

London South Bank
University

Module Guide

Multimedia Journalism

School of Arts and Creative Industries

Summer School

29th June – 24th July 2015

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1. MODULE DETAILS

Module Title:	Multimedia Journalism
Module Level:	Undergraduate
Module Reference Number:	
Credit Value:	20 CAT Points
Student Study Hours:	
Contact Hours:	60
Private Study Hours:	140
Course(s):	Summer School
Module Coordinator:	LJ Filotrani
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Subject Area:	Journalism practice
Summary of Assessment Method:	Assessment: Multimedia Report (100%) <ul style="list-style-type: none">• One 3 minute audio - individual (30%)• One 5 minute video – group (30%)• One 700 word article - individual (30%)• One 500 word production analysis - individual (10%)

2. SHORT DESCRIPTION

The latest developments in digital journalism show an increased interest by media producers in telling stories not just with words and still pictures, but also with infographics, sound and video. Multimediality is an important feature of journalistic content delivered online. The purpose of this module is to give students a rounded experience of producing stories using a variety of mediums. It is hoped by the end of the module, students will have gained a clear insight into when and how to use a specific medium. Working as a digital journalist requires research skills and a fundamental understanding of how content is optimised for the web. This module will equip students with all the necessary elements in order for a story to be published successfully online.

3. AIMS OF THE MODULE

- Familiarise students with a range of production and critical approaches to producing multimedia content
- Familiarise students with the skills needed to work online
- Explore the creative thinking underpinning choices made in video and audio production
- To guide the students through the production process from original idea to the publication of their multimedia report
- To develop the ability to identify both technical and editorial problems and devise appropriate procedures for rectifying or improving the outcome
- To reinforce and develop the idea of group working and co-operation and reinforcing the importance of these skills in the professional media industry

4. LEARNING OUTCOMES

On successful completion of this module students will have knowledge of the following:

4.1 Knowledge and Understanding

- Knowledge of the formal, ideological, technical and the aesthetic parameters of the various documentary modes
- Knowledge of the different functions and responsibilities of a production crew, and in particular the importance of your own role within the team
- Employ relevant research techniques
- Recognise the significance of cultural and theoretical contexts for understanding a factual audio and video package's claim on 'the real'.

4.2 Intellectual Skills

- Fluency in the research, planning and presentation of ideas in audio/video production
- Ability to integrate theoretical and practical approaches to the construction and evaluation of linear documentary audio and video
- Ability to reflect self-critically upon the ideological, semiotic and ethical implications of your production decisions and situate your practice within documentary and journalistic discourse
- Critically evaluate and deploy research practices serving historical, aesthetic, ideological, theoretical and technical aspects of audio/video productions.

4.3 Practical Skills

- Build on existing skills of collaborative video production, improving competence in the planning, production and editing of audio features and documentary films;
- Use specialist audio and video technologies and tools to light, film and edit documentary audio and films in accordance with the demands of the subject being treated and the conventions of the chosen mode
- Construct coherent linear non-fiction representations with a coherent narrative structure through the careful control of sequencing, dramatic blocking, visual composition and sound design.

4.4 Transferable Skills

- Research, planning and organisation
- Clarity and precision in presenting and communicating ideas in visual and verbal media
- Demonstrable interpersonal skills

Deal ethically with screen subjects, interviewees and collaborators • Recognise and reflect on your own learning

5. ASSESSMENT OF THE MODULE

The pass mark for this Module is 40%.

Assessment: Multimedia Report (100%)

- One 3 minute audio - individual (30%)
- One 5 minute video – group (30%)
- One 700 word article - individual (30%)
- One 500 word production analysis - individual (10%)

6. FEEDBACK

Feedback will normally be given to students 15 working days after the submission of an assignment.

7. INTRODUCTION TO STUDYING THE MODULE

7.1 Overview of the Main Content

- Week 1 – introduction to digital journalism
- Week 2 – working with audio
- Week 3 – working with video
- Week 4 – producing a multimedia report

Research, planning, scheduling of a multimedia story • Filming, camera, lighting, sound recording; • Editing (with Adobe Premier); •The voices in a feature – what to consider • Interviewing and working with contributors • Finding the sonic potential of ideas • Stylistic approaches to producing audio features • Aesthetic considerations to working with audiovisual material • Preparing a story for publication online

7.2 Overview of Types of Classes

The module is taught by a combination of workshops and project tutorials. The module will be delivered over 4 weeks.

7.3 Importance of Student Self-Managed Learning Time

Students will have a total of 140 of private studying time. This time should be used for reading, preparing for classes and one-to-one tutorials and for working on assignments.

7.4 Employability

In digital journalism cognitive involvement is key, and audio and video reporting play a fundamental role in the delivery of content. As such, audio and video production skills are highly rated by employers in journalistic organisations. This module enables students to develop the intellectual and practical skills to produce sophisticated audio and visual stories, as well as the ability to work as part of a team, which is often the production model for audio and video content.

8. THE PROGRAMME OF TEACHING, LEARNING AND ASSESSMENT

WEEK 1 – Web

29th June

Day 1

Morning:

Introduction to the module

A brief introduction to critical thinking about online journalism and the role technology is playing in shaping journalism

Setting up of WordPress sites and introduction to publishing content online

Discussion of multimedia elements

- Writing text reports for newspapers, magazines and websites
- Writing features, interviews and reviews
- Taking, editing and publishing still images online
- Filming, editing and publishing video reports

Recording, editing and publishing audio reports including podcasts.

Setting groups

Afternoon:

Group
exercis
e

Reading:

- King, E. (2012), “Free for all: the internet’s transformation of journalism” in *Key Readings in Journalism* (Routledge), pp. 77-86
- Brock, G. (2012), *Out of Print* (Kogan Page), pp. 201-208
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Day 2

Morning:

Introduction to WP admin dashboard 1

- Changing the admin log-in password
- Permalinks
- Settings including tag line
- When to use **Posts** and when to use **Pages**
- Writing a new Post and editing it later
- Writing a new Page and editing it
- Front page
- Contact page
- Menus
- Categories

- Tags

Afternoon:

Practical: Introduction to WP admin dashboard 2

- Formatting text different colours and sizes
- Hyperlinking – how to make links easily to other sites or other pages
- Uploading an image to the media library, including cropping, scaling
- Adding an image to a Post
- Adding a photo gallery
- Embedding: videos/audio/objects
- Sidebars and widgets

Reading

- Ray, V ((2012) “News Storytelling in a Digital Landscape” in *Journalism: New Challenges* (Bournemouth Uni Centre for Journalism & Communication Research) pp435-443

Day 3

Morning:

Introduction to how photography online can effectively tell stories – slideshows, audio-slideshows. Uploading media into the Wordpress media gallery, tagging and effective use of captions. Introduction to Photoshop

Afternoon:

Developing a story idea for a multimedia report

Reading

- Silvia, T. Anzur, T.(2011) *Power Performance – Multimedia Storytelling* (Wiley-Blackwell) pp.80-87

WEEK 2 – Audio

6th July

Day 1

Morning:

Introduction to Sound and Listening

Assessments and Expectations

Why Audio?

The challenges and opportunities of working in the medium of sound

Listening

http://www.fallingtree.co.uk/listen/short_cuts_deborah_moggach_the_comfort_of_strangers

The Comfort of Strangers' on 24th January 2012, BBC Radio 4

The writer Deborah Moggach relays an act of extraordinary kindness from someone she didn't know.

http://www.fallingtree.co.uk/listen/short_cuts_cant_rewind_the_past_into_the_wild
Into the Wild' on 2nd October 2012, BBC Radio 4
A young man renounces his 'wild ways' in this story told in reverse...

Afternoon:

Telling stories in sound

Stylistic approaches to producing audio features.
The use and structure of montage
Use of narration and scripting features.

Listening

<http://podcast.ft.com/index.php?sid=45&pid=1288>

World Weekly

The legacy of 9/11 Sep 08, 2011

We devote this week's show to the aftermath of the terrorist attack on the United States and the decade that has followed. We talk to the editor of the Financial Times, Lionel Barber, about his memories of the time and we hear from FT correspondent Matthew Green about life on the Afghan-Pakistan border, in 2011. Presented by Gideon Rachman with Lionel Barber in the studio in London and Matthew Green in Islamabad - interviewed by Serena Tarling. Produced by LJ Filotrani

Suggested Reading:

- Starky, Crisell (2009) 'Digital Dexterity and the nose for a story' in Radio Journalism (Sage) pp 58 -79
- Karpf, A., (2006) The Human Voice the story of a remarkable talent, (Bloomsbury) pp 234 – 253
- Crook, T, 2012, '*The nature of sound and hearing*' in The Sound Handbook (Routledge) pp.93 - 96
- Chignell, H, 2009, '*Documentaries and Features*' in Key Concepts in Radio Studies, (Sage Publications) pp.22-25

http://download.adobe.com/pub/adobe/magic/audition/win/2.02/audition_user_guide.pdf

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Day 2

Morning:

Preparation for 3 minute audio

Consider Subject, Content and Form.
Consider the Style of your feature – narration/montage/scripted?
Consider script styles and techniques
Who is your audience?
Is there an interactive element to your idea?
Consider how to plan and research your work.

Listening

<http://loveandradio.org/2014/08/choir-boy/>

Choir boy

Tom Justice is passionate about cycling, and was on the shortlist for the US Olympic Team. Also, he's a bank robber.

http://downloads.bbc.co.uk/podcasts/radio4/r4friendship/r4friendship_20140411-1359a.mp3

The Lonely Cyborg 15 Apr 14

A group of Birmingham schoolgirls prove themselves thoughtful and self-aware about how to conduct their friendships online and about the differences between online and face-to-face friendships.

Core Reading:

- Silvia, T & Anzur, T, 2011, Power Performance – Multimedia Storytelling for Journalism and Public Relations (Wiley-Blackwell) pp 161 -175

Afternoon:

Recording – locations to be confirmed

Day 3

Post production

Editing and mixing using Adobe Audition

Preparation for uploading piece to Soundcloud

WEEK 3 – Video

13th July

Day 1

Morning:

Introduction to working with video – aims and expectations

Discussion of how journalists use video

Examples: current video news pieces (titles to be confirmed closer to the course start date)

Reading:

- Rabiger, M. (2009) “Elements and Grammar”, in *Directing the Documentary* (Boston: Focal Press), pp. 99-104
- Rabiger, M. (2009) “Conducting and Shooting Interviews” in *Directing the Documentary*. London: Focal Press, pp. 462-82

Resources

<http://www.bbc.co.uk/blogs/blogcollegeofjournalism/posts/The-future-is-video-but-not-on-TV>

<http://www.bbc.co.uk/blogs/blogcollegeofjournalism/posts/How-to-make-a-video-succeed-on-YouTube>

https://www.youtube.com/watch?v=EWmDHH9sWeU&list=PLom7Q2FZ5qMMUaQjCmbIJAZfjSyY_RJdo

FURTHER MATERIAL:

BBC Academy – Filming in the contributor’s house

<http://www.bbc.co.uk/academy/journalism/article/art20130702112133384>

BBC Academy – Shooting on location

<http://www.bbc.co.uk/academy/journalism/article/art20130702112133392>

[BBC Academy – TV Interview Tips](http://www.bbc.co.uk/academy/journalism/article/art20130702112133439)

<http://www.bbc.co.uk/academy/journalism/article/art20130702112133439>

[BBC Academy – Focussing an Interview](http://www.bbc.co.uk/academy/journalism/article/art20130702112133417)

<http://www.bbc.co.uk/academy/journalism/article/art20130702112133417>

[BBC Academy – Interviewing Techniques](http://www.bbc.co.uk/academy/journalism/article/art20130702112133431)

<http://www.bbc.co.uk/academy/journalism/article/art20130702112133431>

Afternoon:

Introduction to camera techniques. This will cover basics such as focus, framing, eye lines, lighting, audio and interview techniques

Practical exercise: preparation for shooting interview assignment.

Who is to be interviewed and why, an outline of the content – group feedback.

Discussion of how to develop the story – dramatic structure

Discussion of location – establishing shots, framing cut-aways, sound, use of tripods

Day 2

Filming – locations to be confirmed

Day 3

Post production

Editing and mixing using Adobe Premier

Preparation for uploading piece to Youtube

WEEK 4 – Multimedia Report

20th July

Day 1

Morning:

Introduction to infographics

Examples – why use infographics, online apps to construct infographics

Working with data sets

Afternoon:

Introduction to Interactive images – creating an interactive image with thinglink.com

More Photoshop

Day 2

Morning:

Individual Tutorials

Pulling the report together
Editing/finishing off

Afternoon:

Individual Tutorials
Pulling the report together
Editing/finishing off

Day 3

Morning:

Publishing and promoting content

Afternoon:

Presentations of final projects.
Drinks and feedback