

**FIU School of Communication + Journalism**  
**DIG 4552**  
**Advanced Multimedia Production Capstone (3 Credits)**  
**Tu/Th 2:00 – 3:50 p.m. ACII 161 /242**

**Instructor: Jay Sandhouse**

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**Office Hours: Monday - Thursday**

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**Course Description**

The goal of this course is to synthesize the various analytical, critical thinking and digital storytelling skills that have been learned by Digital Media majors up to this point in their academic careers (Introduction to Digital Media, Media Theories, Multimedia Production I & II, Social Media and Globalization, Audience Analysis) and put them to use in a project-based setting. This is a senior capstone course; as such, students are expected to be self-motivated and independent. Instruction is not the main goal of this course. It is up to the students to demonstrate to the professor the breadth and depth of what they have learned during their time as *digerati* at SJMC.

**Course Objectives**

Students in this course are expected to show significant levels of proficiency in a number of areas related to digital media, including, but not limited to, the following:

- 1) Understanding the power, impact and potential of new forms of digital media storytelling and the ability to communicate that understanding clearly and coherently
- 2) A strong grasp of at least one web platform for digital storytelling (Wordpress, Tumblr, Wix, etc.)
- 3) An ability to use social media to monitor and engage with online communities
- 4) Strong proficiency in the following areas of digital media production:
  - a. Digital video production
  - b. Digital audio production
  - c. Digital photography and editing
  - d. Non-linear digital video editing
  - e. Using infographics/data visualization to communicate complex ideas/data sets
  - f. Effectively combining above elements within a web-based platform
- 5) Synthesizing 1-4 into a single digital media storytelling effort

## Student Learning Outcomes

- 1) A strong comprehension of fundamental concepts in digital/new media
- 2) The ability to tell stories using multiple digital media storytelling techniques
- 3) Strong familiarity with at least one online platform used for multimedia storytelling
- 4) Thinking critically, creatively and independently about the prospects, promises and pitfalls of digital media
- 5) Writing correctly and clearly in forms and styles appropriate for communications professions, audiences, and purposes they serve.

## How the course will work

During the Fall 2017 semester, digital media studies and TV production students will be working with the students from Prof. Lilliam Martinez-Bustos's Broadcasting Capstone course to produce two 30-minute news/public affairs programs based around two broad themes (think "60 Minutes")—the topics will be decided by the class during the first two weeks of each half of the 16 week semester. The class will have approximately eight weeks to produce each 30-minute show, each of which will be recorded live-to-tape in the SJMC Studio (ACI-161).

The structure of this course is driven by changes the media industries are undergoing, and the fact that all traditional media programming (such as a public affairs show) must now include innovative digital components that go beyond traditional broadcasting efforts. Thus, for this course, broadcast students will be teamed with digital media students in order to produce fully developed multimedia storytelling efforts that will include both traditional television elements (packages, VOSOTS, on-set panel discussions) and the innovative reporting/engagement tools made possible through digital and web-based platforms (web videos, photo galleries, info-graphics, data visualization, interactive maps, and community/audience engagement through social media).

## Expectations

Each 30-minute show will contain the following **broadcast** elements:

- Intro/Outro/Bumps: approx. 2:30
- 4 packages, with anchor/reporter toss: 12:00 (Packages 2:30 – 3:00 max)
- 3 VOSOTS (breaking news/man on the street): 8:00
- On-set Panel discussion (2 guests/1 anchor with discussion): 7:30

**Total run time: 25:00 (approx.)**

Each show will also have the following **digital** elements:

- Fully designed web platform for the final edited show and digital components
- 3 web video extras to complement packages
- 3 digital extras to complement VOSOTs (can be video, photo gallery, maps, etc.)
- Graphic elements (includes lower thirds, animated intro/outro for show, over the shoulder graphics, and any other graphical elements as needed)

## **Teams**

As with nearly all media production efforts, your ability to work in teams will be an *essential* component of this course. Each student will need to volunteer for a specific position for each show (students will be required to play a *different* role for each show).

The following are the positions\* that will need to be filled for each team:

### **Broadcast:**

- 1 Executive Producer (Script supervisor, plan & coordinate panel discussion; oversees content and overall structure)
- 1 Associate Producers (Will help EP's with show format & content and will assist anchors with VO-SOT's planning)
- 4 Reporters (Each responsible for one package, includes writing)
- 4 Videographers/Editors (Each responsible for one package, may include writing)
- 2 Anchors- Responsible for three VOSOTS (includes writing, shooting, editing)

### **Digital:**

- 1 Web producer (overall site design, layout, and uploading content)
- 1 Web content producer/Newscast editor (responsible for coordination of content, editing final shows with graphics)
- 4 Web video producers/editors (each responsible for one video per show, includes shooting/editing)
- 3 Web extras producers/social media/photographers (with work with VOSOTS teams to come up with photo galleries, maps, infographics, social media components—will work closely with Anchors to produce VOSOTS – each member of this team will produce TWO digital media elements per show)
- 2 Graphics team members (lower thirds, show open, package graphics, infographics & we design.)

**TV Production:** (This team will be made up of the Video producers and graphics team (TV Production majors), and will be responsible for helping to produce the in-studio elements of the broadcast show):

Director  
Technical Director  
Sound  
Floor Manager  
Graphics/Tricaster

\*Please note that *teamwork* is essential to producing high-quality media content. Thus, for example, if you are a reporter and finish your package quickly and it has been given final approval by the producer and professors, you will be expected to help out elsewhere. Your grade depends on it! (see below under “Grades).

### **Grades**

Your final grade will be based on a combined score from your performance on the two positions you’ve held during the semester (one for each show). The expectations and grading rubrics for each position are as follows (50 points total):

<b>Participation/Attendance:</b>	<b>5 pts</b>
<b>Collaboration:</b>	<b>5 pts</b>
<b>Meeting deadlines:</b>	<b>10 pts</b>
<b>Content/quality of your contribution:</b>	<b>30 pts</b>

### **Team roles and expectations for work completed:**

**Web producer/content supervisor (2):** The web producers are expected to oversee overall development and implementation of the website that will be used to display the two shows produced during the semester. This position will work closely with the rest of the digital team, especially graphics, as well as the executive and associate producers on the broadcast side to track deadlines and content, and will upload and display content elements as the teams deliver them. This team will also be responsible for editing together the final show with digital and graphic elements

**Web video producers:** The web video producers will work closely with the broadcast reporters and videographers to create a **complementary** video to go along with the broadcast reporter’s package. It is important to note that while the web video producers may share some content/footage/story elements with the broadcast team, their contribution is expected to take a different angle or provide different story elements than the package produced by the broadcast

team. Videos will be between 2:30 – 3:00 minutes and graded on whether they were completed on time, fulfill the mission of provided extra content to the broadcast package, and on standard video elements: framing, focus, steady footage, good lighting, use of sequences, good audio, etc. Web video producers are also encouraged to consider creating digital storytelling elements, such as **maps/data visualization/infographics** that they can incorporate into their final video.

**Web extras producers:** These producers will work closely with the anchors on the broadcast side to create the VOSOTs (these are **not** full packages, but include a script/broll and at least two interviews). The web extras producers will help to produce and shoot the VOSOTs (but **NOT** write or edit), and produce at least **TWO** pieces of complementary material. These include **ONE photo slideshow** and one of the following: an infographic, a short video segments or animated data visualization, or mapping/GIS graphic. This position will be graded on their contribution to the assigned VOSOT, whether deadlines were met, the quality and storytelling of the images used for the slideshow, and the content and impact of the additional digital component (infographic, short video/data visualization, or mapping/GIS graphic).

**Graphics team (2):** This team will be responsible for designing the overall graphics package for the broadcast and digital elements. The work will include work with the web producer on the site, designing an animated open for the show, low thirds and full screen graphics, over the shoulder graphics for the anchors, and other needs as they may come up for the digital and broadcast teams. It is important to note that this team will not spend time in the field, but will need to be 'on call' as different graphics needs arise during the production of the show. The people who take on this position will preferably have a strong working knowledge of **Photoshop and/or Aftereffects** (or the equivalent software from other companies). The graphics team will be graded on the delivery of the needed elements on time, ability to work with different teams as different graphics are needed, and the quality of the elements they create (design, layout, impact, etc.).

### **Communication with the Instructor**

It is University policy for faculty to communicate with students via [FIU e-mail](#). Please check yours for communications from your instructor. If you use another e-mail provider, please link your FIU e-mail with your personal e-mail so communication is forwarded. Likewise, please communicate with your faculty on routine matters via e-mail.

### **Class Attendance**

Students are expected to attend every class period (unless otherwise announced) and are responsible for obtaining any class notes missed from another student. If you miss or do not turn in an assignment, you will have very limited opportunity to make up the work. Rarely, the unexpected happens and emergency situations may arise, causing you to miss graded work. Please contact your instructors within 24 hours after the class start time if you encounter such a situation. Exceptions to the attendance rule will be based only on what the university classifies as excused absences. This is your responsibility. If you can prove the legitimacy of your tardiness or absence, you **MAY** be able to make up work.

## **Ethical Conduct & Plagiarism**

**Academic Honesty:** Student must follow the Standards of Conduct described in the student handbook. ([http://www.fiu.edu/~sccr/standards\\_of\\_conduct.htm](http://www.fiu.edu/~sccr/standards_of_conduct.htm)). Students are expected to use all resources, including books, journals, and computers only in authorized ways. Participants are expected to perform individual assignments without consulting each other. This practice “homogenizes” the thinking brought to the class, negatively impacting the discussion and our learning experience. Participants in this course are also reminded that materials may not be pasted or paraphrased from printed, electronic or any other sources without appropriate citations and credits. Failure to do so constitutes plagiarism and will result in penalties as set forth by University policies.

## **Course Schedule (Preliminary) \***

### **Week 1**

**8/22** – ACII 242; Overview of course and syllabus, expectations, view last semester’s shows. Discuss new guidelines to check out SCJ video equipment.

**8/24** – ACII 242; Basic field production, expectations for quality of work; give first two assignments;  
**Assignment One:** research topics for first show, each student must come to next class with three ideas,  
**Assignment Two:** desired job position with a paragraph on why you are qualified, plus your second and third choices along with a paragraph on your qualifications for each one of these as well.

### **Week 2**

**8/29** – ACII 242; **ANCHOR AUDITIONS @ 1:30 p.m. (TV Studio - ACII 161);**

- Assignments 1 and 2 are due at the beginning of class.
- Interview for your top position on first show (second/third choices as well)

### **8/31**

Every student presents story ideas – 2 minutes each (first hour), and then we’ll decide on TOPIC, then packages/VOSOTS (preliminary)

### **Week 3**

**9/5** – ACII 242; Get position assignments and start to brainstorm different segments.

**9/7** – ACII 242; Begin pre-producing the shows – designing website and graphics (over the shoulder, lower thirds, etc.), making contacts, setting up interviews, Executive and Associate producers start working on rundown for the show

#### **Week 4**

**9/12 & 9/14**– ACII 242/ACII 161; Field production/shooting starts, producers begin planning & writing script, digital team working on web components, site and graphics – begin working with Josh and Wade on studio elements

#### **Week 5**

**9/19 & 9/21** – ACII 242/ACII 161; Field production and script writing continues – continue working with Josh and Wade on studio elements

#### **Week 6**

**9/26 & 9/28** – ACII 242/ACII 161; Editing Packages/VOSOTS; Digital, web extras produced/edited; studio dry runs; **rough cuts of videos & web elements due to producers/professors.**

#### **Week 7**

**10/3 & 10/5**

ACII 242 – Teams work on final editing of stories and other show elements

ACII 161- Teams produce show live-to-tape in studio

#### **Week 8**

**10/10 & 10/12** – ACII 161/ACII 242; Post-production of each 30-minute show, all content and digital components uploaded to website;

Watch show, evaluation of content. – **bring to class a detailed report of work accomplished for first show.** Begin planning second show.

**All students will bring in two story ideas for next class.**

#### **Week 9**

**10/17** – ACII 242; **ANCHOR AUDITIONS @ 1:30 p.m. (TV Studio - ACII 161)**; Interview for your top position (and second/third choices as well)

**10/19** – Every student presents story ideas – 2 minutes each, three ideas and then decide on TOPIC, packages/VOSOTS (prelim)

#### **Week 10**

**10/24 & 10/26** - ACII 242; **Job assignments** for new show.

Begin pre-producing the shows – designing website and graphics (over the shoulder, lower thirds, etc.), making contacts, setting up interviews, Executive and

Associate producers start working on rundown for the show

**Week 11**

**10/31/28 & 11/2** - ACII 242/ACII 161; Field production/shooting starts, producers begin writing script, digital team working on web components, site and graphics – begin working with Josh and Wade on studio elements

**Week 12**

**11/7 & 11/9** - ACII 242/ACII 161; Field production and writing script continues – continue working with Josh and Wade on studio elements

**Week 13**

**11/14 & 11/16** - ACII 242/ACII 161; Editing Packages/VOSOTS; Digital, web extras produced/edited; studio dry runs; **rough cuts of videos & web elements due to producers/professors by end of next class.**

**Week 14**

**11/21** - ACII 242; Practice/ record segments in the TV studio. Final editing on all show elements.

**11/23 - Thanksgiving Holiday – University closed**

**Week 15**

**11/28** – ACII 161; Produce show live-to-tape in studio

**11/30**– ACII 242; Post-production of show, all content and digital components uploaded to website

**Week 16**

**12/5 & 12/7– FINALS WEEK** – ACII 242; Final screening of shows and team evaluations (TBD) ; bring to class a **detailed report of work accomplished for second show.**