

Syllabus

JOU 335

MULTIMEDIA STORYTELLING

Fall 2018

Tribble Hall A203

Tuesday & Thursday

3:30-4:45 pm

Ivan Weiss, assistant professor of the practice

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Office: B9 Tribble Hall

Office Hours: Wednesday 1-4PM

or by appointment

Note: This syllabus remains a living document,
a work-in-progress...

In other words, I reserve the right to change it
throughout the semester.

Check back here for updates:

<https://docs.google.com/presentation/d/1KTE0BBiywNlu8HZyNZK-ma4ewyWJnn5OCPuRTzM0wpg/edit?usp=sharing>

There has never been a better — and more daunting — time to be a multimedia storyteller...

We have more tools, power, and freedom than ever before. Yet with so many choices and possibilities, how do we decide what story to tell and how to tell it?

This course will prepare you to make multimedia stories on your own terms in changing times. You will learn by encountering films and videos, interactive documentaries, websites, essays, articles and other types of stories. Along the way, you will create your own multimedia pieces, work with classmates, and give and receive sensitive, supportive feedback.

This course is not interested in tying you to technologies that will be out of date in a few years. We will focus on the larger principles that will outlast specific moments or technologies.

We will consider questions relevant to all journalists and documentarians: the complexities and ambiguities of telling *someone else's story*, what it means to be objective, what role subjectivity plays in the documentary process, and the often murky distinction between fact, fiction, and Truth.

By digging into other people's stories, you will develop your creative voice and better understand your story.

Multimedia Immersion

Come to class ready to share a multimedia story that speaks to you.

That can be a video, website, podcast, photo essay, or something that bends our perceptions of what storytelling means.

The web is a vast place — there is no single path to find compelling stories.

Start with online papers like *The New York Times*, magazines like *Atlantic Monthly*, video distributors like Youtube and Vimeo...

Don't forget libraries, movie theaters, museums, art galleries, and physical spaces and places in the non-virtual (ie the "real") world.

Readings/Tutorials

Texts available as PDFs in Google Drive folder or as shareable links. Class Google Drive “Readings” Folder:

https://drive.google.com/drive/folders/1pj5ZlLcX_2su6LjJ6xKsA-36kDkpR3AI?usp=sharing

Relevant Lynda tutorials for Adobe Premiere and Lightroom:

<https://www.lynda.com/Premiere-Pro-tutorials/Premiere-Pro-CC-2018-Essential-Training-Basics/624346-2.html>

<https://www.lynda.com/Lightroom-tutorials/Lightroom-Classic-CC-Essential-Training/383035-2.html?org=wfu.edu>

Assignments

You will tell **1 STORY** in **3 WAYS.**

Photo Essay

A series of 10-12 photographs in the order of your choosing. Together these photos must tell the story of a topic, an event, a person, a group of people, or a space or place. *The images must come from at least three different photo shoots.*

In addition to the final images, you must submit 8-10 runners-up, for a total of no more than 20 images.

Each final photo must be captioned, and you will include a written description/mini-essay of each of the three shoots.

Short Documentary

A 4-6 minute documentary incorporating at least three interviews and three film shoots. Like the photo essay, it must tell the story of a topic, an event, a person, a group of people, or a space or place.

While this project is based on the same subject matter as your photo essay, this piece must reveal a different aspect of that subject. In other words, the two must complement — not rehash — each other.

Multimedia Website

Using Adobe Spark, create a website incorporating photography, video, audio, writing, and other material that you've created over the semester.

Include your Short Documentary and Photo Essay—or longer versions of each. Work with material from your shoots that didn't not make it into those projects—photos and video that you loved but that just didn't fit. Rework material from your Journal. Write an article or extended captions. Integrate pulled quotes. Include longer snippets of interviews or entire interviews. Create experimental treatments of video or audio.

This project is intentionally open-ended—allowing you to work with your documentary material in creative ways to develop new techniques, hone your personal voice, and most importantly, reveal new aspects of your story.

Note: Over the first five weeks, you will seek out your story.
The proposal is due **September 28**.

The Journal

Central to this course is the creative process, and The Journal is your way to document your creative process throughout the semester.

Here are the rules:

- 1) **Select a notebook.** It must be real honest-to-goodness paper (ie not your smartphone, tablet, or computer).
- 2) **Handwrite, don't type.** Use the writing utensil of your choice (pen, pencil, marker, etc).
- 3) **Tape, glue, and/or attach documents into your Journal** — photographs, sketches, storyboards, brainstorming maps, to-do lists, articles, etc.
- 4) **Scan each entry** on a school copier, email a PDF to yourself, and upload it directly to the Journal folder in the class Google Drive.
- 5) **Write at least two entries** of your own choosing per month.



Class participation...

Showing up to class on time, completing in-class exercises, working well with classmates, actively partaking in class discussions, etc.

If you miss a class, it is up to you to organize any makeup work with instructor.

- 1) PHOTO ESSAY — 20 points**
Due October 28
- 2) SHORT DOCUMENTARY — 20 points**
Due November 18
- 3) MULTIMEDIA WEBSITE — 20 points**
Due December 3
- 4) JOURNAL — 20 points**
Due December 3
- 5) CLASS PARTICIPATION — 20 points**
Due December 3

Total: 100 points

Google Drive

Create a folder on your Google Drive called:

Lastname-Firstname_JOU335-Multimedia-Fall2018

In that folder, create these three folders:

- 1) Journal**
- 2) Assignments**
- 3) Exercises**

Invite me to each folder— weissij@wfu.edu.

Journal Submission Format

- 1) Scan each journal entry as a PDF in ZSR Library.
- 2) Title as: Date_Lastname_Firstname_Journal_Topic
Date format: yearmonthday, ie 20180828 is August 28, 2018)
Example: 20180828_Weiss-Ivan_Journal_Pivotal-Moment
- 3) Email to yourself.
- 4) Upload to your Journal folder on Google Drive.

Class Conduct

What should our classroom be like? What learning environment works best for you?

Let's discuss.



Dorothea Lange's America

EXHIBITION DATES:

Friday, September 14, 2018 —
Sunday, December 30, 2018

2250 Reynolda Road
Winston-Salem, NC 27106
888.663.1149

<http://reynoldahouse.org/exhibitions/detail/dorothea-langes-america>

**Visit and write a journal entry on this
exhibition by Oct. 29, 2018.**

Equipment

Cameras and audio equipment are available through ZSR Library.

<https://zsr.wfu.edu/technology/equipment/>

In addition, the Journalism Program has audio equipment available for checkout—come see me, if interested.

You are encouraged to use the One Button Studio in the Bridge at the ZSR Library for green screen and voice over. (Website coming soon.)

Readings

A wide variety of short texts — essays, philosophical writings, articles, short stories, and more — will be assigned throughout the semester. They will be available in the Google Drive “Readings” folder.

https://drive.google.com/drive/folders/1pj5ZlLcX_2su6LjJ6xKsA-36kDkpR3Al?usp=sharing

The texts come from many sources and authors of various ages and time periods, many from disciplines outside of multimedia, documentary and journalism. They are designed to spark inquiry and debate and to take you in directions you might not otherwise have thought of.

Attendance

If you must miss a class due to illness or another reason, email or talk with me in advance. Two unexpected absences will result in a lower grade.

Missed in-class assignments and exercises must be made up promptly (this is your responsibility to arrange).

More than four classes missed will result in a failing grade.

Three instances of lateness will count as one unexcused absence.

Plagiarism

Plagiarism and any other form of cheating will result in an automatic zero for the assignment. Depending on your intent, consequences for plagiarism could include a failing grade in the course or worse. Be sure to read and use the online guide, Academic Writing at Wake Forest:

http://www.wfu.edu/Academic-departments/english/courses/writing_guide.htm

Schedule

Week 1 — Introduction

8/28

Getting to know each other. What is multimedia journalism? Syllabus.

AFTER HOURS

Journal I: Procure a journal and writing utensil. Write about a pivotal moment that brought you to this class.

Journal II: Think of a nonfiction video that you really like. Jot down what you appeals to you — subject, visuals, story, characters—whatever comes to mind. Recall when you first saw it—what went through your mind? In what ways did it affect or change you?

Note: As always with Journal entries, scan as PDF in library, email to yourself, and upload to your personal Journal folder on Google Drive.

8/30

Discuss pivotal moments. Favorite nonfiction videos. Syllabus Cont.

AFTER HOURS

Journal: Think about the various forms of journalistic mediums and modes of expression (print, photo, video, interactive website, blog, podcast, I-doc). What are your favorites and why?

Reading: *Tophilia* Ch.2, in Google Drive Reading folder

Exercise: Find a public space with a lot of people, movement, and activity. **Part 1:** Move around the space as much as possible and photograph the different areas. Try to give a sense of the dynamic and movement of the space. Where is it most busy? Where quiet? Where/who is at the center? What's on the margins? **Part 2:**

Photograph as many emotions as you can find — joy, melancholy, anger, boredom, etc.

Download: Adobe Lightroom CC Classic and Premiere

Week 2 — Space, Place, and Story

9/4

Documenting with your senses. Adobe Lightroom.
Building a media archive.

AFTER HOURS

Journal: Describe your experience with last week's photo shoot. How did the place feel (environment, textures), smell, look, sound? What were your feelings and thoughts in the place. How did your experience change/develop over time? What shots did you want but fail to get? What most surprised you from the shoot?

Exercise: Choose 10 photos from your shoot that show different emotions. Edit three in Lightroom.

Reading: Excerpt from Tuan, Ch.3. In Google Drive Folder.

9/6

Almost Communal: Private experiences in public.
Further thoughts/story ideas from space assignment.
Adobe Lightroom Cont.

AFTER HOURS

Reading: Excerpt from *Evicted* by Matthew Desmond (PDF)

Journal: Describe a photograph from your childhood that remains vivid in your mind. Why do you think that photo has stuck with you? (Feel free to include images or sketches of your childhood home.)

View: Welcome to Pine Point — <http://pinepoint.nfb.ca/>

Week 3 — Home and the Intimate

9/11

Unhouseable: Visiting Lecture by investigative reporter Mandy Locke. What is home to you?

AFTER HOURS

Exercise: Spend a half hour photographing the space on campus where you feel most at home. Could be your dorm or somewhere else. Select 2-3 favorite images and edit them in Lightroom.

Journal: Write a short essay about that space and why the selected image is meaningful for you. Include the image in the journal entry.

Reading: “Old House at Home” by Joseph Mitchell (PDF)

9/13

Home, intimacy, comfort. Discuss “Old House at Home” by Joseph Mitchell. Images of the space where you feel most at home. Equipment Demo: Brianna Derr.

AFTER HOURS

Exercise: Revisit the same public space as before and film the different types of motion and stillness — walking, running, sitting, arm movement, talking, etc. Get a variety of shots (close, medium, far). Experiment with composition. Use a tripod for some shots, or try to keep as still as possible.. Experiment without tripod—what kind of movements can you get?

Read: TBD

Journal: Come up with 10 story ideas. These can range from the very specific to the completely general. The purpose is to gauge your interests and find a starting point.

Week 4 — Shaping Time

9/18

Dynamics of space—last week's shoot.
Story-finding. How time functions in video. Adobe
Premiere

AFTER HOURS

Exercise: Portrait of a Space — Create a Premiere Project, import footage from last week's shoot. Organize your bins and files. Create a timeline and experiment. Start breaking your shoot down into subclips.

Journal: Reflect on last week's shoot.

9/20

More play with Premiere.

AFTER HOURS

Exercise: Finish Portrait of a Space **by end of day Sunday 9/23**. Export as an mp4 and upload to your Exercise folder in Google Drive.

Read: TBD

Journal I: Describe a family member, close or distant, whose character you are drawn to. Describe him/her/them in general terms, recount a specific story, and/or a single encounter. Be as detailed and descriptive as you can.

Journal II: Review your story idea list and select two favorites and flesh out—3 research articles, three potential interviews, three possible angles, how the stories would differ in photo and video.

Week 5 — Character, Personality, and the Other

9/25

How a character comes to life. Bacon & God's Wrath. Portraits of a Space.

AFTER HOURS

Reading: TBD

Journal: Write an inspirational critique of your partner's Portrait of a Space. Send it to them, and upload to your own journal. Upload your partner's critique of your piece in your journal.

Journal II: Boil down your ideas list to a single idea. Write a draft proposal. (You can type this one—save as a PDF in Word and upload to Journal folder.)

9/27

Interview. Proposals: Peer Review.

AFTER HOURS

Exercise: With a partner, interview a stranger and create a three minute video with video and audio. Upload to both of your Exercise folders.

Reading: TBD.

Screen: Five Stone of Lead (<https://bit.ly/1X3bnDy>)

Read: <https://bit.ly/2N9Pm76>

Main Story Proposal: Due 9/28

Week 6 — Narrative

10/2

Elements of story. From idea to action: how to move forward on your projects. Interview Exercise.

AFTER HOURS

Photo Project: Conduct one shoot and one interview for your photo project. **Bring three selects and a clip of audio to class Oct. 9.**

Reading: Image Deconstructed, TBD

Journal I: Draft a production plan for your main project.

Journal II: Polaroid Stories: You will be given an abstract polaroid image, and you must flesh out a story around the image.

10/4

Photo Stories. Main story check in. Interview Exercise.

AFTER HOURS

Photo Project: Conduct one shoot and one interview for your photo project. **Bring three selects and a clip of audio to class Oct. 9**

Screening: TBD

Reading: TBD

Week 7 — First Unit Recap & *Fall Break!*

10/9

Polaroid Story Cont. Photo Project — Shoot 1
Review. Production Plans.

AFTER HOURS

Journal: Take at least 10 photos over break. Select the one that most captures your Fall Break experience. Include it in your journal and bring it to class.

Note: At your photo shoots, I encourage you to find times to do shoot video as well.

10/11

Rest and relaxation

Week 8 — I/“Eye” — Exploring the subjective

10/16

Ice breakers: approaching strangers. Representing others. Production Plan.

AFTER HOURS

Assignment 1: Shoot 2

Read: Geertz

Journal : Describe an encounter you’ve had with a stranger or group of strangers that left you troubled. Describe the strangers in as much detail as you remember, your own feelings of doubt, and how the encounter flowed—what were the turning points?

10/18

Awkwardness, self-consciousness, laughter: Being self-aware. Photographer Larry Fink. Shoot 2.

AFTER HOURS

Read: Doing Documentary Work (Excerpt)

Journal I: Reflect on your first photo shoot. Were you an outsider? How did you navigate the situation? At what points were you most nervous? Were there moments when everything clicked?

Journal II: Go to the Image Deconstructed website, spend time looking around, then choose one photographer to focus on. Write a short essay on that photographer, what most struck you in the interview, and in his/her/their photographs.

Week 9 — Photography

10/23

Doing Documentary Work. Photo Stories.
Dorothea Lange.

AFTER HOURS

Assignment 1: Photoshoot 3.

Read: Robert Adams: Beauty in Photography (excerpt)

Journal : Reflect on photoshoot 2.

10/24

Photo Project Peer Review. Robert Adams

AFTER HOURS

Read: Documentary Impulse (Excerpt)

Journal: Reflect on Photoshoot 3

Photo Project Due 10/28

Note: *In your Assignments Google Drive folder, create a folder called 1 — Photo Assignment. In that folder, create two folders: Selects and Runners Up. Number each of your images, and then upload them to the appropriate folder. In the Photo Assignments folder, upload a Word document with captions for your selects.*

Week 10 — Video Production

10/30

Photo Assignment Review. Video project check in.

AFTER HOURS

Assignment 2: Continue shooting for video story

Assignment 2: Edit one scene from a video shoot.

Read: TBD

Journal: Reflect on audio assignment

Exercise: Bring in one video clip that expresses to you the feeling of Halloween.

11/1

Halloween. Peer review: video scenes.

AFTER HOURS

Exercise: Do a short video interview with a classmate about their photo assignment. Upload to exercise folder.

Assignment 2: Refine video scene

Week 11 — Video Production

11/6

Photo Assignment Review. Video project check in.

AFTER HOURS

Assignment 2: Start wrapping up production on video story and working on story as a whole.

Assignment 2: Edit second scene from a video shoot.

Journal: Reflect on what it was like being interviewed about your photo story.

11/8

Peer review on second video scene edit.

AFTER HOURS

Assignment 2: Edit Video story.

Reading: TBD

Week 12 — Multimedia Websites

11/13

Multimedia websites. Adobe Spark. Guest
Lecturer: Brianna Derr

AFTER HOURS

Exercise: Adobe Spark

Assignment 2: Work on Rough Cut of your Video

11/15

Peer review: Video

AFTER HOURS

Journal I: Search out various multimedia projects and find one you like. Write a journal entry about the site — how it works, the various media, how they work together or fail to work together, what appeals to you about the site, how it might influence your own work.

Journal II: Draw up an idea for your Spark website.

Read: TBD.

Exercise: Adobe Spark TBD

Video Project Due 11/18

Week 13 — Thanksgiving Break

11/20

Rest and Relaxation

11/22

Reset and Relaxation

Week 14

11/27

Spark website plans/ideas. Video peer review.

AFTER HOURS

Assignment 3: Write the draft text for your Spark website.

Journal: Reflect on video assignment.

11/29

Spark page group work.

AFTER HOURS

Spark Project Due 12/3

Week 15

12/4

Class Assessments. Project presentations

AFTER HOURS

Assignment 3: Write the draft text for your Spark website.

Journal: Reflect on video assignment.

12/6

Last day of class. Project Presentations.
Reflection. Eggnog and cookies.

AFTER HOURS

Journal:

Video Project Revisions due 12/6