

**ADVANCED MULTIMEDIA REPORTING  
JRN 3520**

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The goal of this course is to build on fundamental multimedia skills students learned in JRN 3510 (a prerequisite for this course) and focus on advanced video production. At its core the course will prepare students to be multimedia reporters.

Video has become a crucial skill in our news environment today. All emerging journalists should have the skills needed to be a one-man-band for multimedia storytelling. Students who successfully complete this course will be able to independently shoot, edit and produce short videos for the web. They will also be able to understand and talk about trends in the industry and think about how to pitch assignments as a freelancer.

Students will learn both the theoretical and technical concepts of visual storytelling. At the beginning of the course we will focus on technical fundamentals (composition, perspective, focus, lighting, etc.). We will develop these technical skills and in the middle of the course students will learn how to shoot video using a DSLR camera (Canon 70D). In order to take your storytelling to the next level, you will need to master these technical concepts. Students will also learn pre-production, pitching, shooting, scripting, interviewing and editing for short form video.

Video by nature is collaborative. Significant class time will be spent on workshopping, roundtable discussions and peer critiques to help advance your story. We become better storytellers by watching great stories. Significant class time will also be spent on screening short videos and discussing them.

Students will be required to produce two major video projects, a photo assignment, and a professional portfolio website over the course of the semester. We will focus on non-narrated stories in this class with no reporter on screen. Students will conceive ideas, shoot with cameras available from the department, and edit final pieces in Adobe Premiere. Students will also be asked to bring examples of short form video journalism that inspire them for class discussions.

Students will create a professional portfolio website at the end of the semester to showcase their work. This will be part of the final project. Successful students will come out of the class with a body of work that demonstrates technical proficiency and visual storytelling skills.

## GRADING

Projects .....	60 percent
Class participation, weekly assignments, and attendance.....	20 percent
Final portfolio.....	20 percent

## ATTENDANCE AND DEADLINES

Regular attendance is essential. The learning for this course will happen in the classroom and in the field, not in a textbook. Please arrive on time as we will start each class promptly. Lateness and absences will impact your grade.

Since this is a journalism class, you will need to meet your deadlines. Late assignments will be penalized; if you're having trouble getting a project together in time for whatever reason, please communicate with me about it *ahead of time* so I can help you strategize. There is nothing quick and easy about video; leave yourself more time than you think you need to plan, shoot, produce, edit, export and upload!

## ACADEMIC INTEGRITY

Learning involves the pursuit of truth, which cannot be pursued by presenting someone else's work as your own. By following the procedure outlined below, you will establish a basis of trust that will remain unless you provide reason to suspect it has been violated:

1. Visit the college's **Academic Honesty Policy** web site: [http://www.baruch.cuny.edu/academic/academic\\_honesty.html](http://www.baruch.cuny.edu/academic/academic_honesty.html)
2. Read the material it contains.
3. Send me an email (or bring a signed statement to class) truthfully stating that you have read the web page, understood it, and that you agree to act according to the principles it expresses.

For further discussion of plagiarism and clarification of its parameters, see *the online plagiarism tutorial* prepared by members of the Newman Library faculty at <http://newman.baruch.cuny.edu/help/plagiarism/default.htm>. If questions remain, ask me. Ignorance is not an acceptable excuse for unacceptable practices. For the record, if you violate the precepts of academic integrity you will receive a zero for the assignment and your name will be forwarded to the Office of the Dean of Students, where a notation will become part of your file at Baruch.

## EQUIPMENT

There is no required textbook for this course, but there are two essential technical requirements.

**External hard drive:** You will be asked to purchase an external hard drive to save your footage and projects. External hard drives start at about \$60 and go up from there. They are an incredibly essential tool for all media production.

**SD Cards:** You will need SD cards to use with cameras when you go out shooting. Please purchase at least one personal card. I'd recommend getting 16 or 32 gigs.

The Journalism Department will supply video cameras, audio recorders, and accessories needed to complete assignments. A sign-out procedure will be instituted. (Students are welcome to work with their own equipment.)

## **WEEKLY SCHEDULE**

**Jan. 30 and Feb. 1**

**Introduction and overview of video journalism and basic visual principles. What do you want to learn this semester? Create individual Vimeo pages. In-class shooting exercise.**

**Feb. 6 and 8**

**Week 2: Bring your external hard drive to class. Discuss shooting principles: Composition, focus, light, sound, stability, creativity, interviewing. Assignment Due: 10-shot sequence and an initial idea for your first assignment. Class feedback on sequences.**

**COLLEGE CLOSED MONDAY FEB. 13; NO CLASS**

**Feb. 15**

**Workshop pitches for first video.**

**COLLEGE CLOSED MONDAY FEB. 20; NO CLASS**

**Feb. 22**

**Video editing fundamentals. In-class editing workshop. Guest speaker.**

**Feb. 27 and March 1**

**Assignment Due: In-class production, rough cut of first video assignment due. Discussion and feedback on first video.**

**March 6 and 8**

**Second draft of first video assignment due. Pitches due for video story #2, pitch workshop.  
Shooting stills with DSLR cameras.**

**March 13 and 15**

**Quick turnaround event photo assignment. Photo editing and sequencing.**

**March 20 and 22**

**DSLR video fundamentals. Advanced Premiere Pro editing workshop. Check-in on story progress.**

**March 27 and 29**

**Final draft of video #1 due.**

**Apr. 3 and 5**

**Begin production on video #2.**

**SPRING RECESS: NO CLASS APR. 10, 12, OR 17**

**Apr. 19**

**Rough cut due of video assignment #2.**

**Apr. 24 and 26**

**Screenings and discussion.**

**May 1 and 3**

**Second draft of video assignment #2.**

**May 8 and 10**

**In-class editing/production and website building.**

**May 15 and 17**

**Final project due as part of finished portfolio website.**