

MULTIMEDIA JOURNALISM

JOUR5990
MAYMESTER 2008
M-F, 9:30-12:15

Mark E. Johnson
e: mejohnso@uga.edu
t: 706-542-5026
aim: mejrally
twitter: markejohnson
blogs: ugapj.blogspot.com,
jour5990.blogspot.com

o: Room 230, Grady
o/h: By Appointment

Water. Multimedia.

Can they mix? We'll know in three weeks.

In a first for me (maybe not for Grady College), this class will be a collaborative project with an outside entity—The Greenville *News*. The *News* has been researching story ideas about water issues between South Carolina and Georgia. After a few days worth of technical training, we'll set you free to report for a week, then reign you back in for a week's worth of editing.

While you'll be introduced to the mechanics and intricacies of video storytelling, you will need to draw heavily on your journalism background. The story still matters the most.

The majority of this class will deal with video for online audiences. There may be some still photojournalism and audio slideshows, we'll see how it develops as we move along. The stories will drive the medium.

Is this vague? Yes, it is. Will it be cleared up by June 4? Hmmm maybe.

We will start with a series of technical exercises before releasing you into the wild. You will see examples of strong online storytelling, disassemble them and understand them. You will get hands-on training on the cameras and, later, with Final Cut Pro—one of the top video editing software packages.

Specific projects, deadlines and goals will be discussed throughout the class and posted to the class blog. You are responsible for checking the class blog regularly and will be given access to post to it after the first class.

Assignments & Grading

There will be two technical quizzes—one on the camera and shooting (May 16), one on Final Cut Pro and editing (May 30) 15%

You will work on one or two group stories, due on June 3 70%

Attendance, attitude and participation 15%

A work is always on time. *(No assignment will ever be accepted late. Missed deadlines are automatic Fs. But I reserve the right to move deadlines when I see a need before the deadline.)* **A work** is professionally done, is ready for publication in whatever medium it is destined for. **A work** shows creativity, a willingness to experiment, an effort to take a chance. **A work** demonstrates an active thought process.

C work is always on time. **C work** is done. **C work** shows an understanding of the concepts at play. **C work** is technically executed to the point that it can work in a desperate situation.

F work is late. **F work** is work not done. **F work** shows no effort.

University Boilerplate

All academic work must meet the standards contained in “A Culture of Honesty.” Each student is responsible for informing themselves about these standards before performing any academic work. (See <http://www.uga.edu/honesty/>.) The only reason readers continue to support journalists is because they believe they are credible. All work done for this course must be your own and done this semester. If you are assisted during an assignment, it is advisable to note such help in your credits. Collaboration is encouraged.

Disability Services provides academic services to eligible students who have a documented physical or mental impairment which substantially limits one or more life activities.

Learn to learn. Learn to fail. *But do not fail to learn.*

Required Reading:

- *Journalism 2.0: How to Survive and Thrive*, Mark Briggs (downloadable)

Recommended Reading:

- *Final Cut Pro 6 Visual Quickpro Guide*
- *Multimedia Journal*, Richard Koci Hernandez