

Journalism 2111

Journalism Portfolio I / Multimedia Skills

Syllabus

Journalism majors must develop the technical, research and writing skills and the professional knowledge needed to succeed not only in their first jobs but throughout their careers. In this course, students learn a range of technical skills that they will apply and hone in later courses. They also establish an online portfolio, which they will maintain as they progress toward their degrees.

The best journalism education is not mass produced. It meets not only broad academic goals, but also the specific interests and goals of the student. Through the portfolio process students are able to thoughtfully shape their course selections and work experiences to fit their career plans. They also establish a process of personal assessment and growth that is essential in our rapidly changing field.

This is the first of three, one-credit courses that make up the Portfolio Sequence.

Course goals:

- Recognize the ways in which journalists use audio, video and still images on multiple platforms and related ethical issues.
- Use online tutorials and in-class mentoring to learn to capture and edit audio, video and still images. (All images and audio to relate to one topic to be announced by the professor)
- Learn basic HTML coding conventions
- Establish and personalize a professional online portfolio on a department-maintained site.

Texts:

Online tutorials will be provided through HuskyCT.

Software:

Worpress, Photoshop, Audition, Premier

Grading:

Grading is based on a points system:

- Final exam (uses of multimedia in journalism, ethical issues) – 10 points
- HTML exercise – 10 points
- Portfolio established on department-maintained site – 10 points
- Still images captured and edited – 15 points
- Audio captured and edited (20 seconds) – 15 points
- Video captured and edited (20 seconds) – 15 points
- Images and audio uploaded to portfolio as a package – 20 points
- Participation – 5 points

Week 1: Introduction to the portfolio sequence.

Goals, grading; intro to HTML

Assign: HTML exercise on HuskyCT

Week 2: Introduction to Wordpress

Set up individual accounts, demonstrate Wordpress functions, demonstrate upload function, discuss uses of Wordpress in journalism.

Assign: Wordpress tutorial

Week 3: Wordpress lab

Week 4: Introduction to still image capture (smart phone or iPad).

Demonstration of critical concepts: composition, lighting, resolution, etc.

Week 5: Still photo lab.

Assign: topic for still images, video and audio package (e.g. A day in the life of a student.)

Week 6: Introduction to Photoshop

Assign: Photoshop tutorial; shoot photos

Week 7: Photoshop lab using photos taken for package

Week 8: Introduction to Premier

Demonstration of import, export and basic editing functions.

Assign: Premier tutorial; shoot raw video.

Week 9: Premier workshop using video taken for package

Week 10: Introduction to Audition

Demonstrate audio capture, input, timelines, editing.

Week 11: Audition lab using audio shot for package.

Week 12: Portfolio lab

Week 13: Portfolio lab

Week 14: Final exam