

J0515 Multimedia Photojournalism

Spring 2012

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Course Description

J0515 students will produce multimedia stories, build a website and launch an online photo gallery of their best work. Students will learn traditional photo editing skills and also be encouraged to be innovative in their story telling approach - using photos, video, audio and text.

Students will use Apple's Aperture or Adobe's Lightroom to manage their visual assets, Final Cut Pro to produce multimedia stories, and Dreamweaver to create a website. Students will also use Photoshop for image editing and to create a layout.

Course Objective

This is a multimedia course for photojournalists to broaden their skill set with audio and video shooting/editing skills. Students will self-publish their work on their own websites.

Weekly Schedule:

1/19 Review syllabus

Discuss assignments, grading, goals, outcomes and class policies.

General discussion on how to meet deadlines and how to manage time.

Discuss resources, office hours and handouts.

Review hardware and software requirements.

View: <http://www.angelaowensphoto.com/>

Next Week:

Bring best photos (10-50) to class to edit in Aperture.

Bring your camera gear to class.

1/26 Image Management

Photo exercise - photograph fellow student in the hallway.

Set up a library in Aperture. Discuss workflow - including projects, smart albums, photo captioning and keywords.

Review image editing concepts: including cropping, toning, dodging, burning and sharpening.

Review image editing in Photoshop.

Next Week:

Bring in your camera gear (or check gear out) to review video shooting technique.

2/02 How to shoot video and record audio

Discuss interview technique.

Interview a fellow student and ask the question, "what was the defining moment that made you want to be a photojournalist?" Use a video camera, a still camera and an audio recorder to document.

View: [student profile of Hyunah Jang](#)

Homework:

Finish interview and document your subject in several situations. Download still, video (optional) and audio files to your hard drive.

Next Week:

Bring audio, video and still files from student interview to class.

2/09 Introduction to FCP

Discuss setup, browser, viewer, canvas and timeline, importing files, the three-point edit.

Students will edit a one-minute piece from student interview using audio, video and still images. Create titles and use transitions.

Next Week:

Bring three story ideas to class for your multimedia project. The story idea can be on politics, a 'person on the street' interview, a profile of a business owner or other character driven story.

2/16 More FCP

Continue to work on student interview piece in class. Learn to use motion technique and how to output your movie.

Learn how to edit video clips.

One hour FCP workshop in class.

Discuss story ideas for final FCP project.

2/23 Field trip to Chinatown

Meet in Chinatown at 9:00am.

We will work in teams to document a unique Boston neighborhood with still images, video and audio.

Each team should bring their cameras for stills and video, and an audio recorder.

Homework:

Choose your FCP story.

3/01 Mid-semester multimedia review

Download and begin edit of Chinatown assets.

Review student interviews.

Review a variety of multimedia stories.

Decide upon story choice for FCP project.

Review previous student websites for ideas.
Discuss requirements for website.

Due:

Student interview piece at start of class today - deliver via the drop box.

Homework:

Finish edit of Chinatown. Each student will hand in a brief sequence of "A moment in Chinatown", consisting of still images, a video clip and 'nat sound'.

Also:

Bring your portfolio of best images to class next week.

3/08 **Editing your gallery**

Workshop on image editing for portfolio.

Use Aperture to review tagging and toning, adjustments, crops and edits.

Due: "A Moment in Chinatown" via the Drop Box

Homework:

Get a people.bu.edu site at: https://www.bu.edu/htbin/cr/old-custom.pl?hostname=people&template_extension=people

Then, request 100MG of space. If you prefer you may purchase and register your own URL through a different ISP, (e.g.lunarpages.com) Ensure your nine gallery images are edited and sequenced in a Smart Album, ready to create your gallery on 3/29.

3/15 **Spring Break.** Have fun!

3/22 **Introduction to web design**

Using Dreamweaver, students will create a website with five pages: an index page, a bio page, a gallery page, a story promo page and a multimedia page.

3/29 **Finishing your website**

Create a web gallery using Flash Album Exporter and embed it in your gallery page.

Set up a Vimeo account to embed video on your site.

Finish and upload your website using Cyberduck.

Due:

Web Gallery via your website at the end of class today.

Homework:

Continue shooting and editing your FCP story.

4/05 FCP open workshop

During this three-hour workshop we'll review video editing and have a Q&A and troubleshooting session as you continue to assemble your final project.

4/12 Making a Layout

Create a promotional piece for your FCP story in Photoshop, incorporating images, text and a headline. Save as html and create links to your website and Quicktime movie.

Due:

Rough edit of your FCP story is due today.

4/19 Workshop

Finish edit on multimedia final

4/26 Screening

View promo and watch FCP story via your website.

Due:

FCP story and promo, delivered via your completed website. Also, deliver a high-resolution copy of both via the drop box.

Deliverables:	Grade%
FCP Student interview Due: March 1st	15%
A Moment in Chinatown Due: March 8th	15%
Web Gallery Due: March 29th	20%
Promo for story Due: April 26	5%
FCP Story Due: April 26	30%
Website (design, navigation and mechanics) Due: April 26	15%

Grades	Quality Points
A	3.87
A-	3.67
B+	3.33
B	3.00
B-	2.67
C+	2.33
C	2.00
C-	1.67
D	1.00

Grades are not rounded up.

Required Reading:

New York Times (30 - 60 minutes daily reading)

New York Times Lens Blog (be current with new content)

Support:

Camera/ lab reservation system at: wco.bu.edu

An open Media Lab will be available on Friday from 10am – 3pm in B29 if you have questions about completing class projects.

Final Cut Pro editing lab will be monitored by experienced TAs. Monday - Thursdays, 6- 9 PM, room 338 COM- schedule will be on door. Saturday afternoon shifts will begin mid-semester.

Supplies: An external hard drive is required (500 gig minimum).

You also need a digital SLR with a good lens, a flash and a media card for each device you use. Digital audio recorders and other digital gear are available through the film department reservation system.

Handouts:

Handouts will be available online for Aperture, caption writing, Final Cut Pro and Dreamweaver. Other handout reading will also be assigned.

Support:

<http://people.bu.edu/pasmith>

Class Policies:

All assignments are due on or before deadline. Students will lose one grade for every week that the assignment is late unless a doctor's note is provided stating that the student was unable to complete the work. There will be no excused absence from class without a doctor's note. Students will lose up to a full grade for each unexcused absence.

Students will also lose up to a full grade for being late to class.

Students are expected to use resources that are available to them. It is the student's responsibility to read manuals and attend lab sessions to make sure they understand how to properly use the software.

Students are highly encouraged to follow the workflow outlined in class. This means using Aperture or Lightroom to manage, tag and star photos in class.

Students must be familiar with the College's rules for plagiarism and copyright infringement: <http://www.bu.edu/academics/academic-conduct-code/>

Students are required to shoot raw files for all assignments (exception for sports).

Text messaging, use of cell phones, checking e-mail or social media is not permitted during class. Students may lose up to a full grade for not adhering to this policy.

Students may not reuse any content from this class for credit in other classes without express written permission.

Recording of Classes - BU Policy

Please note that classroom proceedings for this course might be recorded for purposes including, but not limited to, student illness, religious holidays, disability accommodations, or student course review. Note also that recording devices are prohibited in the classroom except with the instructor's permission.

Outcomes:

Students will learn:

- strong editing skills
- use of proper captions, tags, cropping and toning
- image sequencing for online galleries and FCP project
- workflow skills in image filing, keywords, smart albums, back-up and archiving
- basics of video shooting and audio recording

- web authoring skills using Dreamweaver
- how to build a multimedia story
- FCP editing and output
- story boarding
- the effect of combining image with sound
- how to integrate still photos with video/audio
- to create an effective promo
- basic interview techniques