TAFT COLLEGE
West Kern Community College District

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Date prepared: Sept 18, 2014
C & GE approved: Nov. 12, 2014
Board approved: Dec. 10, 2014
Semester effective: Fall 2015

Journalism (JRNL) 1620 Introduction to Multimedia Reporting (3 Units) CSU

Advisory: Successful completion of Journalism 1605 strongly recommended

Total Hours: 32 hours lecture; 59 hours lab (91 hours total)

Catalog Description: The Introduction to Multimedia Reporting course covers the knowledge needed to create video content for TV broadcast, web, and social media. It covers technical aspects of shooting and editing video and explores the importance of good communication and storytelling. C-ID: JOUR 120

Type of Class/Course: Degree Credit

Text: Fred Shook, John Larson, & John DeTarsio. *Television and Field Reporting.* 6th ed. Upper Saddle River: Taylor and Francis, 2013. Print.

Additional Required Materials: external hard drive and/or large flash drive

Course Objectives:

By the end of the course, a successful student will be able to:

1. Create a news story proposal and script,
2. Operate digital video cameras, microphones, lights and other production equipment,
3. Shoot professional looking video by themselves or as a group,
4. Use lighting and audio principles to enhance a project's visual appeal,
5. Operate a microcomputer work station,
6. Capture video footage on a computer and prepare for editing,
7. Edit video footage with industry standard editing software,
8. Understand different video format standards and when they should be used,
9. Create basic motion graphics, transitions, titles, and sub-text,
10. Export finalized videos formatted for TV broadcast or web streaming,
11. Interpret and apply legal issues to works created, and
12. Develop digital research strategies

Course Scope & Content:

Unit I Familiarization with production and field videography processes

A. Introduction: Equipment Basics and Terminology
   a. Learning industry equipment terminology

b. Shooting standards and shot types
c. Location shooting overview and terms

B. Field videography
a. Camera types and formats
b. Shooting with a camera
c. Subject framing and composition

Unit II Pre-Production: Brainstorming ideas and preparing a story for production.

A. Brainstorming
a. Putting down initial ideas on paper
b. Select best idea to move forward

B. Determine a target audience
a. Always keep mind who will be watching your video
b. How to make your project more appealing for your audience

C. Turning an idea into a story proposal. "Blue Sheet" system.
a. Blue Sheet: What it is and the importance of preparing a proposal.
b. Pitching your idea and getting it approved

D. Converting a proposal into a storyboard, interview, and shot list
a. Storyboarding and planning ahead
b. Preparing interview questions
c. Shot lists

E. Budgeting and casting your project
a. Staying within a budget
b. Setting up a casting call
i. Release forms
c. Setting up interviews
i. Gaining trust with the person
ii. Dealing with hostile interviews
iii. Rebuttal questions

Unit III Production: Working with the camera, cast and gathering source material

A. Selecting the right tools for the job

a. Sticks VS Handheld
i. When to use either and pros and cons of each
ii. Ways to minimize camera shake when shooting handheld

b. Shooting things out of your control
i. Familiarizing yourself with your camera makes things easier
ii. Be organized and ready before you begin

c. Preparing for the worst and having a plan B.

i. How to be prepared with shoots don't go as planned
ii. Recording B-Roll footage
a. What it is and why it's so important

d. Introduction into lenses and filters
i. Polarizer and UV filters

B. Framing and Recording

a. Choosing your camera angles
i. Framing, Composition, lighting, and contrast
b. Flow control
c. Cutting inside the camera
i. Plan ahead and cut inside the camera when possible
ii. Shoot minimal and cover only what you need (Trimming the fat)
d. Shooting live action and successfully cutting with one camera

C. MOS interviews

Unit IV Post Production: Capturing, editing, and exporting final projects

A. Starting project
a. Editing software preferences and project settings
b. Learning the menus, tools and hotkeys
c. Capturing footage and organizing source material

B. Editing
a. NLE basics: Timeline, source bins, effects panel, and transitions
b. Creating titles
c. Using audio and still photos

C. Exporting
a. Compression, FPS, resolution, and size
b. Format standards for broadcast TV and web streaming

Unit V Legal and Research
A. Legal Issues including copyright laws
B. Digital Research Techniques and Practices

Lab Content, embedded in the lecture portion of the class, to include:

1. Learning about video pre-production, post-production, and broadcast standards
2. Familiarization with video editing software and production equipment
3. Teach how to effectively manage footage and source material within an editing environment
3. Develop their application software skills to create videos that adhere to the industry standards

Learning Activities Required Outside of Class:

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The students in this class will spend a minimum of 6 hours per week outside of the regular class time doing the following:

1. Skill practice
2. Reviewing elements of composition, lighting, video editing principles, and cinematography
3. Examining and critiquing example videos from television broadcast and the internet
4. Recording footage and audio for use on projects in class
5. Writing scripts and storyboarding

Methods of Instruction:

1. Lecture/demonstration
2. Lab – learning through doing (lessons from text)
3. Lab – assigned projects
4. Group presentations (assigned projects)
5. Critiques of projects and portfolios

Methods of Evaluation:

1. Skill demonstrations, including:
   a. class discussions and critiques
   b. evaluation of assigned projects across multiple platforms
   c. evaluation of lab work
   d. professional protocols

Laboratory Category: Extensive Laboratory

Pre delivery criteria: All of the following criteria are met by this lab.

1. Curriculum development for each lab.
2. Published schedule of individual laboratory activities.
3. Published laboratory activity objectives.
4. Published methods of evaluation.
5. Supervision of equipment maintenance, laboratory setup, and acquisition of lab materials and supplies.

During laboratory activity of the laboratory: All of the following criteria are met by this lab.

1. Instructor is physically present in lab when students are performing lab activities.
2. Instructor is responsible for active facilitation of laboratory learning.
3. Instructor is responsible for active delivery of curriculum.
4. Instructor is required for safety and mentoring of lab activities.
5. Instructor is responsible for presentation of significant evaluation.

Post laboratory activity of the laboratory: All of the following criteria are met by this lab.

1. Instructor is responsible for personal evaluation of significant student outcomes (lab exercises, exams, practicals, notebooks, portfolios, etc.) that become a component of the student grade that cover the majority of lab exercises performed during the course.
2. Instructor is responsible for supervision of laboratory clean-up of equipment and materials.

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Supplemental Data:

T.O.P. Code:	060200 Journalism
Sam Priority Code:	D: Possibly Occupational
Funding Agency:	Y: Not Applicable
Program Status:	1: Program Applicable
Noncredit Category:	Y: Not Applicable
Special Class Status:	N: Course is not a special class
Basic Skills Status:	N: Not Applicable
Prior to College Level:	Y: Not Applicable
Cooperative Work Experience:	N: Course is not a part of a cooperative education program
Eligible for Credit by Exam:	No
Eligible for Pass/No Pass:	Yes