THOMPSON RIVERS UNIVERSITY

Course Outline

JCNM
Faculty of Arts

JOUR 2060 – 3 Credits
Introduction to Multimedia (3, 0, 0)
WINTER, 2023

Land Acknowledgement
Thompson Rivers University's Kamloops campus is located on the Tk'emlúps te Secwepemc territory within the unceded traditional lands of Secwepemcúl'ecw (Secwepemc Nation).

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Office Hours: TBA

Course Description
This course blends media theory and methods to explore the connection between nonfictional journalistic storytelling and professional media and social media-making practice. Students will have an opportunity to apply new learnings to projects ranging from audio interviews, to blogging, writing, vlogging, and photojournalism using industry tools such as WordPress, Adobe Photoshop and Adobe Premier.

Educational Objectives/Outcomes
By the end of this course, students will be able to:
1. Implement basic principles of journalistic storytelling
2. Explain and apply basic techniques for gather and editing audio and visual material
3. Integrate audio and visual material into multimedia journalism
4. Demonstrate use of multi-media equipment and software
5. Demonstrate and apply key concepts in multimedia production and journalism

Prerequisites
Students who have taken Journalism 2061 for credit may not take Jour 2060.

Texts/Materials
Please see the Resources section for a complete list of readings and reference materials.

Students will have access to the Journalism lab computers outside class time for skill development and assignment completion.

Equipment:
1. Students may borrow audio and video recording equipment from the Journalism lab. This process requires planning ahead and sharing of equipment.

2. In addition, students can provide their own audio, still and video recording equipment. For the purposes of this class, smartphone or tablet devices will work to record audio, still and video of acceptable quality. Students may also use digital audio recorders, digital still cameras or digital video cameras, as desired.

   It is the student's responsibility to ensure personal equipment is compatible with the Apple computers in the JCNM lab and the correct cables are available to connect with the department's Apple computers for uploading files to edit.

3. Please provide a set of good-quality headphones (ideally equipped with a microphone) for use in the lab. Please bring a USB (or other cloud-based or external) drive of sufficient capacity to store all projects. They cannot be stored on the lab computers.

Student Evaluation
Final marks assigned as per guidelines in TRU Policy ED 3-5.

Audience and content planning document (Team)	15%	Week 3
Short form media photo & video blog posts (Team)	15%	Weeks 4, 8, 9 (3x5%)
Long form photo essay with text (Team)	15%	Week 6
Podcast audio interview (5 min)	15%	Week 9
Course reflection vlog post (5 to 10 min) (Individual)	20%	Week 13
Team contribution & engagement (Individual)	20%	Weeks 4, 6, 10 (3x5%)
Total	100%	

Attendance and Engagement:
Students are expected to attend all classes; extra instruction, support or time allowances will not be given to students who miss information in class.
Students who do not attend for 4 consecutive classes will be removed from the course.

Assignment Submission:
Assignments are uploaded to the WordPress Site. To submit the assignment for grading, upload a media file to the WP site by the end of day Friday of the assigned week due date.

Late submissions will not be accepted without approval prior to the deadline and will be marked last, after all on-time submissions so students can expect an longer return rate for late assignments. Extensions will only be granted at the instructor's discretion; neither technical problems such as computer failure nor work load will be considered as legitimate.

All assignments are due by the end of day Friday on the assigned week. Late assignments will be accepted only with prior arrangement with instructor.

Disability Services
Any student who needs accommodation for any visible or invisible disability should contact the Disabilities Services office as soon as possible. TRU is committed to facilitating accommodation for any student – domestic, international or exchange – who requests it.

Academic Honesty and Attendance
   Students must read and understand the following TRU policies explained in the Calendar:

- Academic Honesty, Policy ED-5-0,
- Academic Recognition, Policy ED-3-4, and
- Student Attendance, Policy ED 3-1.

Students should expect these policies to be enforced in this course. All policies can be found online at

http://www.tru.ca/calendar/current/index.htm

Week	Weekly Topics	Assessment (Projects due dates)
1	a) Course Introduction: What is Transmedia Storytelling? b) Lab: Course structure, dates and assignments	
2	a) Lab: Team formation b) Lab: Editorial & content planning workshop	
3	a) Blog site planning feedback & work period b) Blog site planning document presentations	**Content planning presentation due**
4	a) Words + Pictures: Anatomy of an Engaging Story b) Lab: Photography basics	**Short form media blog post 1 due** (250-word story + 1 photo) • Adobe Photoshop tutorial
5	a) Lab: First post feedback session + team work session b) Lab: Image editing basics	Long form media blog post work
6	a) Creative Confidence & Intro to Vlogging b) Lab: Project work & feedback	**Long form media blog post 2 due** (500-word story + 5 photos)
7	c) Editorial Best Practices: Research & Developing a Position a) Lab: Video editing basics + Project work	
8	a) Editorial Best Practices Case Studies & Examples b) Lab: Project work & feedback	**Short form media blog post 3 due** (3 min. Video) • Adobe Premiere tutorial
9	a) Editorial Best Practices Case Studies & Examples b) Lab: Audio recording basics + Project work & feedback	**Short form media blog post 4** (3 min. Video)
10	a) Editorial Best Practices 4: Audio Interview Skills and Techniques b) Lab: Project work & feedback	• Audio podcast interview work
11	a) Lab: Editorial Best Practices Case Studies & Examples b) Lab: Project work & feedback	**Audio podcast 5 interview post due**
12	a) Reflection assignment consultations & work session (Online) b) Reflection assignment consultations & work session (In-person)	• Long form video blog post work
13	a) Finish reflection videos project (Remote) b) Upload video project (Remote)	**Reflections video blog post due** (10 min. Reflection vlog post)

RESOURCES

Hart, Jack. 2021. *Storycraft, Second Edition: The Complete Guide to Writing Narrative Nonfiction.* University of Chicago Press.

Jenkins, Henry. 2006. *Convergence Culture*. NYU Press.

Jenkins, Henry, Sam Ford, and Joshua Green. 2013. *Spreadable Media: Creating Value and Meaning in*

   a Networked Culture. NYU Press.

LinkedIn Learning. *WordPress Essential Training*.

   https://www.linkedin.com/learning/wordpress-5-essential-training/wordpress-an-introduction?u=72957777

LinkedIn Learning. *Getting Started with Premiere Pro for the Non-Video Pro*.

   https://www.linkedin.com/learning/getting-started-with-premiere-pro-for-the-non-video-pro/want-to-get-started-with-premiere-pro?u=72957777

LinkedIn Learning. *Photoshop 2021 Quick Start*.

   https://www.linkedin.com/learning/photoshop-2021-quick-start/a-quick-start-to-photoshop-2021?u=72957777

LinkedIn Learning. *Producing Professional Audio and Video Podcasts*.

   https://www.linkedin.com/learning/producing-professional-audio-and-video-podcasts/professional-audio-and-video-podcasts?u=72957777

LinkedIn Learning. Audio podcasting sections 4 & 6 in *Producing Professional Audio and Video Podcasts*.

   https://www.linkedin.com/learning/producing-professional-audio-and-video-podcasts/professional-audio-and-video-podcasts?u=72957777

Williams, Andy. 2020. WordPress for Beginners 2021: A Visual Step-by-Step Guide to Mastering WordPress.

——   1-Hour WordPress 2021: A visual step-by-step guide to building WordPress websites in one hour or less!

Wordpress. 2021. "Set Up Your Blog in Five Steps" in *WordPress.com*. Accessed: August 18, 2021.

   https://wordpress.com/support/five-step-blog-setup/