University of Montana

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JRNL 494.03: Video Across Platforms - Pollner Seminar

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JRNL 494/ VIDEO ACROSS PLATFORMS

Monday and Wednesday 12:30 - 1:50pm, DAH 210 or DAH 306 (refer to syllabus)
Instructor: Anne Bailey
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Office phone: 406-243-2256
Office: DAH 429
Office hours: Monday and Wednesday 2-4pm or by appointment

COURSE DESCRIPTION AND OBJECTIVES

Through this course, you will gain a better understanding of short-form (one minute or less), cross-platform video and its role in today's online media. You will learn to produce short-form videos independently and in teams using DSLR cameras, smartphones and Adobe Premiere. You will produce text "explainer" videos that can supplement radio and print stories, shoot videos that include yourself as a reporter and explore creative ways to use video to make serious topics more accessible to the general public. We will also discuss current trends in the industry and various markets for your work. You will leave the course able to identify and produce compelling short-form video stories and more confident in your ability to find and engage subjects.

LEARNING OUTCOMES

By the end of the semester the successful JRNL 494 student will:

- Be able to identify and produce compelling short-form video stories on deadline
- Recognize the role online video plays in strengthening radio and print stories as well as its role as a stand-alone medium
- Be proficient in various video and audio gathering techniques
- Be able to edit quickly and efficiently in Adobe Premiere Pro
- Demonstrate sound news judgment and journalistic ethics
- Embrace creative approaches to online video production
- Be able to critique short-form videos and multimedia from various media outlets
- Understand what leading media outlets are looking for in video and multimedia

REQUIREMENTS

This course combines lectures, critiques and applied practice. You will be expected to participate in class discussions and critiques, complete various practical assignments and examine your work in the context of professional journalism.

ATTENDANCE

I expect you to be in every class. If you know you are going to miss class or be late, let me know in advance. An excused absence generally involves personal or family illnesses or emergencies. Routine medical appointments, job obligations, computer problems, extracurricular activities or work for this or others classes are not valid reasons for missing class. If you have two unexcused absences, your final grade will drop by 10%. Three or more and you will fail the class.

TEXTBOOK AND READING ASSIGNMENTS

There's no required text for this class, but there will be required online readings and viewings. Please refer to the syllabus.

EQUIPMENT NEEDED

- External HD with 500GB of free space dedicated to this class
- Card reader for your camera memory card type (CF or SD)
- Video capable DSLR camera (you may check out J-school cameras for assignments if necessary)
- Smartphone (any model as long as it shoots video)

CELL PHONES

If you bring your cell phone to class it must be in the off position. Don't test me on this.

ASSIGNMENTS

All video assignments must be submitted to me as an MP4 via Moodle by the deadline listed on the syllabus unless otherwise noted in class.

Partner audio interview	20 points	Video pitch and resume	60 points
Process video shoot and edit	20 points	Doc in a Day	80 points
Movie trailer edit	20 points	Text explainer video	100 points
Producer presentation	20 points	Attendance & participation	100 points
Steller story for mobile	20 points	Quick turnaround video	200 points
Smartphone video	20 points	Final project	200 points
2 quick turnaround ideas	20 points		
2 final project ideas	20 points	**TOTAL POSSIBLE: 900 points**	

DEADLINES

Deadlines are indicated on the syllabus next to each assignment (with the exception of the "quick turnaround video" which we will discuss in class). You will lose one letter grade for each day an assignment is late (an assignment due at 12pm on Tuesday is one day late at 12:01pm Tuesday and earns one letter grade lower than it otherwise would have). **This is a journalism course designed to mimic the "real world." As such, missing deadlines will hurt your grade significantly.**

NUMERACY AND DIVERSITY

As part of numeracy and diversity requirements by the School of Journalism, one of your video assignments must include a diverse point of view; a second must include a numeracy component. We'll discuss these requirements in class and determine which assignments will conform to the initiatives.

GRADING

Letter grades will be used on the following scale:

A: 93-100	B-: 80-82	D+: 67-69
A-: 90-92	C+: 77-79	D: 63-66
B+: 87-89	C: 73-76	D-: 60-62
B: 83-86	C-: 70-72	F: 59 or lower

ADDITIONAL COURSE POLICIES

- Students with disabilities and/or special needs should notify the instructor at his or her earliest convenience and contact Disabilities Services for Students, umt.edu/dss/or x2243.
- Academic Misconduct and the Student Conduct Code: All students must practice academic honesty. Academic misconduct is subject to an academic penalty by the course instructor and/or disciplinary sanction by the university. All students need to be familiar with the Student Conduct Code: http://www.umt.edu/vpsa/policies/student_conduct.php
- DOUBLE-DIPPING: No element (recordings, story ideas, scripts, etc.) for another class can fulfill assignments for this class without DOCUMENTED ACCEPTANCE from instructors of all involved courses. Failure to do so will result in failure on that assignment.
- PLAGIARISM and ETHICS: Turning in something written or recorded by someone else and presented as your own is unacceptable in all coursework. Penalties range from failing this class to expulsion from school.
- If you are a JRNL graduate student OR undergraduate student admitted to the professional program, your security code has already been generated for the semester and your GrizCard has already been activated to enter the front doors of DAH. You will have continual access (during the semester) to DAH until you graduate or drop from the Professional Program. If you have forgotten or misplaced your six-digit code, please see Cameron in DAH201 or call her at 243-4001 to obtain it.

COURSE SCHEDULE

WEEK 1
January 23
Intro to Video Across Platforms
Introductions, course overview, equipment checkout, Moodle, class FB page, overall expectations
The world of short-form online video
ASSIGNMENT: Research one successful (in your opinion) short-form doc/news video (3 mins or less) and email answers to the questions posted on Moodle to me by Jan 25 @ 9am

January 25
Audio gathering refresher, audio exercise in class
Quick turnaround video profile explained
ASSIGNMENT: Upload unedited 3-minute audio interview to Moodle by Jan. 26 @ noon

ASSINGMENT: Begin researching two quick turnaround profile ideas (due via email by Feb. 8 @ noon)

WEEK 2

January 30
CLASS MEETS IN DAH 306 TODAY
Video editing refresher with Premiere
Movie trailer edit in class
ASSIGNMENT: Upload movie trailer (30-45 secs) to Moodle by Feb. 1 @ 9am
ASSIGNMENT: Download Steller app (free) to your smartphone
ASSIGNMENT: Bring cameras to class Feb. 1

Feb 1
Quick movie trailer critique
DSLR video refresher
Video interviews
Sign-up for producer presentations
ASSIGNMENT: check out links (on Moodle) ahead of John Poole Skype on Feb 6

WEEK 3

Feb 6
Skype with John Poole, mm producer at NPR
Discuss Creatavist platform
Sign up for quick turnaround video profile slots
ASSIGNMENT REMINDER: Two quick turnaround video profile ideas due via email Feb. 8 @ noon

Feb 8
Video b-roll refresher and video portraits
Discuss Steller storytelling app for smartphones
Discuss final project parameters
ASSIGNMENT: Bring cameras and tripods to class on Monday, Feb. 13
ASSIGNMENT: Steller story link due via email Feb 13 @ noon

WEEK 4

Feb 13
B-roll in class exercise and edit

ASSIGNMENT: Submit 20-second sequence by end of class via Moodle
ASSIGNMENT: Research and email me a link to one strong (in your opinion) text explainer video under 1.5 mins by Feb. 15 @ 9am

Feb 15
CLASS MEETS IN DAH 306 TODAY
Quick video sequence critique
Text animation in Premiere for text explainer videos
ASSIGNMENT: Email text explainer video idea to me by Feb 21 @ noon
ASSIGNMENT: Two final project ideas due via email Feb. 27 @ noon

WEEK 5

Feb 20
NO CLASS for President's Day
If you can, check out "The Nuts & Bolts of Short Filmmaking" at RMSP from 10-4pm as part of the Big Sky Doc Film Fest! Detailed schedule on Moodle. Single DocShop event tix are $10 at the door. Full pass for the week of DocShop workshops is $150
ASSIGNMENT: Text explainer video script due via email by March 1 @ noon

Feb 22
Skype with Danese Kenon, Director of photography/video/mm at Tampa Bay Times
More on text explainer videos -- what makes them work?
Check out more Big Sky Film Fest doc shop sessions today if you can!
ASSIGNMENT: One-minute text explainer video (with stats!) due March 15 @ noon

WEEK 6

Feb 27
Conceptual video in documentary
What is it and why use it?
ASSIGNMENT: Download FilmicPro (free) and iMovie (for iPhone) or Kinemaster Pro (for Android)

March 1

Smartphone video docs
First person narrative vs. interview led
ASSIGNMENT: 30-second smartphone video story due March 27 @ 9am via Moodle

WEEK 7

March 6
Pitching video stories
What IS a pitch? How and where to pitch?
Resumes -- they're important!
ASSIGNMENT: One-minute elevator pitch for final project idea due in class on March 13
ASSIGNMENT: Email pitch and resume to me, a producer at a publication of your choice, for one of your final multimedia story ideas. Due March 13 @ noon

March 8
CLASS MEETS IN DAH 306 TODAY
Additional Premiere animation techniques ahead of text explainer video due date!

WEEK 8

March 13
Elevator pitches in class
TBD: Skype with Eric Gulliver of PBS's American Experience and FRONTLINE

March 15
CLASS MEETS IN DAH 306 TODAY
Text explainer video critique
Smartphone video filming and editing exercise ahead of March 27 deadline @ 9am
ASSIGNMENT: Begin working on final projects in earnest! Audio rough cuts or rough scripts for final projects due April 10.
ASSIGNMENT: Prepare multimedia producer presentations with your team.

WEEK 9

March 20
SPRING BREAK

March 22
SPRING BREAK

WEEK 10

March 27
Smartphone video critique
Making video + radio at the same time -- possible?
What works? What doesn't? And why?
Producer presentation #1

March 29
First round of daily video profile critiques
Producer presentation #2

WEEK 11

April 3
DID audio/video gathering in the field
ASSIGNMENT: Begin editing audio/ video with partner or have a serious game plan for in-class editing on Wednesday, April 5

April 5
CLASS MEETS IN DAH 306 TODAY
DID audio/video producing
ASSIGNMENT: 30 second radio and 30 second video piece due by end of class

WEEK 12

April 10
CLASS MEETS IN DAH 306 TODAY
Final project audio rough cuts or rough scripts critique
Producer presentation #3

April 12
CLASS MEETS IN DAH 306 TODAY
Producer presentation #4
Final project audio rough cut critique continued

WEEK 13

April 17
Making long-form docs work online. Can they?
Challenges of international reporting
Producer presentation #5

April 19

Funding models for documentary work
Walk through of a Kickstarter campaign
Producer presentation #6

WEEK 14

April 24
CLASS MEETS IN DAH 306 TODAY
Final editing techniques in Premiere

April 26
Second round of daily video profile critiques

WEEK 15

May 1
CLASS MEETS IN DAH 306 TODAY
One-on-one help in lab all class for final projects

May 3
FINAL PROJECTS DUE

May 8 - 12

FINALS

May 13
Commencement