



Comm 306 • Spring 2016

# INTRO TO MULTIMEDIA

CRN # 24139

3 CREDITS

2-3:15 P.M.

T/TH

ELLIOTT HALL 234


## INSTRUCTOR


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 @amydevault

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## OFFICE HOURS

**Monday**

1 to 3 p.m.

**Wednesday**

10 a.m. to noon

**Fridays**

by appointment

## ABOUT THE INSTRUCTOR



Welcome to COMM 306 INTRODUCTION TO MULTIMEDIA. I am Amy DeVault, instructor of visual/digital media in the Elliott School of Communication. I came to the ESC in 2007 after working as a visual journalist at The Wichita Eagle. One of my most important roles as a visual journalist was serving as a reader advocate. I constantly asked: "How can we make this better for our readers? How can we make the information clear and make sure it makes the most sense to readers? How can we help them make the information interesting, engaging and easy to digest?" No matter what area of communication you are in, being better able to communicate visually with your audience is essential. I helped create some of the first multimedia content for the Wichita Eagle's website, Kansas.com, and I've remained passionate about all forms of visual storytelling. I love helping students learn to hone their visual skills and learn to create engaging, interesting and beautiful content.

## COURSE DESCRIPTION

The communication industry is as integrated as it gets. You may never shoot a commercial, edit an audio story or work as a director of photography on a movie set, but you need to know the lingo. Introduction to Multimedia helps you understand the basic skills, principles and ethics of using audio, images and video to tell stories via various media outlets.

## COURSE OBJECTIVES

- Learn what multimedia is and how it relates to the digital world.
- Explore the many uses of multimedia on the Web.
- Understand the value of personal branding in multimedia-based professions.
- Learn basic audio recording and editing skills.
- Combine audio and still photographs to produce a multimedia story.
- Learn basic video recording and editing skills.
- Produce audio and video story packages.

## STUDENT LEARNING OBJECTIVES

- Know key terms and understand key concepts related to basic audio and video production.
- Know key terms and understand key concepts related to personal branding.
- Demonstrate expertise in an area or areas of personal interest with the multimedia outlet.
- Apply basic storytelling skills.
- Create organized and well-executed audio and video content for the web.

## REQUIRED ITEMS

- External storage device for digital projects
- Access to audio recorder and video camera
- Headphones
- Laptop (ESC majors)
- Internet access outside of class
- An active Vimeo or YouTube account

**CLASS WEBSITE:**

<http://blogs.wichita.edu/comm306>

## ELLIOTT SCHOOL IMPORTANT DATES

**Feb. 9:** Internship Fair from 2-6 p.m. in the Koch Arena Multipurpose Room

**Feb. 15:** ESC Scholarship applications due. Application available on our website. [wichita.edu/esc](http://wichita.edu/esc)

**May 4:** Annual scholarship/awards banquet in the RSC Ballroom



## TEACHING/GRADING NOTES

- In order to succeed, you will need to take this course seriously. The harder you work, the more successful you will be. Students who go to greater efforts to become above average are deserving of greater rewards (like better grades).

- Deadlines, and your ability to meet them or not, can make or break you in this business. Work is due when assigned and very few exceptions (ever) will be allowed. **If you have a problem with deadlines, you will have a problem passing this course.**

- The less time and energy we (you, your peers and I) have to spend re-explaining assignments, trying to get people caught up from missing class, re-teaching things from people not paying attention, etc., the more fun we'll have together in this class. It really should be a fun class, and I'll do what I can to make it so. I hope you'll do your part, too.

### CLASSROOM RULES

- Deadlines are absolute. Late material **WILL NOT** be graded. This class will be treated as a professional workplace.
- Reading materials on the class blog is crucial to passing this class.
- No profanity, illegal activity or conduct against WSU rules is permitted in class assignments.

### WORKFLOW

- Establishing a regular routine and workflow for your multimedia projects is essential to success in this class (and to success in the workplace).
- You should schedule time each day to review news and other information related to your area(s) of interest.
- Professionals who handle social media/multimedia for their organizations understand that a regular workflow with daily posting (and scheduling of later posts) is essential to their success.

### ESC LAPTOP REQUIREMENT

ESC majors are required to have a personal laptop computer starting with their first 300-level course in the school. For more information about the requirement, visit: <http://www.wichita.edu/esc/laptop>.

### ATTENDANCE

- Attendance is essential. Missing class will cause frustration on your part, as you will not have adequate information to do assignments. If you do miss class, it is YOUR responsibility to catch up.
- Work is due when specified. Exceptions are usually made for a death in your family, if you become seriously ill, or because your attendance is mandatory at a university-sanctioned event (*I need documentation and reserve the right to approve the request*).
- Please make sure that vacation and work plans don't interfere with school.

### OUTSIDE-OF-CLASS EXPECTATIONS

Consistent with the university policy, you are expected to spend a minimum of two hours outside of class for every hour spent in class. Since this is a 3-credit hours, you will be in class 2 hours and 30 minutes per week, which means, you should expect to spend twice that outside of class (5 hours) — reading, completing assignments, practicing and watching video tutorials.

### DISABILITIES

- If you have a physical, psychiatric/emotional, or learning disability that may impact on your ability to carry out assigned course work, contact the Office of Disability Services (DS). The office is located in Grace Wilkie Annex, room 150, (316) 978-3309 (voice/tty). DS will review your concerns and determine, with you, what academic accommodations are necessary and appropriate for you.

### COUNSELING AND TESTING

- The WSU Counseling & Testing Center provides professional counseling services to students, faculty and staff; administers tests and offers test preparation workshops; and presents programs on topics promoting personal and professional growth. Services are low cost and confidential. • They are located in 100 Brennan Hall II, and their phone number is (316) 978-3440. The Counseling & Testing Center is open on all days that the University is officially open.

### SHOCKER ALERT SYSTEM

- Get the emergency information you need instantly and effortlessly! With the Shocker Alert System, we will contact you by email the moment there is an emergency or weather alert that affects the campus. **Sign up at [www.wichita.edu/alert](http://www.wichita.edu/alert).**

### NOTICE OF NONDISCRIMINATION

- Wichita State University does not discriminate in its programs and activities on the basis of race, religion, color, national origin, gender, age, sexual orientation, marital status, political affiliation, status as a veteran, genetic information or disability. The following person has been designated to handle inquiries regarding policies: Director, Office of Equal Employment Opportunity, Wichita State University, 1845 Fairmount, Wichita KS 67260-0205; telephone (316) 978-6791.



## TRACK YOUR GRADES

- 50 \_\_\_\_ Attendance
- 50 \_\_\_\_ Project 1 (Audio Editing)
- 50 \_\_\_\_ Project 2 (Audio Story)
- 50 \_\_\_\_ Project 3 (Multimedia Story)
- 50 \_\_\_\_ Project 4 (Scavenger Hunt)
- 50 \_\_\_\_ Project 5 (Video Shooting)
- 50 \_\_\_\_ Project 6 (Video Editing)
- 50 \_\_\_\_ Project 7 (Video Interview)
- 100 \_\_\_\_ Final Project (Tutorial Video)
- 50 \_\_\_\_ Daily work (TBA)
- 550 \_\_\_\_ Total

- A (4.0) ..... 93-100
- A- (3.7) ..... 90-92
- B+(3.3) ..... 87-89
- B (3.0) ..... 84-86
- B- (2.7) ..... 80-83
- C+(2.3) ..... 77-79
- C (2.0) ..... 74-76
- C- (1.7) ..... 70-73
- D+(1.3) ..... 67-69
- D (1.0) ..... 64-66
- D- (0.7) ..... 60-63
- F (0) ..... 59 and below

## TENTATIVE SCHEDULE SPRING 2016

- WEEK 1 (1/19 & 1/21)**  
Intro to Multimedia & Online Identity
  - Course Overview | What is Multimedia? | Personal Branding
- WEEK 2 (1/26 & 1/28)**  
Introduction to Audio Storytelling
  - How is audio used? Why is it important?
  - Audio Recording | Equipment & File Formats | Basics of Interviewing
  - In-class Interview
- WEEK 3 (2/2 & 2/4)**  
Audio (continued)
  - Audio Editing | File Exporting and Sharing
  - **Assignment:** Project 1 - Audio Editing (Due 2/9)
- WEEK 4 (2/9 & 2/11):**  
Audio (continued)
  - Review assignment 1 | Preparing for Your Interview
  - **Assignment:** Project 2 - Audio Interview (Due 2/16)
- WEEK 5 (2/16 & 2/18)**  
Multimedia Storytelling
  - Using Visuals and Music in Storytelling | Introduction to Copyright Law
  - **Assignment:** Project 3 - Multimedia Story (Due 2/23)
- WEEK 6 (2/23 & 2/25)**  
Introduction to Shooting Video
  - Equipment & Shooting Basics | File Formats and Transfers
  - **Assignment:** Project 4 - Video Scavenger Hunt (Due 3/1)
- WEEK 7 (3/1 & 3/3)**  
Shooting Video (continued)
  - **Assignment:** Project 5 - Video Shooting (Due 3/8)
- WEEK 8 (3/8 & 3/10)**  
Introduction to Video Editing
  - Video Editing Demonstrations | Video Compression
  - **Assignment:** Project 6 - Video Editing (Due 3/22)
- SPRING BREAK (MARCH 14-18)**
- WEEK 10 (3/22 & 3/24)**  
Shooting Video Interviews
  - Advanced Shooting Techniques | Editing Interviews
  - **Assignment:** Project 7 - Video Interview (Due 4/5)
- WEEK 11 (3/29 & 3/31)**  
Production Week (More details announced in class)
- WEEK 12 (4/5 & 4/7)**  
Meet Some Pros
  - Visit from Area Professionals
  - In-class critiques
- WEEK 13 (4/12 & 4/14)**  
Putting the Pieces Together, Project Planning and Production
- WEEK 14 (4/19 & 4/21)**  
Final Project Work
  - Groups meet with instructor (Tuesday)
  - Production and post-production work on final projects.
- WEEK 15 (4/26 & 4/28)**  
Final Project Work
  - Editing inspiration (Tuesday)
  - Post-production work on final projects.
- WEEK 16 (5/3 & 5/5)**  
Final Projects
  - Final projects due by midnight 5/3
  - View the projects and class wrap on 5/5