SCHOOL OF JOURNALISM
USC ANNENBERG SCHOOL FOR COMMUNICATION & JOURNALISM
JOUR 499 Special Topics: Multimedia PR Content: Introduction to Audio/Video Tools

Fall 2011
2 units
JOUR 499 Special Topics: Multimedia PR Content: Introduction to Audio/Video Tools (2 units)
21433, Thursday, 3:30-5:20 p.m., Classroom: ASC 329, Class Limit: 15 students
Instructor: Kent Nichols
Prerequisite: JOUR 350 or JOUR 508. Students must bring laptops to class.

Telephone: 213-537-5368
E-mail: kent@kentnichols.com
Office Hours: Thursday after class, by appointment

COURSE DESCRIPTION
This hands-on workshop introduces students to the essential audio and video tools needed to create compelling stories for an online audience. Students will view and critique web video and learn how to create their own stories using techniques specifically designed for the web. Students will learn, first- hand, which elements are needed to engage and interact with an online community by conceiving, shooting, editing, delivering and archiving their own digital stories. We'll also learn how to build an audience and online following by exploring distribution platforms and provide students with a tactical, project-based knowledge of digital storytelling trends and applications. Students will create and manage their online video content and learn how video can be used to develop a personal brand.

During the course of the class, students will:
- Understand the new media and online video landscape
- Become proficient in online visual and audio tools and trends
- Develop new communication, engagement, and online storytelling skills
- Create a professional online presence focused on new media to attract future employers
- Become knowledgeable about non-profits, brands, creators, and executives in the new media space   Create and analyze new media case studies

Class exercises will be a combination of team projects and individual assignments.

Expectations: Students will be expected to produce work of high quality. This includes professionalism in presentation, online conversations and audio/video content.

Guest speakers will be invited on occasion, including videobloggers, web show creators, new media executives, and technology experts who will provide insight into topics listed in the class syllabus.

Please note: specific assignments and weekly subjects will be revised as the course progresses.

COURSE OUTCOMES
After successful completion of the class, you will have a solid grasp of the core concepts of new media tools and practices. You will be able to speak knowledgeably about new media and work proficiently with the audio/video tools used in digital storytelling and production. You will also develop an online body of work that uses social media in presentation, distribution and community building.

You will learn how online audio/video can be used in public relations to support brands, ideas, businesses, causes and personalities.

You will understand the power of audio and video to drive real-time search and see the visible results of your created content.

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You will:
- Complete ongoing video assignments to be distributed through your individual and communal class videoblog as well as various social networks
- Complete two major assignments: Midterm individual project and Final group project
- Engage in goal-oriented, targeted social media /new media communication
- Support class members and contribute ideas, concepts and technical expertise

Midterm: Individual project creating a 3-6 minute video interviewing someone outside of USC.

Final: Group project creating a YouTube Channel, videos to populate that channel, and a written synopsis of the channel and future videos.

TECHNOLOGY AND TECHNICAL COMPETENCE
Students are expected to have a basic understanding of computer operation, e-mail and Web browsing. In the event of technical breakdowns, appropriate alternate procedures for submitting work will be accepted.

CLASS MATERIALS
- Blackboard: Blackboard is an online class resource that has copies of assignments, lecture notes and other class materials. An online tutorial is available on the first page. Students can sign into Blackboard by visiting blackboard.usc.edu
- Laptop: Please bring to every class except when we are in the field. PDAs/iPhone/and Smartphone for fieldwork are acceptable
- USB flash drive: Although not required for in-class work or homework, you will find it convenient to have a flash drive to organize and transport files and assignments. Be sure to label your flash drive so it can be returned if you lose it
- Video Camera: MinoHD, Kodak Zi8, Digital Still Camera with 24fps 640x480 or greater video mode, DSLR, or iPhone/Mobile with video
- Audio Recorder: Tascam DR-05, Tascam DR-07, Zoomn H4n, Zoom H1 or any digital recorder where you can control the input levels
- Software: Please download and install these applications:
  - **Video Editing:**
    - Mac: iMovie (preinstalled)
    - PC: MovieMaker (preinstalled)
    - Open Source (Mac, PC, Linux): LiVES (http://lives.sourceforge.net)
  - **Video Converter**: MPEG Streamclip: http://www.squared5.com
  - **Audio Recording/Editing**: Audacity (http://audacity.sourcefourge.net)
- **Web accounts:** Please have an account for these Web services:
  - Dropbox (http://dropbox.com)
  - Facebook (http://facebook.com)
  - YouTube (http://www.youtube.com/)
  - BlipTV (http://blip.tv)
  - Vimeo (http://vimeo.com)
  - Tumblr (http://tumblr.com)
  - Google (http://google.com/)
  - TubeMogul (http://tubemogul.com)
  - Twitter (http://www.twitter.com)
  - Disqus: (http://disqus.com)
  - Lynda.com
- **Readings:** Specific readings, accessible online, will be assigned occasionally

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REGULAR READINGS: Please keep tabs on these sites for discussions about online video in general
- YouTube Trends (http://youtube-trends.blogspot.com)
- YouTube Blog (http://youtube-global.blogspot.com)
- GigaOm / NewTeevee (http://gigaom.com/video)
- Tubefilter (http://tubefilter.tv)
- Mashable (http://mashable.com)
- Additional video related sites to come

GRADING Criteria:
- **Projects earning an A** are professional, well edited, engaging and have relevant, tagged content, titles, descriptions, and thumbnails. It is well distributed and engages the online community.
- **Projects earning a B** less than professional, requires minor editing, and/or has one significant online element/process omitted.
- **Projects earning a C** needs considerable editing, has inadequate online engagement and/or elements.
- **Projects earning a D** negligible content and participation.
- **Projects earning an F** have failed to meet the major criteria of the assignments, have numerous errors or both. Absence of content, or content that is not publishable and should not have been submitted. A content contribution that has a factual error merits an F. There should be no exceptions.

Assignments and projects will be judged on elements including use of visual (video, photo, graphics), text, audio, interactivity, and online engagement.

Assignments and projects will be judged on an ongoing basis and reviewed online. Because the class is cumulative, students should demonstrate an understanding of all previously covered concepts in each assignment, even if the assignment does not specifically address those issues. Assignments and projects are to be turned in on time and in a professional manner.

Late assignments get a failing grade, but should be completed nonetheless as they may qualify for a grade up to a C under the rewrite policy. Students should turn in each assignment as specified some may be sent by e-mail, some turned in as hard copy, some posted to your website. Do not remove materials from your website until you have received confirmation from your instructor that the material has been graded.

Grades
Students will be evaluated based on the following point system:
1. Class participation   10
2. Assignments
3. Mid-term Project   25
4. Individual students' contributions to their teams' final video and oral presentations   25

Standard Procedures/Ground Rules
1. You will be expected to treat this class as you would a business meeting. You must arrive early, be prepared, provide value to the class discussion, conduct yourself professionally and remain courteous

and sensitive to the interests of others in the meeting. All cell phones MUST be turned off or to silent mode so as to not disturb the session. (There will be one break at each session during which time you may check messages, texts, etc.)

2. The use of computers or other electronic equipment in class for any purpose other than taking notes, viewing sites under discussion, and/or researching topics under discussion, will be seen as extremely unprofessional behavior and will have a significantly negative effect on the student's grade. The same applies to answering the phone, sending/receiving e-mail or IMs, texting, Tweeting , Facebooking, or any other form of electronic communication.

3. Unless otherwise noted all assignments are due in the following class.

4. All written assignments are to be double-spaced, in 12 point font (ideally Arial or Times New Roman) and have 1.25 inch margins. Excess white space is frowned upon. At the top of every paper must appear the student's name, the due date of assignment, and the topic. Pages numbers must appear at the bottom of each page.

5. USC is a Microsoft Windows/Office environment. It is the student's responsibility to submit papers in a Windows compatible format.

6. Students are expected to attend all classes. Unexcused absences, tardiness, and failure to meet deadlines will have a negative impact on the student's final grade. Students who unavoidably miss a class are still responsible for getting that classes' assignments in on time, getting any new assignments from other students, and completing the work by the assigned due date.

7. Grammar, spelling and writing ability are of critical importance. This is not a course in English and/or writing, per se, and the instructor expects students to have learned from prior courses and experience how to produce written materials that are error-free and meet the quality standards of this school. All students' written work will be evaluated according to the same standards. Students who are not confident of their English language and/or grammar abilities are urged to purchase and utilize a standard grammar reference work and an Associated Press Stylebook, seek remedial coaching (available in this school), seek assistance from the USC Language Institute, and/or work with a tutor.

8. This syllabus will be subject to change and adjustment throughout the semester in order to accommodate timely, late-breaking topics and events, the unique needs of each student and groups of students, etc. Students having any doubt or questions regarding assignments, schedules, etc. should immediately check with their fellow students and/or the instructor.

9. Students and instructor must work collaboratively to maintain the feel of a true professional experience. To that end, the instructor intends to manage the class as he would a professional staff meeting or professional development session, with similar ground rules applied:

    a. There are no bad ideas. All ideas are to be treated with respect for their creators and acknowledgement that ideas of all stripes and types can contribute to ultimate success. Nonetheless, it is always wise to mentally review the strategic appropriateness of any idea before vocalizing it.

    b. Constant student/instructor interaction and feedback are extremely important. Everyone is expected to contribute.

    c. Only one meeting/discussion can take place at a time, and it must be the one in which the instructor is participating. Avoid disconcerting side conversations.

    d. Always pay attention, because to do otherwise is a sign of an unprofessional attitude. Avoid even the appearance of nodding off. Everyone is under the same time pressures.

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ACADEMIC POLICIES

1. PLAGIARISM: Plagiarism is defined as taking ideas or writings from another and passing them off as one's own; in public relations and journalism this means appropriating the words of another without clear attribution. The following is the Annenberg School of Journalism's policy on academic integrity as published in the University catalog: "Since its founding, the USC School of Journalism has maintained a commitment to the highest standards of ethical conduct and academic excellence. Any student found guilty of plagiarism, fabrication, cheating on examinations, or purchasing papers or other assignments will receive a failing grade in the course and will be dismissed as a major from the School of Journalism. There are no exceptions to this policy."

2. ACADEMIC ACCOMMODATIONS: Any student requesting academic accommodations based on a disability is required to register with Disability Services and Programs (DSP) each semester. A letter of verification for approved accommodations can be obtained from DSP. Please be sure the letter is delivered to the instructor as early in the semester as possible. DSP is located in STU 301 and is open 8:30 a.m. to 5 p.m. Monday through Friday. The phone number for DSP is 213-740-0776.

3. INTERNSHIPS: The value of professional internships as part of the overall educational experience of our students has long been recognized by the School of Journalism. Accordingly, while internships are not required for successful completion of this course, any student enrolled in this course who undertakes and completes an approved, non-paid internship during this semester shall earn academic extra credit herein of an amount equal to one percent of the total available semester points for this course. To receive instructor approval, a student must request an internship letter from the Annenberg Career Development Office and bring it to the instructor to sign by the end of the third week of classes. The student must submit the signed letter to the media organization, along with the evaluation form provided by the Career Development Office. The form should be filled out by the intern supervisor and returned to the instructor at the end of the semester. No credit will be given if an evaluation form is not turned in to the instructor by the last day of class. Note: The internship must be unpaid and can only be applied to one journalism class.

Instructor Background
In 2005, Kent Nichols co-created the pioneering web series Ask A Ninja. Since then, the series has been viewed over 140 million times, quoted on the floor of the U.S. House of Representatives, featured in the New York Times Magazine and won numerous awards, including the first YouTube Award for Best Series.   He's spoken around the world and participated in many conferences including TED, PopTech and SXSW.

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CLASS SCHEDULE NOTE: All readings and assignments are o be done before each class. The syllabus is subject to change based on topical events or guest speaker availability.

Week 1 - Overview of Online Video and Production
> Class Introductions
> Review Current State of Online Video Shows
> Skills Assessment
> Accounts, Workflows, Lynda.com
> Get Familiar With Your Gear
> Get Familiar With Your Software
> Interview a classmate using your camera and audio recorder, upload to vimeo

Week 2 - The Importance of Audio
> Review Week 1 Assignments
> All Videos are Audio and Visual Creations
> Syncing up Week One Audio in your editor
> Create a :30-1:00 Video with a single asynchronous shot and good quality audio

Week 3 - Editing
> Review Week 2 Assignments
> Juxtaposition
> Cutting Out The Mistakes and Boring Parts
> B-Roll
> Edit your first video so that there's no mistakes or errors
> Bring in five of your favorite photographs

Week 4 - Composition
> Review Week 3 Assignments
> Framing
> Rules of Good Composition
> Create New 1 minute Interview With a Classmate, use composition and three B-Roll shots
> Talk About The Mid-Term

Week 5 - Lighting
> Review Week 4 Assignments
> Common Lighting Problems
> Seeing Light How Your Camera Does
> With a Partner shoot in five different problem lighting areas, and show five different fixes.

Week 6 - Camera Movement
> Review Week 5 Assignments
> Dolly
> Push
> Pull
> Tilt
> Pan
> Shakey Cam
> Create a How-To Video with a partner using five different camera movements

Week 7 - Intros
> Review Week 6 Assignments

Intros
Theme Songs
Composers
Garage Band
Create a 5-20 second Intro that will be used on your midterm.

Week 8 - Mid-term Film Festival
Review Mid-term projects

Week 9 - YouTube
Channels
Branding
MetaData
Create a branded channel on YouTube and upload your midterm with metadata

Week 10 - YouTube Community
Look at the YouTube Channels
Annotations
Response Videos
Friends
Subscribers
Create A Response Video to one of your classmates videos, leave comments
Talk About The Final

Week 11 - Writing for Video
One Sheet
AV Scripts
Write a One Sheet For Your YouTube Channel and a sample script

Week 12 - Remixes and Mashups
Legal Concerns
Remix Culture
CC
Remix a Classmate's midterm

Week 13 - Live Streaming and Other Sites To Distribute
Review Week 12 Videos
Live Streaming, Podcasts, BitTorrent and Other Forms of Distribution
Guest Speaker TBD

Week 14 - Measuring Success in Video
Metrics, how to track and measure online video engagement
Guest Speaker TBD

Week 15 - The Future of Online Video
Finals work week

Week 16 - Finals Presentations
Review Final Projects