Module Guide

Multimedia Journalism

School of Arts and Creative Industries

Summer School
29\textsuperscript{th} June – 24\textsuperscript{th} July 2015
1. **MODULE DETAILS**

   - **Module Title:** Multimedia Journalism
   - **Module Level:** Undergraduate
   - **Module Reference Number:** 20 CAT Points
   - **Credit Value:** 20 CAT Points
   - **Student Study Hours:** 60
   - **Contact Hours:** 60
   - **Private Study Hours:** 140
   - **Course(s):** Summer School
   - **Module Coordinator:** LJ Filotran
   - **UC Contact Details:** filotral@lsbu.ac.uk

   - **Subject Area:** Journalism practice

   - **Summary of Assessment Method:**
     - **Assessment:** Multimedia Report (100%)
       - One 3 minute audio - individual (30%)
       - One 5 minute video – group (30%)
       - One 700 word article - individual (30%)
       - One 500 word production analysis - individual (10%)

2. **SHORT DESCRIPTION**

   The latest developments in digital journalism show an increased interest by media producers in telling stories not just with words and still pictures, but also with infographics, sound and video. Multimediality is an important feature of journalistic content delivered online. The purpose of this module is to give students a rounded experience of producing stories using a variety of mediums. It is hoped by the end of the module, students will have gained a clear insight into when and how to use a specific medium. Working as a digital journalist requires research skills and a fundamental understanding of how content is optimised for the web. This module will equip students with all the necessary elements in order for a story to be published successfully online.

3. **AIMS OF THE MODULE**
• Familiarise students with a range of production and critical approaches to producing multimedia content
• Familiarise students with the skills needed to work online
• Explore the creative thinking underpinning choices made in video and audio production
• To guide the students through the production process from original idea to the publication of their multimedia report
• To develop the ability to identify both technical and editorial problems and devise appropriate procedures for rectifying or improving the outcome
• To reinforce and develop the idea of group working and co-operation and reinforcing the importance of these skills in the professional media industry

4. **LEARNING OUTCOMES**

On successful completion of this module students will have knowledge of the following:

4.1 **Knowledge and Understanding**

• Knowledge of the formal, ideological, technical and the aesthetic parameters of the various documentary modes • Knowledge of the different functions and responsibilities of a production crew, and in particular the importance of your own role within the team • Employ relevant research techniques • Recognise the significance of cultural and theoretical contexts for understanding a factual audio and video package's claim on 'the real'.

4.2 **Intellectual Skills**

• Fluency in the research, planning and presentation of ideas in audio/video production • Ability to integrate theoretical and practical approaches to the construction and evaluation of linear documentary audio and video • Ability to reflect self-critically upon the ideological, semiotic and ethical implications of your production decisions and situate your practice within documentary and journalistic discourse • Critically evaluate and deploy research practices serving historical, aesthetic, ideological, theoretical and technical aspects of audio/video productions.

4.3 **Practical Skills**

• Build on existing skills of collaborative video production, improving competence in the planning, production and editing of audio features and documentary films; • Use specialist audio and video technologies and tools to light, film and edit documentary audio and films in accordance with the demands of the subject being treated and the conventions of the chosen mode • Construct coherent linear non-fiction representations with a coherent narrative structure through the careful control of sequencing, dramatic blocking, visual composition and sound design.

4.4 **Transferable Skills**

• Research, planning and organisation • Clarity and precision in presenting and communicating ideas in visual and verbal media • Demonstrable interpersonal skills •
Deal ethically with screen subjects, interviewees and collaborators • Recognise and reflect on your own learning

5. **ASSESSMENT OF THE MODULE**

The pass mark for this Module is 40%.

**Assessment: Multimedia Report (100%)**
- One 3 minute audio - individual (30%)
- One 5 minute video – group (30%)
- One 700 word article - individual (30%)
- One 500 word production analysis - individual (10%)

6. **FEEDBACK**

Feedback will normally be given to students 15 working days after the submission of an assignment.

7. **INTRODUCTION TO STUDYING THE MODULE**

7.1 Overview of the Main Content

- Week 1 – introduction to digital journalism
- Week 2 – working with audio
- Week 3 – working with video
- Week 4 – producing a multimedia report

Research, planning, scheduling of a multimedia story • Filming, camera, lighting, sound recording; • Editing (with Adobe Premier); • The voices in a feature – what to consider • Interviewing and working with contributors • Finding the sonic potential of ideas • Stylistic approaches to producing audio features • Aesthetic considerations to working with audiovisual material • Preparing a story for publication online

7.2 Overview of Types of Classes

The module is taught by a combination of workshops and project tutorials. The module will be delivered over 4 weeks.

7.3 Importance of Student Self-Managed Learning Time

Students will have a total of 140 of private studying time. This time should be used for reading, preparing for classes and one-to-one tutorials and for working on assignments.
7.4 Employability

In digital journalism cognitive involvement is key, and audio and video reporting play a fundamental role in the delivery of content. As such, audio and video production skills are highly rated by employers in journalistic organisations. This module enables students to develop the intellectual and practical skills to produce sophisticated audio and visual stories, as well as the ability to work as part of a team, which is often the production model for audio and video content.
8. **THE PROGRAMME OF TEACHING, LEARNING AND ASSESSMENT**

**WEEK 1 – Web**

**29th June**

**Day 1**

**Morning:**
Introduction to the module
A brief introduction to critical thinking about online journalism and the role technology is playing in shaping journalism

Setting up of WordPress sites and introduction to publishing content online
Discussion of multimedia elements
• Writing text reports for newspapers, magazines and websites
• Writing features, interviews and reviews
• Taking, editing and publishing still images online
• Filming, editing and publishing video reports
Recording, editing and publishing audio reports including podcasts.

Setting groups

**Afternoon:**

Group exercise

**Reading:**

- Brock, G. (2012), *Out of Print* (Kogan Page), pp. 201-208

**Day 2**

**Morning:**

**Introduction to WP admin dashboard 1**

- Changing the admin log-in password
- Permalinks
- Settings including tag line
- When to use Posts and when to use Pages
- Writing a new Post and editing it later
- Writing a new Page and editing it
- Front page
- Contact page
- Menus
- Categories
Tags

Afternoon:
Practical: Introduction to WP admin dashboard 2

- Formatting text different colours and sizes
- Hyperlinking – how to make links easily to other sites or other pages
- Uploading an image to the media library, including cropping, scaling
- Adding an image to a Post
- Adding a photo gallery
- Embedding: videos/audio/objects
- Sidebars and widgets

Reading

Day 3
Morning:
Introduction to how photography online can effectively tell stories – slideshows, audio-slideshows. Uploading media into the Wordpress media gallery, tagging and effective use of captions. Introduction to Photoshop

Afternoon:
Developing a story idea for a multimedia report

Reading

WEEK 2 – Audio
6th July

Day 1
Morning:

Introduction to Sound and Listening
Assessments and Expectations

Why Audio?
The challenges and opportunities of working in the medium of sound

Listening
http://www.fallingtree.co.uk/listen/short_cuts_deborah_moggach___the_comfort_of_strangers
The Comfort of Strangers' on 24th January 2012, BBC Radio 4
The writer Deborah Moggach relays an act of extraordinary kindness from someone she didn't know.
Afternoon:
**Telling stories in sound**

Stylistic approaches to producing audio features.
The use and structure of montage
Use of narration and scripting features.

Listening
World Weekly
The legacy of 9/11 Sep 08, 2011
We devote this week's show to the aftermath of the terrorist attack on the United States and the decade that has followed. We talk to the editor of the Financial Times, Lionel Barber, about his memories of the time and we hear from FT correspondent Matthew Green about life on the Afghan-Pakistan border, in 2011. Presented by Gideon Rachman with Lionel Barber in the studio in London and Matthew Green in Islamabad - interviewed by Serena Tarling. Produced by LJ Filotrani

**Suggested Reading:**

http://download.adobe.com/pub/adobe/magic/audition/win/2.02/audition_user_guide.pdf

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**Day 2**
**Morning:**

**Preparation for 3 minute audio**

Consider Subject, Content and Form.
Consider the Style of your feature – narration/montage/scripted?
Consider script styles and techniques
Who is your audience?
Is there an interactive element to your idea?
Consider how to plan and research your work.

Listening
http://loveandradio.org/2014/08/choir-boy/

Choir boy
Tom Justice is passionate about cycling, and was on the shortlist for the US Olympic Team. Also, he’s a bank robber.
A group of Birmingham schoolgirls prove themselves thoughtful and self-aware about how to conduct their friendships online and about the differences between online and face-to-face friendships.

Core Reading:

Afternoon:
Recording – locations to be confirmed

Day 3
Post production
Editing and mixing using Adobe Audition
Preparation for uploading piece to Soundcloud

WEEK 3 – Video
13th July

Day 1
Morning:
Introduction to working with video – aims and expectations
Discussion of how journalists use video
Examples: current video news pieces (titles to be confirmed closer to the course start date)

Reading:

Resources
- http://www.bbc.co.uk/blogs/blogcollegeofjournalism/posts/The-future-is-video-but-not-on-TV
- http://www.bbc.co.uk/blogs/blogcollegeofjournalism/posts/How-to-make-a-video-succeed-on-YouTube
- https://www.youtube.com/watch?v=EWmDHH9sWeU&list=PLom7Q2FZ5qMMUaQjCmbIJAZfSyY_RJdo

FURTHER MATERIAL:
BBC Academy – Filming in the contributor’s house
http://www.bbc.co.uk/academy/journalism/article/art20130702112133384
Afternoon:

Introduction to camera techniques. This will cover basics such as focus, framing, eye lines, lighting, audio and interview techniques

Practical exercise: preparation for shooting interview assignment. Who is to be interviewed and why, an outline of the content – group feedback. Discussion of how to develop the story – dramatic structure
Discussion of location – establishing shots, framing cut-aways, sound, use of tripods

Day 2
Filming – locations to be confirmed

Day 3
Post production
Editing and mixing using Adobe Premier
Preparation for uploading piece to Youtube

WEEK 4 – Multimedia Report
20th July

Day 1
Morning:
Introduction to infographics
Examples – why use infographics, online apps to construct infographics
Working with data sets

Afternoon:
Introduction to Interactive images – creating an interactive image with thinglink.com
More Photoshop

Day 2
Morning:
Individual Tutorials
Pulling the report together
Editing/finishing off

**Afternoon:**
Individual Tutorials
Pulling the report together
Editing/finishing off

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**Day 3**

**Morning:**
Publishing and promoting content

**Afternoon:**
Presentations of final projects.
Drinks and feedback