

San José State University
School of Journalism & Mass Communications
Jour 130- 01 #28105
Media Apprentice

Spring 2020

Course and Contact Information

Instructor:	Diane Guerrazzi
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Office Hours:	Wed. 1:45- 3:45
Class Days/ Times	Tu/Th 10:30- 11:45
Classroom:	DBH 209I
Prerequisites:	Jour 61

Course Description

A deep dive into a pool of multimedia concepts, techniques and skills, while working as a student media apprentice reporter. Includes fundamentals of reporting, writing, shooting and editing, as well as storytelling in video, audio and text with photo.

The adventure starts by focusing on the fundamentals of reporting, writing, shooting and editing. As the weeks progress, you will practice storytelling equally in video, audio and text with photo. By the end of the semester, you will be prepared to have your stories published and aired on student media.

Your section will spend half the semester with Professor Guerrazzi for visual storytelling emphasis and the other half with Dr. Richard Craig for instruction in text-based journalism.

Course Learning Outcomes (CLO)

Upon successful completion of this course, students will be able to:

- 1) Demonstrate knowledge of the diversity of groups in global society by including a wide variety of story topics and sources.
- 2) Demonstrate the ability to think critically, creatively and independently.
- 3) Write correctly and clearly in forms and styles appropriate for print, broadcast and online media.
- 4) Demonstrate the ability to use tools and technologies appropriate for the communications professions in which they work.
- 5) Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.

6/ Assess their interest in working in various types of media products.

Required Texts/Readings

Readings may be assigned by Dr. Craig for his half of the semester.

For Prof. Guerrazzi's half of the semester (and for general literacy in journalism), these are recommended readings:

- Papper, Robert. Broadcasting News Writing Stylebook, 6th edition. Available from Amazon for rent (for about \$25) or purchase: https://www.amazon.com/Broadcast-Writing-Stylebook-Robert-Papper/dp/1138682616/ref=sr_1_1?keywords=broadcast+news+and+writing+style+book&qid=1577728414&sr=8-1, or you can rent/buy from SJSU bookstore. ISBN 9781138682610
- The Elements of Style by Strunk and White (any edition)
- Poynter Institute website: www.poynter.org
- Join Poynter's News University: <https://www.newsu.org/>
- Join "Storytellers" Facebook site (A closed group on TV reporting. You must ask permission to join.)

Other equipment / material requirements:

Required of everyone: external hard drive of at least 500 GB that works with Mac and PC (formatted in "ex fat.")

Other equipment:

- Smart phone or DSLR, external microphone, tripod. (You may borrow equipment from Update News or the IRC. You may also use your own equipment, if approved by the professor.)
- AA batteries for wireless mics and recorders.
- Suggested brands to purchase for your cell phone accessories:

--Microphone:

<https://www.amazon.com/Professional-Microphone-Omnidirectional-Smartphones-Cancelling/dp/B016C4ZG74>

-- Apple-brand mic adapter for iPhone 7 and above. This dongle may have come with your iPhone. If you do not have it, make sure you purchase a replacement that's Apple brand, as others may not work.

--Cell phone mount for tripod. https://www.amazon.com/Vastar-Universal-SmartphoneHorizontalAdjustable/dp/B01L3B5PBI/ref=pd_bxgy_421_2?_encoding=UTF8&pd_rd_i=B01L3B5PBI&pd_rd_r=SEKBP3RJFTRZF8RYDPT4&pd_rd_w=ovtI2&pd_rd_wg=sduDR&psc=1&refRID=SEKBP3RJFTRZF8RYDPT4

--Tripod that is at least 65 inches

tall: https://www.amazon.com/dp/B01EUP32QE/ref=dp_prsubs_2

As journalism students, the above tools are important. You should consider purchasing them.

Cell phone camera with accessories is perfectly acceptable. You may borrow conventional video equipment from the IRC.

Course Requirements and Assignments:

25 Points: Text stories as assigned by Dr. Craig (CLO 1,2,3,4,5)

15 Points: Participation in Dr. Craig's section.

10 Points: Final text story (same general subject matter as final video pkg)

20 Points: Video pkg 1 (CLO 1,2,3,4,5)

5 Points: Interview assignment

5 Points: Sequence assignment

10 Points: Participation in Prof. Guerrazzi's section

10 Points: Final video pkg

Grading Criteria:

(See Dr. Craig's syllabus for his criteria.)

Video stories assessed according to standards presented in class for:

25% story content (standup, breadth of interviews, facts presented, attribution)

25% video standards (tripod use, wide-medium-tight, sequences)

25% audio standards (recorded without distortion and excessive noise)

25% editing standards (use of sequences, avoiding jump cuts, audio levels between -12 and -18)

Participation assessed according to **successful, on-time completion of in-class and independent exercises.**

Interview Assignment:

Record the in-class interview. Pick out the best bites from the interview and evaluate the questions you asked that elicited the best answers. What do you notice about those questions? Make a list of your three best and three least effective questions. Explain why each question made the list.

Visually, how did your interview work? Evaluate composition.

What kind of setup shots did you get? Evaluate how they relate to the person you interviewed.

Export it as an MP4, post on YouTube as "unlisted" and post the link on Canvas so you will be able to show it in class. (If you are unable to export it on YouTube, bring in your raw video on your camera.)

Sequence Assignment:

Edit a :45 piece that tells a story without words. Tell the story in sequences.

Must use wide-medium tight, action-reaction shots (in any order, but stick to the sequence).

Start and end with memorable shots.

Export it as an MP4 and post it on YouTube, posting the link on Canvas.

Final Examination or Evaluation

The final project, as stated above, worth 20 points, consists of the final video story and final text story. Same general story told two ways.

Grading Policy:

Grade	Points	Percentage
A plus	970 to 1000	97 to 100%
A	940 to 969	94 to 96%
A minus	900 to 939	90 to 93%
B plus	870 to 889	87 to 89%
B	840 to 869	84 to 86%
B minus	800 to 839	80 to 83%
C plus	770 to 799	77 to 79%
C	740 to 769	74 to 76%
C minus	700 to 739	70 to 73%
D plus	670 to 699	67 to 69%
D	640 to 689	64 to 68%
D minus	600 to 639	60 to 63%
F	599 or lower	59% or lower

Classroom Protocol

No late work accepted. Please be on time to take advantage of every learning opportunity.

NOTE that University policy F69 24 at <http://www.sjsu.edu/senate/docs/F69-24.pdf> states that “Students should attend all meetings of their classes, not only because they are responsible for material discussed therein, but because active participation is frequently essential to insure maximum benefit for all members of the class. Attendance per se shall not be used as a criterion for grading.”

University’s Credit Hour Requirement:

“Success in this course is based on the expectation that students will spend, for each unit of credit, a minimum of 45 hours over the length of the course (normally 3 hours per unit per week with 1 of the hours used for lecture) for instruction or preparation/studying or course related activities including but not limited to internships, labs, clinical practica. Other course structures will have equivalent workload expectations as described in the syllabus.”

University Policies

Per University Policy S16 9, university wide policy information relevant to all courses, such as academic integrity, accommodations, etc. will be available on Office of Graduate and Undergraduate Programs’ Syllabus Information web page at <http://www.sjsu.edu/gup/syllabusinfo/>”

Jour 130 (01) Student Media Apprentice

Spring 2020, Course Schedule

The schedule is subject to change with fair notice, given in class and/or on Canvas.

Week	Date	Day	Topics, Assignments Readings, Deadlines
1	1/23	Th.	<ul style="list-style-type: none"> Course introduction. Both sections meet together in DBH 209.
2	1/28	Tues.	<p>Sections meet individually starting now. Guerrazzi's section begins meeting in 209i.</p> <p>News values. What makes a story worth covering? Where will you find a story? For next class, bring in two topics that are visually interesting. It must be a feature story, not a profile. Story forms: rdr, vo/sot, pkg. Equipment needs assessed. Tour of TV studio.</p>
	1/30	Thurs.	<p>Topic ideas reviewed, focus refined. Story ideas articulated in "who did what" statement. The video pkg. Character -Must tell the story through development of one central character, and also interview at least two others including an expert, a stakeholder. -Poynter's Ten Commandments of video storytelling. -Composing a scene with your camera. -Types of shots: Setup shots for each interview. Wide-medium-tight-action-reaction</p>
3	2/4	Tues.	<p>Interviews: What make good sound bite? Best practices of interviewing on camera, visually and content-wise. Exercises in class. (Bring your mic, camera and tripod.) In-class interview assignment.</p>
	2/6	Thurs.	<p>Interview assessment due. Critique. Broadcast writing in-class exercises.</p>
4	2/11	Tues.	<p>On campus news conference. Bring camera, mic and tripod. Debrief in class. Return to campus to pick up needed shots</p>
	2/13	Thurs.	<p>In class writing vo/sot from on-campus news conference.</p>
5	2/18	Tues.	<p>Shooting in sequences. On-campus guided shooting.</p>
	2/20	Thurs.	<p>Sequence assignment due, review in class.</p>
6	2/25	Tues.	<p>Writing the pkg: In-class workshop</p>

	2/27	Thurs.	Pkg 1 script due, review on Smart Board in class.
7	3/3	Tues.	Work on shooting and editing pkg 1.
	3/5	Thurs	Pkg 1 viewed and edits assigned.
8	3/10	Tues.	Pkg edited final draft due, review in class.
	3/12	Thurs.	Dr. Craig's section begins meeting with Prof. Guerrazzi in 209i. News values. What makes a story worth covering? Where will you find a story? For next class, bring in two topics that are visually interesting. It must be a feature story, not a profile. Story forms: rdr, vo/sot, pkg. Equipment needs assessed. Tour of TV studio.
9	3/17	Tues.	Topic ideas reviewed, focus refined. Story ideas articulated in "who did what" statement. The video pkg. Character -Must tell the story through development of one central character, and also interview at least two others including an expert, a stakeholder. -Poynter's Ten Commandments of video storytelling. -Composing a scene with your camera. -Types of shots: Setup shots for each interview. Wide-medium-tight-action-reaction
	3/19	Thurs.	Interviews: What make good sound bite? Best practices of interviewing on camera, visually and content-wise. Exercises in class. (Bring your mic, camera and tripod.) In-class interview assignment.
10	3/24	Tues.	Interview assessment due. Critique. Broadcast writing in-class exercises.
	3/26	Thurs.	On campus news conference. Bring camera, mic and tripod. Debrief in class. Return to campus to pick up needed shots
11	Spring Break March 30- April 3		
12	4/7	Tues.	In class writing vo/sot from on-campus news conference.
	4/9	Thurs.	Sequence assignment due, review in class.
13	4/14	Tues.	Writing the pkg: In-class workshop
	4/16	Thurs.	Pkg 1 script due, review on Smart Board in class.
14	4/21	Tues.	Work on shooting and editing pkg 1

	4/23	Thurs.	Pkg 1 viewed and edits suggested
15	4/28	Tues	Pkg 1 final draft due, review in class.
	4/30	Thurs.	Both groups recombine. Select stories to tell with video and text.
16	5/5	Tues.	Work on stories with professors in class.
	5/7	Thurs.	Final drafts reviewed, changes suggested.
Final Exam	May 19	Mon.	9:45- 12:00 Final story presentations.