

J499

Social Media and Mobile Journalism

MODULE #1: Techniques for quality Video and Sound

Within this module, you will learn techniques for quality video and sound using a mobile device. Also, you will learn how to create a short video package using popular mobile recording and video apps.

After this module, you will be able to:

- List what makes good video & sound.
- Compare and contrast video & sound quality
- Build content that demonstrates techniques learned

To-Do List In order of which you should complete:

Module One consists of the following tasks and assignments (R = Required, O = Optional):

- (R) Read Mobile Journalism Manual – Visual Storytelling
- (R) Read/Watch “All about audio” from mojo manual
- (R) Read/Watch “Examples of mobile journalism” from mojo manual
- (R) **Complete Facebook Post Question** (due Tuesday 10/29, no later than 11:59 pm)
- (R) **Reply to 2 story pitch discussion posts** (Due Wednesday 10/30, no later than 11:59 pm)
- (O) For those of you who are more advanced videographers, I recommend you Download FiLMiCPro on to your mobile device (or check out iPad Kit from school) and try it out.
- (R) Read Mobile Journalism Manual – Editing
- (R) Download your preferred editing app (or check out iPad Kit from school)
- (R) **Complete mini PKG assignment 1** (due Wednesday 11/6, no later than 11:59 pm).

Readings

Mobile Journalism Manual – Visual Storytelling

- <http://www.mojo-manual.org/category/visual-storytelling/>
- These readings will explain the techniques you need to create great visual stories using a mobile device. You will be using these techniques to complete this week’s assignment.
- Follow the link, read the following articles (Take advantage of the links and videos provided):
 - “Finding a story and location” (Required)
 - “Shot types and Angles” (Required)
 - “Frames and composition” (Required)
 - “Sequencing and storyboards” (Required)
 - “Formats: From hard news to Hollywood” (Optional)

Mobile Journalism Manual – “All about audio.”

- <http://www.mojo-manual.org/filming-tips-audio/>

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- This reading will explain the importance of using an external mic, rather than the mic in your phone (remember, the school's iPad Kits provide you with external mics).
- Follow the link, read the article (Take advantage of the links and videos provided):

Mobile Journalism Manual – “examples of mobile journalism.”

- <http://www.mojo-manual.org/understanding-mobile-journalism/>
- This reading will show the visual storytelling techniques you have learned in play. The examples should help inspire a story idea that you will use to complete the next assignment.
- Follow the link and scroll to “examples of mobile journalism.” Read and watch the examples provided.

Mobile Journalism Manual – Editing

- <http://www.mojo-manual.org/category/editing-video/>
- These readings will explain the apps and techniques you will need to edit a great visual story using a mobile device. You will be using one of these apps to complete this week's assignment.
- Follow the link, read the following articles (Take advantage of the links and videos provided):
 - “Editing video, the simple way” (Required)
 - FYI, the iMovie tutorial is great, but there are things he goes over that you would never use as a journalist, like themes and filters. Also, journalists always write and record the audio to their story first. Then they add the broll.
 - “Professional multi-track editing” (Optional)
 - For those of you who are more advanced, I highly recommend Adobe Rush.

Multimedia

(Optional) FiLMiC Pro Tutorials: <https://www.filmicpro.com/videos/tutorials/>

- After downloading the app, follow the link, scroll down, and you will see a list of short tutorials.
- Watch the tutorials to learn how to use the app.
- These tutorials will help you learn a popular mobile app used by MOJOs across the country. FiLMiCPro gives you control of your white balance, iris, zoom, focus, and much more.

Facebook Group Posts (Required) – 10 Points

This post will replace your weekly tweet and reply! No need to post to Twitter this week!

In this Facebook group post, you will be pitching a story idea that you intend to complete for your next assignment.

Thinking back on what you have learned so far in the class and pitch a story idea. Think about what makes a story news (values/criteria), and all social media tools you have learned that can help you find/develop a story. Pitch your story in the J499 Facebook Group. Tell us your story, what makes it

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newsworthy, and what tool you used to help find and develop your story. Lastly, give us a brief plan of the visuals and audio you plan to capture. Do you have a shot sequence in mind? If so, what will it look like? Whom do you plan on interviewing, and why?

These are going to be short, simple mini pkgs with broll, reporter track, and a SOT from an interview. It is something that you need to be able to shoot in a week. Probably a simple story of weekend happenings, charity drives/events, or interesting stories that are not bias/slanted with only 1 or 2 sound bites.

This post is due to the J499 Facebook Group no later than Tuesday, 10/29, by 11:59. This gives your classmates and me time to make suggestions that can improve your story idea. You must reply to 2 story pitch discussion posts by Wednesday, 10/30, no later than 11:59 pm, so everyone has time to work on their assignment after getting some advice.

Criteria (Up to 10 points available)

- Up to 2 points for original thought – a creative story pitch that is unique in some way (different for stories we have already seen) and has news value.
- Up to 4 points for the development of thought (full explanation, detail, insight; this usually requires a couple of paragraphs or more to accomplish – R&D through social media tools is important here.)
- Up to 2 points to explaining how you will use the techniques you just learned while capturing video and sound for your story.
- Up to 1 point each for responding to two postings from others – a thoughtful/creative critique.

Assignments

Mini PKG assignment 1 (Required) – 10 points – Due Wednesday 11/6, no later than 11:59 pm.

- Take your classmates and my critiques of your story pitch under consideration.
- Then, shoot and edit a 45-sec mini package.
- The PKG should include:
 - VO (broll with reporter track)
 - Must include a shot sequence with a minimum of three shots
 - At minimum 1 SOT – interview from someone
- The video should be shot on your preferred mobile device
- Edit with your preferred app on your preferred mobile device
- When you are done shooting and editing, post the story to the J499 Facebook Group.
- Tell us what app you used to edit and how things went. Did you run into any issues? If so, what and how did you resolve them?

Criteria

- Follow the criteria listed above – 5 points
- Take into account your readings – 5 points
- Complete the assignment on time and post it properly to the Facebook Group