Loyola University Chicago
Fall 2018 | Mondays 4:15-6:45 p.m.
COMM 208- 201 Reporting Basics II, Room 002

Instructor: Jessica R. Brown
E-mail: jbrown7@luc.edu (Please allow up to 24 hours for a response to e-mail on weekdays; and limited responses on weekends. Remember to include your name and the course on your subject line. Please use your Loyola account when sending e-mails.)
Office: SOC 218   **Phone:** 312-915-7726   **Office Hours:** Wednesdays 2-4 p.m. & by appointment

COURSE DESCRIPTION
This course is designed to teach students the fundamentals of basic technologies used in today's newsrooms to report events and tell stories. Students will learn to apply their news judgment to audio, video, visual technologies, apps and software in order to produce well-planned, well written, and well edited stories across platforms. Finally, students will use technology to brand themselves and their content as a legitimate source of journalism. The ultimate goal of this course is to give students a taste of different mediums and technologies to help them choose their adventure within the field of journalism.

TEXT AND OTHER MATERIALS
The Associated Press Stylebook 2018 (Recommended) or 2015 or later
Flash Drive/External Hard Drive (4g minimum)
Mobile device with working camera & audio
Additional Readings will be provided over the semester: *See Sakai > Resources > Readings*

GRADING: It is your responsibility to keep track of your grades.

100-95	A	94-90 A-	89-87 B+	Projects (30%)	Exam (20%)
86-83	B	82-80 B-	79-77 C+	Participation/Professionalism (10%)	
76-74	C	73-70 C-	69-67 D+	Assignments/Exercises (10%)	
66-65	D	Below 65 F		Final Project (30%)	

NO absence will be excused unless it is because of the death of a loved one or serious illness or injury. You will be required to present proof for an excused absence. Proof MUST be given no later than your first day back. You must alert me at least 24 hours before class of any absence that you want excused.

Plagiarism Statement: Please see attached document.

SPECIAL NEEDS: Students are urged to contact me should they have questions concerning course materials and procedures. If you have a special circumstance that may have some impact on your course work and for which you may require accommodations, please contact me within the first 2 weeks of the semester so that arrangements can be made with the Services for Students with Disabilities (SSWD). Additional information about the services available at Loyola, including eligibility for services, is on the SSWD website: <http://www.luc.edu/sswd/index.shtml>

IMPORTANT NOTE: While some of these technologies may be new to you, it is up to you as the student to troubleshoot your way through any difficulties. The SOC has many resources available to you, including your instructor, staff and online resources. If you need to rent equipment, please see Technology Coordinator Andi Pacheco (apacheco@luc.edu; X58830, Owl Lab 004).

MANDATED REPORTER: As a faculty member at Loyola University Chicago I am committed to supporting students and upholding gender equity laws as outlined by Title IX. Therefore, if a student chooses to confide in me regarding an issue of gender-based misconduct, I am obligated to inform

Loyola's Title IX Deputy Coordinator. The Title IX Deputy Coordinator will assist you in connecting with all possible resources for support and reporting both on and off campus.

INTELLECTUAL PROPERTY: All lectures, notes, PowerPoints and other instructional materials are the intellectual property of the instructor or the author who originated the content. As a result, they may not be distributed or shared in any manner, either on paper or virtually without my written permission. Lectures may not be recorded without my written consent; when consent is given, those recordings may be used for review only, may only be used for the duration of this course, and may not be distributed.

COURSE PROCEDURES & ETIQUETTE:
1. This is a real-world course & you are a journalist. All assignments will be published and are thus subject to the same ethical standards as any other news outlet;
2. Your blog is meant to become part of your portfolio, so treat it as a professional artifact;
3. Beware of connecting your personal social media to your blog – protect your brand;
4. Use of technology must be limited to the course. Violation of this policy will affect your professionalism & participation grade;
5. Students are expected to attend all classes and participate in discussion and tutorials;
6. Technology will fail you. Save early, often, and back-up your files;
7. All work for this course must be posted to your blog. This is how it will be graded;
8. This course uses Creative Cloud 2018 for all Adobe-related programs;
9. Extensions may only be given for aforementioned excused absences;
10. Sakai is our online communication platform, so check it often and early. Because work is due on Monday, I URGE you to check Sakai before the weekend so that you do not miss deadlines.

THE COURSE (Subject to change): See Sakai for assignment details

Aug. 27: Introductions; Review; Ethics; Beats
Readings: Sakai > Week 1
Course overview, equipment and paperwork; Journalism Blogs & AP Style; Covering Beats; Multimedia journalism ethics overview; Writing practice
> *ASSIGNMENT Sept. 10: Beat selection; Multimedia Evaluation*

Sept. 3: Labor Day, No class
Readings: Sakai > Week 2
Online blog: designing for style and content
> **DUE: Beat selection**

Sept. 10: Photography
Readings: Sakai > Week 3
Picture-taking Techniques & Caption Writing; EXERCISE: Photo technique practice
> **DUE: Multimedia Evaluation (Print & Upload to Sakai)**
> **PROJECT 1: Blogs (ongoing); first post due Sept. 17 by end of class***
> *ASSIGNMENT: Sources and story ideas due Sept. 17; Published blog*

Sept. 17: Content Management Systems (CMS); Photo essays
Readings: Sakai > Week 4
> **DUE: Sources and story ideas; Published blog with first post**
> *ASSIGNMENT (In-class): *Refine blog template, title, about section, maps & polls, first post*
> **PROJECT 2: Photo Essay due Oct. 1**

Sept. 24: Shooting video; Person-on-the-Street
How to shoot video; Interviewing
      Guest Speaker: EXERICISE: Person-on-the-Street practice (save files to hard drive or OneDrive)

Oct. 1: Photo essay; Video news story; Stand-ups; Using Inception
Readings: Sakai > Week 6
Producing and writing a video package; Stand-up practice
      <u>PROJECT 3: Video package due Oct. 23</u>
      DUE: PROJECT 2 (uploaded to blog)

Oct. 8: Fall Break, No Class
Readings: Sakai > Week 7
<u>PROJECT 4: Commentary; Meet in studio Oct. 29:</u> Scripts/Photos due by 3 p.m. Friday Oct. 27

Oct 15: Video editing
Readings: Sakai > Week 8
Editing with Premiere Pro (use files from Person-on-the-Street exercise)
      EXERCISE: Video editing practice

Oct. 22: Reporting for the Ear; Graphics Part I
Readings: Sakai > Week 9
Audio news stories; Graphics and Alternative Storytelling Forms (static)
      ASSIGNMENT: Practice building a graphic
      DUE: PROJECT 3 (uploaded to blog)
      <u>PROJECT 5: Audio package due Nov. 12</u>

      *** <u>OCT. 26: DUE PHOTOS AND SCRIPTS FOR PROJECT 4</u>: *by 3 p.m.* ***

Oct. 29: In-studio work
Readings: Sakai > Week 10
DUE: PROJECT 4: Meet in the studio and go directly to your stations. No food, no drink, no green.

Nov. 5: Audio Editing
Readings: Sakai > Week 11
Audio editing w/ Audacity:
      <u>FINAL PROJECT: Multi-media feature, due Dec. 10, budget due Nov. 12, draft due Dec. 3</u>

Nov. 12: Coding 101
Readings: Sakai > Week 12 & Week 13 (for exam)
HTML 5 and CSS basics: *ASSIGNMENT due Nov. 19*
      DUE: PROJECT 5 (uploaded to blog)
      DUE: Final project budget/plan

Nov. 19: Exam
DUE: Sakai > Assignments (opens at end of Nov. 12 class)

Nov. 26: Graphics Part II
Readings: Sakai > Week 14
Graphics and Alternative Storytelling Forms (video)
   ASSIGNMENT: Practice building a graphic
    DUE: Coding 101 basics

Dec. 3: Final project draft
Readings: Sakai > Week 15
   DUE: Final project draft

Dec. 10: Final exam 4:15-6:15 p.m.
   <u>**DUE: FINAL PROJECT PRESENTATIONS**</u>