breaks or while completing a lab exercise. If a student must make a text or take a call, they should excuse themselves and conduct business outside the classroom.

The instructor takes each student's education, and the course material, very seriously, students should do the same**.** The expectation is that students will be fully

involved in the class at all times. If a student is disruptive in class or inattentive, they will be asked to leave and marked as absent for the day.

Using technology for unrelated class activities is prohibited at all times. Students not in compliance may be asked to leave the classroom and marked absent for the day without warning.

==**Students in violation may be asked to leave without warning and marked absent. Zero-tolerance policy.**==

Disability Resource Center

Any student with a documented physical, sensory, psychological, or learning disability requiring academic accommodations should make arrangements through the Disability Resource Center, 973-655-5431.

Course assignments

Meeting deadline is critical in the media world. Deadlines matter. Past experience has shown that the surest way to get a poor grade in this course is to shoot the assignments at the last minute, and not follow instructions. The best way to excel in this course is to invest significant time, effort and care on each assignment. Students having difficulty with equipment or the technical aspect of an assignment should ask for help from a classmate, or from the instructor. **Asking for help is encouraged.**

Penalties

- Assignments submitted late <u>within two-weeks of due date</u> but will be penalized 2-5pts, depending on weight of assignment
- **No assignment work will be accepted after two-weeks without approval**

*All assignment work must be submitted via Canvas. ==Email submissions will NOT be accepted in this course.==

- **Assignments** will be posted in **Canvas> Assignments**, and must be submitted by the dates and times specified (usually the night before class or the day of class). Students must adhere to format of each assignment. <u>Please read each assignment carefully</u>, as each has a different set of criteria and rules.

- **Story ideas.** Finding good photo subjects is the students responsibility. In order to find good story ideas, students should be well informed about the campus community, and the world at large. The Web and social media platforms provide an infinite amount of information to draw ideas and find subjects, use it to broaden your horizons rather than reinforce what you already know and believe.

The Montclarion, WiredJersey.com, WMSC (Extra Credit)

Any class project published by one of the student news outlets will receive extra credit. Students are encouraged to join The Montclarion staff, they are always looking for new members and contributors. Students are also encouraged to submit

assignment work to WiredJersey.com, a website of student work, and the radio station WMSC.

Criteria for evaluating work

Multimedia production involves creativity and requires students to invest time, take risks, and allow for mistakes. The intent of this course is to learn skills and not to just to earn a grade, which can be counterproductive to learning. As the instructor, I'll do my best to help each student succeed in learning the skills, but like most things in life, education is the responsibility of each individual.

Students must adhere to the format of each assignment. There will be deductions for not following instructions, formatting mistakes, spelling, and grammatical errors. **Please read each assignment carefully.** Grading will be based on the clarity and quality of work, attendance, participation, and meeting deadlines.
<u>**Student work will be evaluated on the following:**</u>

* Relevance, appropriateness, and clarity of multimedia content
* Technical quality of the content; camera, recorder, etc.
* Storytelling effectiveness; overall accuracy of subjects depicted
* Demonstrated understanding of the assignment and subject matter
* Effective use of the Web, social media, and other digital tools
* Understanding theoretical material discussed in class and outside sources, to illustrate and execute each exercise or assignment
* Ability to write and report clearly and grammatically, in captions and posts

Grade conversion	
A	93-100 pts
A-	90-92.9 pts
B+	87-89.9 pts
B	83-86.9 pts
B-	80-82.9 pts
C+	77-79.9 pts
C	73-76.9 pts
C-	70-72.9 pts
D+	67-69.9 pts
D	63-66.9 pts
D-	60-62.9 pts
F	0-59.9 pts

Grading

Each assignment will be judged through the lens of professional quality journalism and communications as it pertains to accuracy, execution, effort, and enterprise. At times grading may be subjective, as the instructor I will do my best to be fair and balanced.

* Publishable work will receive the equivalent to an A
* Assignments with minor errors will receive equivalent to a B
* Assignments with several errors will receive equivalent to a C
* Assignments with many errors will receive equivalent to a D
* Assignments with major errors, poor image quality, name misspellings, incorrect facts, or gross misrepresentation of subject depicted, will receive equivalent to an F.

Take risks: Students are encouraged to take chances in this class, as we often learn the most from our mistakes. Don't just reproduce what you have already seen, try something big, new and innovative.

Critiques

For most assignments, there will be an in-class critique. Although we may not get to each student, the feedback in the classroom and by the instructor via Canvas is a great opportunity for students to learn from mistakes.

Discussing student work is not always easy -to give or take. When receiving a critique, students should try to listen to suggestions on how their work could be better, and refrain from defensive posturing. While there is a fine line between defending your position and making excuses, developing a thick skin will speed personal growth and development. Just as in the workplace, students may find that if they remain open to constructive criticism, their outcomes will improve. **Students are expected to speak positively when they feel something is great, and critically when they feel something is lacking,**

Honest feedback can be harsh sometimes, but all students are expected to contribute with thoughtful and constructive commentary. **What did you like? What didn't you like? What could have ben done better?**

Improving grades

Students may use feedback as a guide to re-do certain assignments, allowing for an opportunity to improve and build skills, and potentially improve a grade.
Note: Only assignment work submitted on-time may be re-submitted.

This will provide students an opportunity to carry peer and instructor feedback forward to improve a grade throughout the course. Final grades will depend mainly on the quality of work submitted, and the overall effectiveness of the final project.

Assignment points

Grading is determined by total points earned. Students must turn in their assignments on time to have constructive critiques, even if the assignment or project is not perfect. Missing deadlines is unacceptable in the world of news and journalism, it doesn't matter how good a story is if it is turned in after deadline and nobody sees it. Missing deadline will significantly lower your grade:

- NO assignments will be accepted after two-weeks past deadline.
- 2-5pts subtracted for any assignment not turned in on time

*Note: assignments are weighted differently, therefore late penalty will be in accordance with assignment total.

Subjects

In this course, students will research and select a topic for all assignment work in this course. In journalism, this is called "a beat." **Each student will choose and assign themselves to a beat they wish to cover throughout the semester**, first by writing a pitch proposal and making a pitch to the class for review and approval.

Students must select a newsworthy topic for the semester-long project. Subjects need not be based in hard-news, they can be feature-based, but they must be

newsworthy and relative to a broad audience. Subjects should be current and not based in the past or future. There must be visual actions and events to photograph and record.

　　　Students should analyze which topics are newsworthy and appropriate for multimedia, then make a selection based on news values such as:

- Timeliness
- Proximity
- Conflict and Controversy
- Human Interest
- Relevance

Examples: Gun Violence, #metoo, Head injuries in sports, etc.

　　　Each assignment must be related to the beat selected, and should not be repetitive or off-topic, so that the final presentation has in-depth and useful reporting variety. **Each media asset created will become part of the student's individual final project.**

Assignments		Points
1	**PROJECT:** Proposal & pitch	**5pts**
2	**PROJECT:** Feature video story	**20pts**
3	**PROJECT:** Photo essay	**10pts**
4	**PROJECT**: Explainer video	**10pts**
5	**PROJECT:** Info graphic	**10pts**
6	**PROJECT:** Cross-platform reporting	**10pts**
7	**PROJECT**: Final Multimedia presentation	**25pts**
8	**Attendance & Participation**	**10pts**

Weekly Schedule:

Date	Subject	Due
Week 1 September 10	•Course Intro, Syllabus, policies, etc. •Equipment sign-up procedures •Submit paperwork for R&R •Intro to multimedia •Approaches to video storytelling	

Multimedia News Production

Week 2 September 17	•Finding stories & pitching story ideas •Newsworthy subjects •DSLR for video with Zoom recorders •In-class demonstration •(Bring DSLR camera kits & tripods to class) •(Bring Zoom recorders & mics to class)	
Week 3 September 24	•Review project proposals & feature videos •How photojournalists work •Shot lists •Story structure & video assembly •ADDCE method, story boarding, etc.	**ASSIGNMENT 1: Project proposal**
Week 4 October 1	•Guest speaker: Nyier Abdu, video journalist •Video Editing •In-class demonstration: Adobe Premiere •(Bring video footage to class)	
Week 5 October 8	•Informal review of feature videos •Intro to WordPress, Wix, Medium, and other online platforms for Final Project •Guest lecture: Marty Halo	ASSIGNMENT 2: Feature video story (rough draft)
Week 6 October 15	•Critique •Intro to Photography	**ASSIGNMENT 2: Feature video story**
Week 7 October 22	•Photo essays •Study examples of photo essays •(Bring DSLR camera kits to class)	
Week 8 October 29	•Photo editing •In-class demonstration: Adobe Photoshop & Bridge •(Bring raw photos to class)	ASSIGNMENT 3: Photo essay (rough draft)
Week 9 November 5	•Critique •Intro to Explainer video	**ASSIGNMENT 3: Photo essay**
Week 10 November 12	•Text video creation •Social media video production	
Week 11 November 19	•Critique •Intro to infographics and data journalism	**ASSIGNMENT 4: Explainer video**

Multimedia News Production

Week 12 November 26	•Guest lecture & demonstration: Joe Amditis •Creating infographics and data journalism using basic online tools	
Week 13 December 3	•Critique •How to apply Multimedia to Final Projects	**ASSIGNMENT 5:** **Info graphic**
Week 14 December 10	Review advanced multimedia projects	FINAL PROJECT: Final presentation (rough draft)
Finals week *December 17 3:15-5:15pm	•No Final Exam, but class will meet in regular location, Morehead 204 •**Final critique** •**All work due at this time –no exceptions**	**FINAL PROJECT**: Multimedia presentation

Syllabus

This syllabus is a general plan for the course, **changes will most definitely occur** due to the learning curve of the class and to unplanned news events. Students will be alerted in class to any major changes to the syllabus, and changes will be noted each week in the PowerPoint Presentations (PPTx).

Communications

Email is the preferred method of communications with the instructor. When emailing, please include the course title in the subject line.
Email: franklinth@montclair.edu

Professor Thomas E. Franklin
Email: **franklinth@montclair.edu**
Twitter: @tomefran
Instagram: thomasefranklin
Website: www.thomasfranklin.com
Blog: https://thomasfranklinvisuals.com/

About your instructor

Thomas E. Franklin is a freelance multimedia journalist who joined Montclair State after working for nearly 30-years in the newspaper industry, including 23-years at the Bergen Record newspaper as a photographer and video journalist.

For his iconic flag-raising photograph taken at Ground Zero on September 11, 2001, he was a *Pulitzer Prize* finalist. The photo was featured on a USPS postage stamp which helped generate over $10 million dollars for 9/11 victims. The image as selected as one of the *100 Photographs That Changed the World* by LIFE, and is part of the permanent collection of the Library of Congress, the Newseum, and the National September 11 Museum.

Since 2007, he has focused on multimedia reporting, and has produced award-winning video documentaries on the heroin epidemic in North Jersey, the notorious

Bridge-gate scandal involving lane closures at the George Washington Bridge. His video series about decades-old toxic dumping by the Ford Motor Company on a Native American community was nominated for a local Emmy. For the 10th anniversary of 9/11 he produced two award-winning projects; *Newfound Friends,* the heart-warming tale of extraordinary hospitality shown by the people of Newfoundland, spontaneously hosting 6,800 stranded passengers on 9/11. And *Witness to History*, which chronicled the stories of photographers covering the terrorist attacks.

In 2018, he produced [cross platform report](#) on an undocumented Newark man turned over to ICE by police despite Newark's Sanctuary City status. In 2016-17, he produced a series of cross-platform stories related to the Syrian refugee crisis, including the documentary video [The World Arrived at Our Doorstep](#), the story of a British couple who helped waves of Syrian refugees who washed up on the shore near their home in Greece seeking asylum, and have come under criticism from locals.

Currently, he is working on a number of projects related to immigration.