JOURNALISM 270 – Introduction to Multimedia Storytelling (CRN 63438)
3 Credits - DA
Fall 2016

CLASS TIMES: MW 11:30-12:45, La’akea 110 and ‘Ākoakoa 239
INSTRUCTOR: Kimberlee Bassford
OFFICE: ‘Ākoakoa 239
OFFICE HOURS: M-R 9-10 or by appointment
CONTACT: kbassfor@hawaii.edu, 235-7396

WINDWARD COMMUNITY COLLEGE MISSION STATEMENT

Windward Community College offers innovative programs in the arts and sciences and opportunities to gain knowledge and understanding of Hawai‘i and its unique heritage. With a special commitment to support the access and educational needs of Native Hawaiians, we provide O‘ahu’s Ko‘olau region and beyond with liberal arts, career and lifelong learning in a supportive and challenging environment — inspiring students to excellence.

CATALOG DESCRIPTION

Fundamentals of multimedia storytelling using video, audio and photography to report and produce news and documentary stories for the web and other distribution platforms. Prerequisite: Credit for or registration in JOUR150 or JOUR 250 or consent of instructor. Satisfies the Diversification in Arts requirement (DA).

The course requires significant time outside of class to work on projects. Individual conferences with the instructor outside of class are also required. There is also a required field trip to the Hawaiian Mediamakers Conference on Wednesday, Nov 2. The conference runs from 9AM-5:30PM.

If you know that your condition or circumstances will impede your full participation and ability to meet course requirements, you should not take this course until you are prepared to be evaluated accordingly.

STUDENT LEARNING OUTCOMES

Upon completion of the course, the student will be able to:

1. Produce various news videos and short documentaries independently or in groups that meet professional journalistic standards and ethics.

2. Generate story ideas; research, gather and organize information; follow through on assignments; and meet deadlines.

3. Demonstrate basic knowledge and skills of digital video production including cinematography, sound and editing.

4. Critically analyze news videos and documentaries produced by the mass media.
COURSE CONTENT
This class is rooted in journalism. Students will produce in teams and individually news and documentary short videos about campus and community issues and events. The emphasis will be on learning by doing. You will have creative control over your projects from pre-production through post-production. The completed videos should be suitable for publication on the course YouTube channel, Ka ‘Ohana (campus newspaper) website and WCC website.

There will be several video exercises and a main video project for the course. Students will be required to submit proposals, scripts, reflection papers and other written deliverables (synopses, headlines, transcripts) for certain projects. Individual conferences will be required with the instructor.

Rough cuts and final cuts will be screened in class. The purpose of these sessions is to provide direct feedback for the director and to use each project as a springboard for discussing relevant aspects of journalism, storytelling and video production. The quality of your critiques (both written and verbal) is as important as your projects in measuring your knowledge and understanding. You are expected to be honest, yet considerate and tactful at all times. The class nurtures an environment where respect and creative exploration can flourish.

In addition to the video exercises and projects, there will be one paper analyzing and critiquing a documentary or news story from the mass media and quizzes on the technical aspects of video production.

Samples of documentaries and video news stories will be screened in class throughout the semester. Students are encouraged to attend community screenings of documentaries.

Below is an outline of the course (subject to change):

| Week 1 | Course introduction, role of news and documentary in society, importance of story, narrative techniques |
| Week 2 + 3 | The language of cinema, camera and sound basics |
| Week 4 | Editing, Film analysis paper due, camera certification deadline |
| Week 5 | Adobe Premiere Pro |
| Week 6 | Exercise 1 due: Location in 10 shots, Editing quiz |
| Week 7 | Interviewing |
| Week 8 | Lighting, pitching |
| Week 9 | Pre-production, directing, Exercise 2 due: Kupuna interviews |
Week 10  Sound and music, **Short documentary pitch due, Exercise 3 proposal due: Campus event**

Week 11  Music and text, field trip to Hawaiian Mediamakers Conference on 11/2, **Short documentary script due**

Week 12  Advanced editing, **Exercise 3 due: Campus event**

Week 13  Archival materials, copyright, ethics and legal issues

Week 14  **Short documentary rough cut screenings**

Week 15  Distribution, **Final quiz**

Week 16  **Short documentary final cut screenings**

**STUDENT RESPONSIBILITIES**
For exercises and projects done as individuals, you are responsible for all writing, producing, directing, cinematography and editing. You may have assistance in secondary responsibilities such as sound and lighting. For team projects, students should divide roles amongst themselves.

It is not permissible to have any outside film/video professional serving in any position on your projects. You will learn best by doing the work yourself. Keep your projects simple enough to handle in terms of the scope of production as well as the time allowed.

As the producer of your projects, you will be expected to get releases, permits, licenses and other production paperwork for your projects. **Projects should not have any materials in them that infringe on copyright law.** This includes music as well as archival footage and stills.

As producers of your own work, you will own the copyright to your projects. However, all students must sign a course agreement at the beginning of the semester giving WCC an unlimited license to publish, use and distribute your work, including posting it online, submitting it to film festivals or using it for promotional purposes.

**ASSESSMENT AND GRADING**
All assignments will be graded on a point system. Your final semester grade will be made up of:

<table>
<thead>
<tr>
<th>Exercises (30 points total)</th>
<th>Due Date</th>
<th>Possible Points</th>
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</thead>
<tbody>
<tr>
<td>1 - Location in 10 shots</td>
<td>M 9/26</td>
<td>5</td>
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<tr>
<td>2 – Kupuna interviews (teams)</td>
<td>M 10/17</td>
<td>10</td>
</tr>
<tr>
<td>3 – Campus event (teams)</td>
<td>W 10/26 proposal&lt;br&gt;W 11/9 video and written deliverables</td>
<td>15</td>
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Video stories will be evaluated both on the strength of the storytelling and the technical execution.

The total points earned will be converted to the following grade at the end of the semester (note that these are whole grades; +/- will not be given).

- 90 – 100 points = A
- 80 – 89 points = B
- 70 – 79 points = C
- 60 – 69 points = D
- Below 60 points = F

**Attendance, absences and difficulties:** You are expected to attend all classes. This is crucial to understanding the work we do both inside and outside the classroom. Excused absences (for illness, jury duty, military duty, bereavement, etc.) must be cleared with me via email prior to or within 24 hours of your absence. You must provide documentation (doctor’s note, jury summons, etc.). I will make the final determination of whether the absence is excused.

Unexcused absences will count against your final grade. At the end of the semester, you will be awarded up to 5 attendance points based on the percentage of classes you attended. You will lose 1 attendance point for each unexcused absence during the semester. Being tardy more than 30 minutes of class counts as an unexcused absence.

If you do miss class, it is your responsibility to obtain any missed material. If difficulties arise during the course, please see me before the problem affects your performance in the course. Waiting until the end of the semester does not work. We can work together to troubleshoot, but not if you allow the problems to linger and overwhelm you at the end of the semester.

**Deadlines and late work:** The journalism world is built on meeting deadlines. Moreover, this
course is designed so that assignments build on one another. Thus missing an assignment or submitting it late will impact subsequent assignments. That is why LATE WORK WILL NOT BE ACCEPTED, unless excused by the instructor with prior notice.

**Learning environment:** You are expected to maintain a supportive learning environment with appropriate behavior in class demonstrated by showing consideration for others, paying attention and focusing on specific tasks. Personal entertainment/communication devices must be turned off during class. Listening to music, web browsing, using your phone, text messaging, tweeting, social networking and email activities are prohibited, unless authorized under special circumstances. Violations will affect your participation grade.

**Assignment specifics:** All written assignments must be typed on a computer, using a standard 12-point font, double-spaced and with 1-inch margins on each side. Assignments turned in electronically must be done in Microsoft Word or as a .pdf. With the student’s consent, stories of high quality may be published online at the class YouTube or Vimeo channel, WCC’s student newspaper Ka ‘Ohana’s website and/or on the WCC website, among other outlets.

**Academic honesty:** Windward Community College follows the University of Hawai‘i Code of Student Conduct which defines expected conduct for students and specifies those acts subject to University sanctions, such as cheating and plagiarism. Plagiarism includes but is not limited to submitting any document to satisfy an academic requirement that has been copied in whole or part from another individual’s work without identifying that individual; neglecting to identify as a quotation a documented idea that has not been assimilated into the student’s language and style, or paraphrasing a passage so closely that the reader is misled as to the source; submitting the same written or oral material in more than one course without obtaining authorization from the instructors involved; or drylabbing, which includes (a) obtaining and using experimental data from other students without the express consent of the instructor, (b) utilizing experimental data and laboratory write-ups from other sections of the course or from previous terms during which the course was conducted, and (c) fabricating data to fit the expected results.

To avoid plagiarism, you must give the original author credit whenever you use another person’s ideas, opinions, drawings, or theories as well as any facts or any other pieces of information that are not common knowledge. Additionally, quotations of another person’s actual spoken or written words; or a close paraphrasing of another person’s spoken or written words must also be referenced. Accurately citing all sources and putting direct quotations – of even a few key words – in quotation marks are required. **Note that all information on the Web is copyrighted just as it is in print. Do not use any online information without attribution or permission.**

A failing grade will be given on any assignment that has been plagiarized, and you will be reported to the Vice Chancellor of Student Affairs. The assignment must also be redone in order to pass the course.

**LEARNING RESOURCES**

There are two required textbooks for the course:

Both textbooks are available at the WCC bookstore and Amazon.com. We will also use a variety of class handouts, hands-on training and tutorials.

**VIDEO PRODUCTION GEAR**

Camera, lighting and audio gear will be available for students to borrow on a check-out basis after showing proficiency in use of the gear via a quiz. We will primarily be using the Sony PXW-X70 XDCam camera. Students must sign an agreement at the beginning of the semester acknowledging their adherence to course policies, including their liability when borrowing all equipment.

Computers and editing software (Adobe Premiere Pro) in La‘akea 110 and ‘Ākoakoa 238 will be available to students during set hours to use for their projects. **Students are responsible for purchasing their own portable hard drive (at least 500 GB with USB 3.0 or thunderbolt connection) to store media for projects.** You are also responsible for your own headphones.

The curriculum is based on Mac hardware and software. You are expected to be adequately familiar with the Mac Operating System prior to taking this course. If necessary, there are venues where you can learn about Macintosh operations/software such as the Genius Bar at the Apple Store ([http://www.apple.com/retail/geniusbar](http://www.apple.com/retail/geniusbar)).

**MY SUCCESS**

At Windward Community College, we want every student to be successful. MySuccess is a system-wide effort that seeks to connect students to campus supports early in the semester. If I feel you’re having difficulty in the class within the first few weeks of the semester (e.g. missing class, missing assignments), you will receive an email from me through MySuccess. The email will explain my concern and encourage you to make an appointment with me and other campus resources through MySuccess.

**DISABILITIES ACCOMMODATION STATEMENT**

*If you have a physical, sensory, health, cognitive, or mental health disability that could limit your ability to fully participate in this class, you are encouraged to contact the Disability Specialist Counselor to discuss reasonable accommodations that will help you succeed in this class. Ann Lemke can be reached at 235-7448, lemke@hawaii.edu, or you may stop by Hale ‘Ākoakoa 213 for more information or go online at: [https://windward.hawaii.edu/Disabilities](https://windward.hawaii.edu/Disabilities).*