



## **JOUR 321: Visual Journalism**

### **2 Units**

**Fall 2021 – Wednesdays – 7-8:40 p.m.**

**Section:** 21172D

**Location:** ANN 307

**Instructor:** Olivia Smith

**Office Hours:** Available upon request.

### **Course Description**

Students will gain an understanding of journalistic visual storytelling through theory and practical application while exploring current and emerging story forms. Key components of the course include critically analyzing, interpreting, producing and understanding stories and story elements presented in journalistic visual formats.

With a focus on visual media literacy, students will learn how to produce and share compelling visual stories in a variety of formats. Skills of the class include: Introduction to video for digital and social media platforms, principles of photography, design for web and mobile platforms, and the roles each play in interactive and engaging storytelling. An emphasis will be placed on visual stories for web, mobile and social media.

Students will also explore the fundamentals of digital news design, including interactivity and presentation as it applies to journalistic story forms across platforms. In addition to providing you with skills necessary to produce journalistic multimedia stories, including videos and audio slideshows, we will also cover ethical, legal and social issues affecting visual journalists. Finally, we will explore an introduction to best practices for social media.

We will take a practical, hands-on approach in this class. An introduction to photo, audio and video editing software will be provided.

A modern mobile or tablet device with a camera such as the iPhone X or Android Device will be used as a primary content-gathering device in the class. You'll learn how to use your device as a journalist, including using apps for shooting, editing and other visual purposes. A required toolkit with mobile accessories is listed under required readings and supplementary materials for this course. However, if students cannot obtain these accessories because of financial or other limitations, please contact your instructor for other options. Assignments for this class may be solely done on your modern mobile device or laptop.

More importantly, you will learn how to think visually and develop a mobile mindset when it comes to reporting. This course will introduce students to DSLR cameras and its functions. Using DSLRs is optional for video and photo assignments.

### **Student Learning Outcomes**

- Students will demonstrate the principles of photojournalism, including composition, framing, light, color, editing and depth of field.
- Students will create news stories using video, audio and graphics for digital media—including the web, social media and mobile devices.
- Students will identify principles of news design in journalism.
- Students will recognize basic social media best practices and related professional journalism standards.
- Students will analyze ethical/legal standards and diversity issues in visual journalism.

### **Course Notes**

Class materials, lectures, assignments, homework and grades will be posted in Blackboard.

## **Technological Proficiency and Hardware/Software Required**

This class uses Blackboard as its main methods of delivery for instruction and related activities. In addition, a modern mobile device and laptop computer is required, along with strongly recommended visual journalism equipment listed on the last page of this syllabus. Students will also use the Adobe Creative Suite, specifically Adobe Premiere and Audition, as well as selected free mobile apps for this course. Please contact your instructor if you have any challenges financially or otherwise with required hardware or software.

## **Required Readings and Supplementary Materials**

Required textbook: Videojournalism: Multimedia Storytelling by Kenneth Kobre  
ISBN-13: 978-0240814650  
ISBN-10: 0240814657

Required textbook: Mobile-First Journalism by Steve Hill, Paul Bradshaw  
ISBN-10: 1138289302  
ISBN-13: 978-1138289307

Recommended textbook: The Non-Designer's Design Book (Non Designer's Design Book), 4<sup>th</sup> edition by Robin Williams.  
ISBN-13: 978-0133966152  
ISBN-10: 0133966151

Readings may be posted weekly in Blackboard. Students are responsible for reading articles posted by professors and commenting/participating in Blackboard and in-class discussions on readings.

Textbooks are available for purchase online via Amazon, direct through the publisher or via the USC bookstore if in stock.

**Resources:** Helpful websites.

Mojo Manual: <http://www.mojo-manual.org/>

Kobre Guide: <http://kobreguide.com>

NeimanLab: <http://www.niemanlab.org/>

Instagram Blog: <https://business.instagram.com/blog>

Media Storm: [mediastorm.com](http://mediastorm.com)

NPPA: <https://nppa.org>

SPJ: <http://www.spj.org>

SND: <http://www.snd.org>

NPR's Visual Guidelines: <https://www.npr.org/about-npr/688746774/special-section-visual-journalism>

BBC Social Media Academy: <http://www.bbc.co.uk/academy/journalism/skills/social-media>

Journalist's Toolbox: <http://www.journaliststoolbox.org/archive/mobile-journalism/>

NewsWhip: <https://www.newswhip.com/>

Sprout Social blog: <https://sproutsocial.com/insights/>

## **Description and Assessment of Assignments**

We will focus on creating and publishing multimedia stories. Your multimedia stories must be local, campus or community-related. You will work individually on most projects, but may also be assigned to work in teams for some assignments. As part of this class, students will complete a video story for the web or social media, a photo series for the web or social media, an audio slideshow assignment for Web or social media, photo essay, photo assignments on Instagram, design assignments, and miscellaneous class assignments. A group presentation will also be developed on themes related to ethics, law and diversity. At your instructor's discretion, some assignments may be in coordination with your writing and reporting classes and/or the Annenberg Media Center. Assignments will be published to social media platforms and/or using Adobe Spark Page or other tools.

## Grading

### Breakdown of Grade

Assignment	Learning Objective	% of Grade
Final: Digital video project	<ul style="list-style-type: none"> <li>• Students will create news stories using video, audio and graphics for digital media—including the web, social media and mobile devices.</li> </ul>	25%
Midterm: Audio Slideshow for Instagram	<ul style="list-style-type: none"> <li>• Students will demonstrate the principles of photojournalism, including composition, framing, light, color, editing and depth of field.</li> <li>• Students will create news stories using video, audio and graphics for digital media—including the web, social media and mobile devices.</li> </ul>	15%
Photo Essay Assignment: For web with written narrative and text	<ul style="list-style-type: none"> <li>• Students will demonstrate the principles of photojournalism, including composition, framing, light, color, editing and depth of field.</li> </ul>	15%
Instagram story: Designed for mobile, with design elements, audio and video. (Use of third party apps such as Canva or Illustrator permitted). This should be a well-developed story on a news feature topic.	<ul style="list-style-type: none"> <li>• Students will create news stories using video, audio and graphics for digital media—including the web, social media and mobile devices.</li> <li>• Students will identify principles of news design in journalism.</li> <li>• Students will recognize basic social media best practices and related professional journalism standards.</li> </ul>	10%
Design Assignments	<ul style="list-style-type: none"> <li>• Students will identify principles of news design in journalism.</li> </ul>	5%
Misc. Assignments including participation, classwork, homework and end of year reflection	<ul style="list-style-type: none"> <li>• Variety of learning objectives.</li> </ul>	20%
Quizzes	<ul style="list-style-type: none"> <li>• Variety of learning objectives.</li> </ul>	10%
<b>TOTAL</b>		<b>100%</b>

### Grading Scale

95% to 100%: A	80% to 83%: B-	67% to 69%: D+
90% to 94%: A-	77% to 79%: C+	64% to 66%: D

87% to 89%: B+	74% to 76%: C	60% to 63%: D-
84% to 86%: B	70% to 73%: C-	0% to 59%: F

## Grading Standards

Telling compelling stories is critical for your assignments. Strong characters, visuals and good reporting is essential for your projects. In addition to the concepts above and those covered in lectures and readings, assignments will be graded on accuracy, grammar, spelling, AP style, clarity, deadlines, conciseness, structure, proper punctuation, quality of interviews/reporting and use of quotes (if applicable), use/number/quality of sources, attribution, research, objectivity, etc. You must abide by the Society of Professional Journalists Code of Ethics (<http://www.spi.org/ethicscode.asp>), NPPA (<https://nppa.org/ethics>), SND (<http://www.snd.org>) and the RTNDA Code of Ethics ([http://www.rtdna.org/content/rtdna\\_code\\_of\\_ethics#.VTNMjltAwUU](http://www.rtdna.org/content/rtdna_code_of_ethics#.VTNMjltAwUU)). Grading will be based on the quality of work and application of principles and concepts learned in class and from required readings. Criteria for grading also includes quality of audio, storytelling, accuracy, technical quality. Grading will also be based on meeting deadlines. Late work is not accepted in this class. For story assignments, publishable work should be submitted taking into account audience, engagement and platform/outlet, along with principles discussed in lectures and textbooks.

### Journalism

Our curriculum is structured to prepare students to be successful in a professional news organization with the highest standards. Students will be evaluated first on accuracy and truthfulness in their stories. Good journalism prioritizes transparency, context and inclusivity. All stories should be written in AP style unless Annenberg style conflicts, in which case students can follow Annenberg style.

The following standards apply to news assignments.

“A” stories are accurate, clear, comprehensive stories that are well written and require only minor copyediting (i.e., they would be aired or published). Video work must also be shot and edited creatively, be well paced and include good sound bites and natural sound that add flavor, color or emotion to the story. Sources are varied, diverse and offer a complete view of the topic.

“B” stories require more than minor editing and have a few style or spelling errors or one significant error of omission. For video, there may be minor flaws in the composition of some shots or in the editing. Good use of available sound bites is required. Sources are mostly varied, diverse and offer a complete view of the topic.

“C” stories need considerable editing or rewriting and/or have many spelling, style or omission errors. Camera work and editing techniques in video stories are mediocre or unimaginative, but passable. Sound bites add little or no color - only information that could be better told in the reporter’s narration. Sources are repetitive or incomplete.

“D” stories require excessive rewriting, have numerous errors and should not have been submitted. Camera work is unsatisfactory or fails to show important elements. Sources are repetitive or incomplete.

“F” stories have failed to meet the major criteria of the assignment, are late, have numerous errors or both. Your copy should not contain any errors in spelling, style, grammar and facts. Any misspelled or mispronounced proper noun will result in an automatic “F” on that assignment. Any factual error will also result in an automatic “F” on the assignment. Accuracy is the first law of journalism. The following are some other circumstances that would warrant a grade of “F” and potential USC/Annenberg disciplinary action:

- Fabricating a story or making up quotes or information.
- Plagiarizing a script/article, part of a script/article or information from any source.
- Staging video or telling interview subjects what to say.

- Using video shot by someone else and presenting it as original work.
- Shooting video in one location and presenting it as another location.
- Using the camcorder to intentionally intimidate, provoke or incite a person or a group of people to elicit more “dramatic” video.
- Promising, paying or giving someone something in exchange for doing an interview either on or off camera.
- Missing a deadline.

For assignments other than conventional news reporting, quality of research and clarity of expression are the most important criteria. In research papers, good research should be presented through good writing, and good writing should be backed up by good research. Clarity of expression includes thoughtful organization of the material, insight into the subject matter and writing free from factual, grammatical and spelling errors. Research should draw on a diverse range of sources.

Students are encouraged to submit their work for consideration to Annenberg Media or the Daily Trojan, or pitch it to mainstream media outlets. Visit <http://bit.ly/SubmitAnnenbergMedia> for more information about that submission and review process and email Daily Trojan news editors at [dt.city@gmail.com](mailto:dt.city@gmail.com) for more on how to pitch work to the campus newspaper.

### **Grading**

Assignments will be graded and returned within one to two weeks after submissions.  
Assignment rubrics and requirements will be distributed to students for every major assignment in the course.

### **Assignment Submission Policy**

- All assignments are due on the dates specified. Lacking prior discussion and agreement with the instructor, late assignments will automatically be given a grade of F. Instructor is not obligated to accept late assignments.
- Assignments must be submitted via Blackboard unless otherwise indicated by your instructor.
- Assignments are due before the start of class on the date indicated unless otherwise indicated by your instructor.
- All assignments must be your original work produced this semester for this course only.
- No assignments will be accepted after the last day of class. Failure to turn in an assignment by the last day of class will result in a failing grade for that assignment.

Students are encouraged to submit their work for consideration to Annenberg Media or the Daily Trojan, or pitch it to mainstream media outlets. Visit <http://bit.ly/SubmitAnnenbergMedia> for more information about that submission and review process and email Daily Trojan news editors at [dt.city@gmail.com](mailto:dt.city@gmail.com) for more on how to pitch your work to the campus newspaper.

### **Laptop Policy**

All undergraduate and graduate Annenberg majors and minors are required to have a PC or Apple laptop that can be used in Annenberg classes. Please refer to the [Annenberg Digital Lounge](#) for more information. To connect to USC’s Secure Wireless network, please visit USC’s [Information Technology Services](#) website.

### **Add/Drop Dates for Session 001 (15 weeks: 8/23/21 – 12/3/21)**

**Link:** <https://classes.usc.edu/term-20213/calendar/>

**Friday, September 10:** Last day to register and add classes for Session 001

**Friday, September 10:** Last day to change enrollment option to Pass/No Pass or Audit for Session 001

**Friday, September 10:** Last day to purchase or waive tuition refund insurance for fall

**Tuesday, September 14:** Last day to add or drop a Monday-only class without a mark of “W” and receive a refund or change to Pass/No Pass or Audit for Session 001

**Friday, October 8:** Last day to drop a course without a mark of “W” on the transcript for Session 001. Mark of “W” will still appear on student record and STARS report and tuition charges still apply. [Please drop any course by the end of week three (or the 20 percent mark of the session) to avoid tuition charges.]

**Friday, October 8:** Last day to change pass/no pass to letter grade for Session 001. [All major and minor courses must be taken for a letter grade.]

**Friday, November 12:** Last day to drop a class with a mark of “W” for Session 001

### Course Schedule: A Weekly Breakdown

**Important note to students:** Be advised that this syllabus is subject to change - and probably will change - based on the progress of the class, news events, and/or guest speaker availability.

	Topics/Daily Activities	Readings and Homework	Deliverable/Due Dates
<b>Week 1</b> <b>Date: 8/25</b>	Syllabus, Class Projects, Semester Overview, Intros  <b>Visual media literacy: What makes a good photograph?:</b> Composition, rule of thirds, depth of field.  Highlights: Ethics (NPPA), Journalism and photojournalism	Kobre, Chapters 1-4  Article: <a href="https://www.mojo-manual.org/understanding-mobile-journalism/">https://www.mojo-manual.org/understanding-mobile-journalism/</a>  Article: <a href="https://www.mojo-manual.org/shot-types-and-angles/">https://www.mojo-manual.org/shot-types-and-angles/</a>  Article: <a href="https://www.mojo-manual.org/frames-and-composition/">https://www.mojo-manual.org/frames-and-composition/</a>  Article: NPR Photo Guidelines	<b>IN-CLASS ASSIGNMENT:</b> In-class portrait assignment. <b>Due by the end of class. Post on class Instagram account. Info TBA in class.</b>
<b>Week 2</b> <b>Date: 9/1</b>	<b>News judgment and the elements of a compelling visual story via photo essays:</b> AP Style captions for Web/Instagram text posts. Writing text for photo essays. Capturing a variety of shots and composing written narratives for Web.  Mobile apps: Adobe Spark Page, Instagram	Hill & Bradshaw, Chapter 1-2  Article: <a href="#">Why Instagram is this journalist’s favorite tool</a>  Article: <a href="#">5 shots for strong photo essays</a>	<b>HOMEWORK ASSIGNMENT:</b> Photo Essay Assignment: For web with written narrative and text. <b>Due by the start of class on Week 5 on 9/22. See Blackboard for detailed requirements.</b>  QUIZ on readings. All information on Blackboard. Check on Blackboard week by week for future quizzes.

	Note: Students may bring in their own DSLR for next class.		
<b>Week 3</b> <b>Date: 9/8</b>	<b>Visual Media Literacy:</b> Manipulating light. Using a DSLR and mobile. ISO, aperture, and lenses. Capturing moments in photojournalism. Light and color.	Kobre: Chapter 5, 6 and 7  Hill & Bradshaw, Chapter 3  Web article: <a href="#">Basic Camera Techniques from Guardian Photo Editor</a>	<b>IN-CLASS ASSIGNMENT:</b> DSLR photo in class assignment. Capture a portrait with depth of field, detail shot and stop action. <b>Due by the start of next week's class. Photos must be shot during class. We will do a photo walk on campus. Post on class Instagram account using carousel feature.</b>
<b>Week 4</b> <b>Date: 9/15</b>	<b>Blending stills and audio</b> (audio slideshows). Interviewing with a focus on audio for multimedia.  APPS: Hokusai, Anchor, Voice Recorder Pro, etc.  Becoming familiar with audio equipment for your phone and DSLR.	Kobre: Chapter 8 and 9  Hill & Bradshaw, Chapter 4  Web article: <a href="#">How to tell powerful narratives on Instagram</a>  Web article: <a href="https://www.mojo-manual.org/filming-tips-audio/">https://www.mojo-manual.org/filming-tips-audio/</a>	<b>IN-CLASS ASSIGNMENT:</b> Vox Pops audio assignment using mobile apps. <b>Due by the end of class. Post on class Instagram account.</b>
<b>Week 5</b> <b>Date: 9/22</b>	<b>Ethics and law for visual journalists. Diversity issues in visual journalism.</b>  Identification of professional standards for editing, filters and toning. Copyright and creative commons. Libel relating to captions, headline and design. False light. Covering protests. Safety issues. Verification.  Mobile App: Lightroom  Editing video on your mobile device.	Kobre: Chapter 10 and 11  Hill & Bradshaw, Chapter 5  Web article: <a href="#">The Milky Way Photo on Nat Geo is Raising Eyebrows</a>  Web article: <a href="#">World Press Photo Disqualifies 20% of its Contest Finalists</a>  Web article: <a href="https://www.cjr.org/q_and_a/new-york-times-iran-ukraine-flight.php">https://www.cjr.org/q_and_a/new-york-times-iran-ukraine-flight.php</a>  Web article: <a href="https://www.cnn.com/2020/06/13/media/sea">https://www.cnn.com/2020/06/13/media/sea</a>	<b>DUE:</b> Photo essay assignment.  <b>MIDTERM ASSIGNMENT:</b> Audio slideshow assignment for Instagram. Theme: Fear  (Start on interviews for audio slideshow; One character; Portraits, wide/close/5 shots; Shoot with mobile or DSLR)  Length: One-minute. This will be for Instagram in 1x1 (square format). <b>Due by the start of class Week 9 on 10/20. See Blackboard for detailed requirements.</b>

	Editing on mobile with Adobe Rush, Clips, Quik or similar app.	<a href="http://ttle-fox-news-autonomous-zone-protest/index.html">ttle-fox-news-autonomous-zone-protest/index.html</a>	
<b>Week 6</b> <b>Date: 9/29</b>	<b>Audio Editing:</b> Basic audio editing with Adobe Audition. Editing audio on your mobile device.  Audition training in class and edit audio for homework.	Readings: <a href="https://training.npr.org/2017/01/31/the-ear-training-guide-for-audio-producers/">https://training.npr.org/2017/01/31/the-ear-training-guide-for-audio-producers/</a>  Hill & Bradshaw, Chapter 6 & 7	<b>HOMEWORK ASSIGNMENT:</b> Work on audio slideshow assignment.  <b>DUE:</b> Bring recorded audio files to class today for editing.
<b>Week 7</b> <b>Date: 10/6</b>	<b>Class assignment:</b> Capturing the sights and sounds of a place video. Visit a place off campus and produce a one-minute video featuring a sequence of clips that captures natural sound and a variety of shots from that place. No interviews need to be included. Edit into a one-minute piece on your mobile device.		<b>HOMEWORK ASSIGNMENT:</b> Work on audio slideshow assignment.  <b>IN-CLASS ASSIGNMENT:</b> Due by start of class next week.
<b>Week 8</b> <b>Date: 10/13</b>	<b>Video Editing:</b> Editing video with Premiere.  Telling stories with video.	Kobre: Chapter 12 and 13  Web Reading: <a href="http://www.interhacktives.com/2019/11/20/adobe-premiere-pro-7-tips-to-make-your-videos-more-professional/">http://www.interhacktives.com/2019/11/20/adobe-premiere-pro-7-tips-to-make-your-videos-more-professional/</a>	<b>DUE:</b> Natural sights and sound video assignment. Post on class Instagram account.  <b>DUE:</b> Bring optimized photo files to class today for editing in Premiere.
<b>Week 9</b> <b>Date: 10/20</b>	<b>Media Literacy: Understanding News Judgement for Producing Digital Video.</b> Finding and pitching compelling stories. Sourcing and attribution in social videos.  Narrative storytelling examples.	Kobre: Chapter 14 and 15  Hill & Bradshaw, Chapter 8  Web reading: <a href="https://www.poynter.org/reporting-editing/2012/6-questions-journalists-should-be-able-to-">https://www.poynter.org/reporting-editing/2012/6-questions-journalists-should-be-able-to-</a>	<b>DUE:</b> Midterm audio slideshow assignment.  <b>HOMEWORK ASSIGNMENT:</b> Work on written and verbal pitch for final project. Pitches are due by the start of next week's class. Use the pitch form you are given.



	<p>Developing character-based stories. Setting a scene. Video on the web and social media. Story arc. Emotion-bait. Audience first focus.</p> <p>Discuss final project specs. Discuss theme for the final project: Local, community journalism topic. Shoot vertical. See Blackboard for final project requirements.</p>	<p><a href="#">answer-before-pitching-a-story/</a></p> <p>Web reading: <a href="#">Project Blueprint</a></p> <p>Web reading: <a href="#">What's Different About Social Videos</a></p>	
<p><b>Week 10</b> <b>Date: 10/27</b></p>	<p><b>Media Literacy: Understanding best practices for interviewing and shooting sequences in story development.</b> The basics of the five shots. More on character development.</p>	<p>Kobre: Chapter 16</p> <p>Web article: <a href="https://www.mojo-manual.org/finding-a-story-and-location/">https://www.mojo-manual.org/finding-a-story-and-location/</a></p> <p>Web article: <a href="#">Sequencing and Storyboards</a></p>	<p><b>IN-CLASS ASSIGNMENT:</b> Shoot a video sequence using the 5-shot method in class. <b>Due by the end of today's class. Photos must be shot during class. Post on class Instagram account.</b></p> <p><b>HOMEWORK FINAL PROJECT:</b> Work on final project (social video focused on local, community journalism. Topic: TBA). <b>Due on the final exam date. See Blackboard for detailed requirements.</b></p>
<p><b>Week 11</b> <b>Date: 11/3</b></p>	<p><b>The Stories Format:</b> Using Instagram Stories.</p> <p>Using third party apps with Instagram Stories: Photoshop, Canva, more.</p>	<p><a href="https://www.npr.org/sessions/publiceditor/2020/06/18/879223467/sould-images-of-protesters-be-blurred-to-protect-them-from-retribution">https://www.npr.org/sessions/publiceditor/2020/06/18/879223467/sould-images-of-protesters-be-blurred-to-protect-them-from-retribution</a></p> <p><a href="https://www.niemanlab.org/2020/06/its-time-to-change-the-way-the-media-reports-on-protests-here-are-some-ideas/">https://www.niemanlab.org/2020/06/its-time-to-change-the-way-the-media-reports-on-protests-here-are-some-ideas/</a></p> <p><a href="https://www.theguardian.com/world/2020/aug/16/allissa-richardson-its-telling-that-were-ok-">https://www.theguardian.com/world/2020/aug/16/allissa-richardson-its-telling-that-were-ok-</a></p>	<p><b>HOMEWORK ASSIGNMENT:</b> Instagram Story on a news feature topic related to USC or the community. <b>Due by the start of class on Week 13, 11/17. See Blackboard for detailed requirements.</b></p> <p><b>HOMEWORK ASSIGNMENT:</b> Work on final project (social video with a focus on local, community journalism for Annenberg Media or one of its related desks, such as Dímelo, South LA, Global Cities).</p>

		<a href="#">with-showing-black-people-dying</a>	
<b>Week 12</b> <b>Date: 11/10</b>	<b>Principles of News Design.</b> Contrast, repetition, proximity and more. Designing graphics with Canva, Infogram.	Web reading: <a href="https://www.facebook.com/journalismproject/bbc-news-instagram">https://www.facebook.com/journalismproject/bbc-news-instagram</a>  <a href="https://www.rjionline.org/stories/innovative-strategies-5-tips-from-instagram-news-fellows">https://www.rjionline.org/stories/innovative-strategies-5-tips-from-instagram-news-fellows</a>	<b>IN-CLASS ASSIGNMENT:</b> Create a simple infographic demonstrating the principles of design discussed in class. <b>Due by the end of class.</b>  <b>HOMEWORK ASSIGNMENT:</b> Work on Instagram Story on a news feature topic related to USC or the community.  <b>HOMEWORK ASSIGNMENT:</b> Work on final project (social video with the theme TBA).
<b>Week 13</b> <b>Date: 11/17</b>	<b>Typography and color basics:</b> Font families, contrasting color. Telling interactive and engaging stories across platforms with a focus on presentation and user experience. Visual standards for Web and mobile.  Apps: Adobe Spark Post, and Canva mobile app.	Hill & Bradshaw, Chapter 9  Web Reading: <a href="https://www.niemanlab.org/2018/12/news-but-make-it-cinematic/">https://www.niemanlab.org/2018/12/news-but-make-it-cinematic/</a>	<b>DUE:</b> Instagram Story assignment.  <b>HOMEWORK ASSIGNMENT:</b> Using Adobe Spark Page, design a portfolio/reflection website with the best work from this semester (leaving a spot for your final project). <b>Due on the final exam date. See Blackboard for detailed requirements.</b>  <b>HOMEWORK ASSIGNMENT:</b> Work on final project (social video with the theme TBA).  <b>HOMEWORK:</b> Work on final video projects.
<b>Week 14</b> <b>Date: 11/24</b>	<b>PLEASE NOTE: CLASS WILL NOT MEET TODAY</b>  Thanksgiving recess		[ <b>Thanksgiving Recess:</b> Wednesday, November 24, to Sunday, November 28]
<b>Week 15</b> <b>Date: 12/1</b>	<b>Final project screening and critique.</b>  What's next in visual journalism? VR, GoPro, AR, 360, Drones.  USC Course Evaluations	Web reading: <a href="#">NY Times redesign</a>  Optional reading: <a href="#">A Guide to Journalism and Design</a>	<b>DUE: Final—Digital video project</b>  <b>HOMEWORK:</b> Work on portfolio pages with Adobe Spark Page.
<b>FINAL EXAM PERIOD</b> <b>Date: 12/8</b>	Summative experience.		<b>DUE: Adobe Spark Page portfolio due in Blackboard.</b>

<b>EXAM TIME:</b> 7-9 p.m.	Reflections and group activity.		
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## Policies and Procedures

### Additional Policies

- Participation is a major component of this class, but how you participate is (in part) up to you. In-class discussions, contributions to discussion boards, and correspondence with me will all be factored into participation. Respect for the classroom space -- helping to create an environment where other students can learn -- will be considered, as well.
- While it is expected that students will make every effort to attend classes, it is recognized that personal circumstances will arise which preclude class attendance. In such circumstances, the student is responsible for obtaining the materials presented in missed classes and for making up missed tests and other assignments.
- I want to recognize you are taking this course during a pandemic. Times can be stressful. Please reach out to me if you have any challenges related to this course, assignments, etc. I am here to help and work with you.

### Communication

Feel free to contact me during office hours, schedule an appointment, or email me. Emails during weekdays will usually be answered within 24 hours. For urgent messages you may text me as well.

### 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 that undertakes and completes an approved, non-paid internship during this semester shall earn academic extra credit herein of an amount equal to 1 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 into the instructor by the last day of class. Note: The internship must be unpaid and can only be applied to one journalism or public relations class.

## Statement on Academic Conduct and Support Systems

### a. Academic Conduct

#### *Plagiarism*

Plagiarism – presenting someone else’s ideas as your own, either verbatim or recast in your own words – is a serious academic offense with serious consequences. Please familiarize yourself with the discussion of plagiarism in *SCampus* in Part B, Section 11, “Behavior Violating University Standards” [policy.usc.edu/scampus-part-b](http://policy.usc.edu/scampus-part-b). Other forms of academic dishonesty are equally unacceptable. See additional information in *SCampus* and university policies on scientific misconduct, [policy.usc.edu/scientific-misconduct](http://policy.usc.edu/scientific-misconduct).

#### *USC School of Journalism Policy on Academic Integrity*

The following is the USC Annenberg School of Journalism’s policy on academic integrity and repeated in the syllabus for every course in the school:

“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 plagiarizing, fabricating, cheating on examinations, and/or purchasing papers or other assignments faces sanctions ranging from an ‘F’ on the assignment to dismissal from

the School of Journalism. All academic integrity violations will be reported to the office of Student Judicial Affairs & Community Standards (SJACS), as per university policy, as well as journalism school administrators.”

In addition, it is assumed that the work you submit for this course is work you have produced entirely by yourself, and has not been previously produced by you for submission in another course or Learning Lab, without approval of the instructor.

## **b. Support Systems**

*Counseling and Mental Health - (213) 740-9355 – 24/7 on call*

[studenthealth.usc.edu/counseling](http://studenthealth.usc.edu/counseling)

Free and confidential mental health treatment for students, including short-term psychotherapy, group counseling, stress fitness workshops, and crisis intervention.

*National Suicide Prevention Lifeline - 1 (800) 273-8255 – 24/7 on call*

[suicidepreventionlifeline.org](http://suicidepreventionlifeline.org)

Free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week.

*Relationship and Sexual Violence Prevention and Services (RSVP) - (213) 740-9355(WELL), press “0” after hours – 24/7 on call*

[studenthealth.usc.edu/sexual-assault](http://studenthealth.usc.edu/sexual-assault)

Free and confidential therapy services, workshops, and training for situations related to gender-based harm.

*Office of Equity and Diversity (OED)- (213) 740-5086 | Title IX – (213) 821-8298*

[equity.usc.edu](http://equity.usc.edu), [titleix.usc.edu](http://titleix.usc.edu)

Information about how to get help or help someone affected by harassment or discrimination, rights of protected classes, reporting options, and additional resources for students, faculty, staff, visitors, and applicants. The university prohibits discrimination or harassment based on the following *protected characteristics*: race, color, national origin, ancestry, religion, sex, gender, gender identity, gender expression, sexual orientation, age, physical disability, medical condition, mental disability, marital status, pregnancy, veteran status, genetic information, and any other characteristic which may be specified in applicable laws and governmental regulations. The university also prohibits sexual assault, non-consensual sexual contact, sexual misconduct, intimate partner violence, stalking, malicious dissuasion, retaliation, and violation of interim measures.

*Reporting Incidents of Bias or Harassment - (213) 740-5086 or (213) 821-8298*

[usc-advocate.symplicity.com/care\\_report](http://usc-advocate.symplicity.com/care_report)

Avenue to report incidents of bias, hate crimes, and microaggressions to the Office of Equity and Diversity | Title IX for appropriate investigation, supportive measures, and response.

*The Office of Disability Services and Programs - (213) 740-0776*

[dsp.usc.edu](http://dsp.usc.edu)

Support and accommodations for students with disabilities. Services include assistance in providing readers/notetakers/interpreters, special accommodations for test taking needs, assistance with architectural barriers, assistive technology, and support for individual needs.

*USC Support and Advocacy - (213) 821-4710*

[uscса.usc.edu](http://uscса.usc.edu)

Assists students and families in resolving complex personal, financial, and academic issues adversely affecting their success as a student.

*Diversity at USC - (213) 740-2101*

[diversity.usc.edu](http://diversity.usc.edu)

Information on events, programs and training, the Provost's Diversity and Inclusion Council, Diversity Liaisons for each academic school, chronology, participation, and various resources for students.

*USC Emergency - UPC: (213) 740-4321, HSC: (323) 442-1000 – 24/7 on call*

[dps.usc.edu](https://dps.usc.edu), [emergency.usc.edu](https://emergency.usc.edu)

Emergency assistance and avenue to report a crime. Latest updates regarding safety, including ways in which instruction will be continued if an officially declared emergency makes travel to campus infeasible.

*USC Department of Public Safety - UPC: (213) 740-6000, HSC: (323) 442-120 – 24/7 on call*

[dps.usc.edu](https://dps.usc.edu)

Non-emergency assistance or information.

*Annenberg Student Success Fund*

<https://annenberg.usc.edu/current-students/resources/annenberg-scholarships-and-awards>

The Annenberg Student Success Fund is a donor-funded financial aid account available to USC Annenberg undergraduate and graduate students for non-tuition expenses related to extra- and co-curricular programs and opportunities.

## **About Your Instructor**

Olivia Smith is the Executive Producer of Next Generation Storytelling at ABC7. Smith is responsible for leading a team of community journalists and for helping drive innovative storytelling techniques across the organization. She is a manager as well as an active content creator. Smith focuses on telling stories for all media platforms in addition to supervising and training her team. Prior to ABC7, Smith helped build two digital video teams for ABC News National and Good Morning America. Smith co-produced a documentary, *Dead Horse Bay*, which was the first-ever piece to be nominated and to win an Emmy Award for ABC News National's digital unit. She won her second Emmy with the GMA team. She was nominated for a third Emmy for coverage of the solar eclipse, where she was one of the television correspondents for the special report. Smith earned her master's degree from the Columbia University Graduate School of Journalism and her bachelor's degree from NYU.

## Students in JOUR 321/JOUR 307/JOUR 402/JOUR 411 should have the following:

### Equipment list

(compiled by Tim Yuge)

The following items are required smartphone additions to improve remote interview shooting techniques:

- These items are based on iPhones requiring Lightning connection for audio connection (iPhone 7 and higher)
- Many items can be used with older iPhones or Android phones requiring 3.5mm input connector, please **contact Tim Yuge for more information (ascequip@usc.edu)**

- **Recommended brands are listed below this section**

- o **Required** items include:

- .. Adapter for connecting accessories to a smartphone (iPhone or Android).
    - .. Shotgun mic (Rode)
      - Rode "ME-L" - exclusively for iPhones (iOS) that have "Lightning" adapter input
      - Rode "ME" for - Android
    - Headphones (Closed-ear type)
    - Selfie-stick/Monopod

The following is a specific list of above items, other brands or similar items may be used if compatible to the individual's smartphone

- o Most of the prices are based on Amazon.com pricing and includes a link. Items can be purchased from other retail outlets or on-line suppliers. We do not advocate Amazon purchasing, we are only using their site as a reference guide.

- o Items:

- **Adapter for connecting to Smartphone (Required item):**
      - o **Required for iPhone 7 and above** (Lightning cable input only)
        - **Belkin 3.5mm Audio + Charge Rockstar Adapter**
          - Connects audio accessories having 3.5mm connector plug and at same time allows for charging cable to be connected
          - Cost approx. = \$35
          - <https://www.amazon.com/Belkin-Charge-Rockstar-Adapter-Charging/dp/B074WDWVX1><sup>[ASA1]</sup>
      - o **Required for Android phones**(3.5mm headphone input only)
        - **Sescom Smartphone 3.5mm TRRS to 3.5mm Mic Jack & 3.5mm Monitor Jack**
          - Connects mic and headphones at same time, with 3.5mm connector Cost approx. = \$30
          - [https://www.bhphotovideo.com/c/product/813385-REG/Sescom\\_IPHONE\\_MIC35\\_1\\_iPhone\\_iPod.html/overview](https://www.bhphotovideo.com/c/product/813385-REG/Sescom_IPHONE_MIC35_1_iPhone_iPod.html/overview)
    - **Rode Directional Shotgun Mic (Required item)**
      - o **iOS (iPhone) w/Lightning Connection: Rode model "ME-L"**
        - Shotgun mic plugs directly into iPhone lightning connection (iPhone 7 and above)
        - [https://www.bhphotovideo.com/c/product/1419053-REG/rode\\_videomic\\_me\\_l\\_directional\\_microphone\\_for\\_iphone.html/DFF/d10-v21-t1-x905400/SID/EZ](https://www.bhphotovideo.com/c/product/1419053-REG/rode_videomic_me_l_directional_microphone_for_iphone.html/DFF/d10-v21-t1-x905400/SID/EZ)
        - Cost approx.= \$80
      - o **Android phone w/3.5mm headphone input: Rode model "ME"**

- [https://www.bhphotovideo.com/c/product/1186598-REG/rode\\_videomic\\_me\\_directional\\_mic.html](https://www.bhphotovideo.com/c/product/1186598-REG/rode_videomic_me_directional_mic.html)
  - Cost approx.= \$60
- **Headphones** (*Required item*)
  - Monitor audio recording
  - Wired or Bluetooth (if wired, minimal cost approx. \$20 is recommended-e.g.: Sony MDR-ZX110 Headphones)
- **Mpow Selfie Stick Tripod, All in 1 Portable Extendable Selfie Stick** (*Required item*)
  - Acts as monopod/tripod and stabilizer handle for Smartphone\_
    - [https://www.amazon.com/Mpow-Extendable-Monopod-Bluetooth-Compatible/dp/B07JQFSVX2/ref=sr\\_1\\_3?crid=3CRUC8UACZBNT&dchild=1&keywords=meow+selfie+stick+tripod&qid=1597031901&sprefix=meow+selfie%2Caps%2C223&sr=8-3](https://www.amazon.com/Mpow-Extendable-Monopod-Bluetooth-Compatible/dp/B07JQFSVX2/ref=sr_1_3?crid=3CRUC8UACZBNT&dchild=1&keywords=meow+selfie+stick+tripod&qid=1597031901&sprefix=meow+selfie%2Caps%2C223&sr=8-3)
  - Cost approx. = \$20

○ Some **recommended** items include:

- Portable battery for charging smartphone

○ Some **optional** items include:

- Lavalier mic
- Hand grip - to help stabilize picture, includes ability to mount on tripod
- Cold shoe swivel mount adapter for hand grip
- Handheld condenser mike

- The following is a specific list of recommended or optional items, other brands or similar items may be used if compatible to the individual's smartphone

- Most of the prices are based on Amazon.com pricing and includes a link. Items can be purchased from other retail outlets or online suppliers. We do not advocate Amazon purchasing, we are only using their site as a reference guide.

○ Items:

**Mobile smartphone charger - 10,000mAh** (*Recommended item*)

- Spare battery to charge smartphone on location
- Cost approx. = \$30 and up - Price varies according to capacity of battery
- Battery power should match power requirements of smartphone
- Minimum 10,000mAh recommended for 2 or 3 charges for newer smartphones
- Brand example: Mophie, Anker, Power Bank, etc.

**Movo Professional Lavalier Lapel Clip-on Interview Podcast Microphone with Secondary Mic and Headphone Monitoring Input for iPhone, iPad, Samsung, Android Smartphones, Tablets - Podcast Equipment**

- Lavalier microphone with splitter for live monitoring of audio (Optional item)
- Cost approx.= \$40
- [https://www.amazon.com/Movo-Professional-Microphone-Monitoring-Smartphones/dp/B019HQHXN4/ref=sr\\_1\\_1?dchild=1&keywords=iphone+adapter+for+headphones+and+mic+input&qid=1596760601&s=electronics&sr=1-1](https://www.amazon.com/Movo-Professional-Microphone-Monitoring-Smartphones/dp/B019HQHXN4/ref=sr_1_1?dchild=1&keywords=iphone+adapter+for+headphones+and+mic+input&qid=1596760601&s=electronics&sr=1-1)

**iRig Hand Held Condenser Mic (HD2)** (*optional item*)

- Hand mic includes connection for headphone\*
- Cost approx. = \$39
- <https://www.amazon.com/iK-Multimedia-handeld-condenser-smartphones/dp/B004IA8F50>
- *\*Note headphone jack monitors the sound directly from microphone. Does not monitor the "live" actual recording on the smartphone.*

**Fantaseal Ergonomic Hand Grip for Smartphone (Optional Item)**

- Economic grip to help stabilize smartphone (this is NOT a gimble)
- Mount can be attached to a standard tripod or guerilla tripod
- Cost approx. = \$19  
[Ergonomic Smartphone Vlogging Hand Grip Stabilizer Mobile Cell Phone Video Recording Holder Rig Handle Travel Selfie Stick Clamp Mount for 60mm-100mm Width iPhone Samsung \(Landscape+Portrait Mode\)](#)

**SMALLRIG Shoe Adapter 1/4" Camera Hot Shoe Mount (Optional item)**

For mounting Saramonic (or other non-Rode) shotgun mic to hand grip

Necessary for proper alignment of shotgun mic to subject

Cost approx. = \$7

[https://www.amazon.com/SMALLRIG-Monitor-Additional-Panasonic-Fujifilm/dp/B0062TVHBE/ref=redir\\_mobile\\_desktop?ie=UTF8&aaxitk=qNN5AcksEXLOPLKIVAZzqw&hsa\\_cr\\_id=9094990400501&ref=sbx\\_be\\_s\\_sparkle\\_mcd\\_asin\\_0](https://www.amazon.com/SMALLRIG-Monitor-Additional-Panasonic-Fujifilm/dp/B0062TVHBE/ref=redir_mobile_desktop?ie=UTF8&aaxitk=qNN5AcksEXLOPLKIVAZzqw&hsa_cr_id=9094990400501&ref=sbx_be_s_sparkle_mcd_asin_0)

Similar product at B&H:

- CAMVATE C1488 Mini Ball Head with Cold Shoe and Bottom Shoe Mount  
[https://www.bhphotovideo.com/c/product/1369270-REG/camvate\\_c1488\\_hot\\_shoe\\_and\\_cold.html](https://www.bhphotovideo.com/c/product/1369270-REG/camvate_c1488_hot_shoe_and_cold.html)

**Saramonic VMICMINI Vmic Mini Shotgun Microphone (Optional Item)**

- Optional to Rode shotgun mic (can be used with DSLR or other small video cam)  
Shotgun mic WITH hotshoe will mount to (above listed) Fantaseal Hand Grip
- No battery required
- Comes with windscreen
- Cost approx. = \$59  
<https://www.amazon.com/Saramonic-SR-UM9-C35-Replacement-Connector-Microphone/dp/B06XT16Y35>

**Joby GripTight PRO Smartphone Mount (Optional item)**

- Adapter to mount smartphone to a tripod (standard or tabletop tripod)
- High quality construction
- Cost approx. = \$30  
<https://www.amazon.com/Joby-JB01389-Griptight-Mount-Black/dp/B01C7UYBAA>