

Audio and Visual Storytelling Skills

MJCOM 9103

Wednesday 9 – 11:50 am FNB 3050

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Land Acknowledgement

Western University is situated on the traditional territories of the Anishinaabeg, Haudenosaunee, Lunaapeewak and Attawandaron peoples who have longstanding relationships to the land and region of southwestern Ontario and the City of London. The local First Nation communities of this area include Chippewas of the Thames First Nation, Oneida Nation of the Thames, and Munsee Delaware Nation. In the region, there are eleven First Nation communities and a growing Indigenous urban population. Western values the significant historical and contemporary contributions of local and regional First Nations and all of the Original peoples of Turtle Island (North America).

COURSE DESCRIPTION

This course will introduce students to the basic skills and knowledge they need to tell stories using audio and video. Students will learn how to generate and focus story ideas, write for the ear, voice reports, as well as plan, shoot, structure and edit video stories. The focus will be on producing audio and video news stories for a local audience. The storytelling skills are important and transferable for people who work in communications. Students will be introduced to why and how video storytelling is a critical part of doing communication work. The foundational knowledge from this course will help students produce engaging and compelling news and communication stories in the second semester.

COURSE OBJECTIVES

After completing this course, students will:

1. Have basic audio, shooting and video editing skills
2. Have been introduced to broadcast writing
3. Understand how to produce a video story (structure, voicing, interviewing)
4. Have produced a video news report for a London audience
5. Have produced an audio news story for a London audience

<u>ASSIGNMENT</u>	<u>EVALUATION</u>	<u>DUE DATES (Always 9 am)</u>
Writing and Editing Exercise	10%	Section 1 September 27 th Section 2 October 4 th
Video exercise	5% Pass/Fail	October 18 th
Story analysis	10%	October 25 th
Video story proposal	10%	Oct 18, Nov 8, Nov 15 th
Video Story	35%	Nov. 8, Nov 22, Nov 29
Audio story pitch	5% Pass/Fail	Section 2 November 29 th Section 1 December 6 th
Audio story	10%	Section 2 December 6 th Section 1 December 13 th
Professionalism	15%	

Due dates for your video story proposal, video story, video story critiques and video story production reports depend on which **Round** you are in.

Due dates for your writing and editing exercise, radio story proposal and radio story depend on which **Section** you are in. See lists below.

WRITING AND EDITING ASSIGNMENT

This is a chance for you to apply your new AVID editing skills and your knowledge of broadcast writing and writing to pictures. The due dates are:

Section 1 on September 27th and Section 2 on October 4th.

VIDEO EXERCISE

You will do this in your lab groups. It is low-stakes Pass/Fail assignment designed to give you an opportunity to use the cameras, editing equipment and everything else you will need to produce a video story. It is **due October 18th**.

STORY ANALYSIS

This assignment will be available on OWL. Students will be given a TV news story and will be required to write a critique that can be up to 800 words. This is an analysis assignment. It is not an essay. It should be submitted on OWL **by October 25th**.

VIDEO STORY PROPOSALS

Video stories will be based on story proposals that you must submit on OWL.

Proposals are due:

Round 1 on October 18th

Round 2 on November 8th

Round 3 on November 15th

Your proposal will be discussed in-class with your classmates.

VIDEO NEWS STORIES

Stories will be 90 - 120 seconds and must include footage shot on location, interview clips from at least two people and a reporter standup. Submit a copy of your script that includes a Focus Statement at the top and an on-camera intro for the announcer. All clips used in the story, including the standup, must be transcribed in the script. The stories are due:

Round 1 on November 8th

Round 2 on November 22nd

Round 3 on November 29th

SCREENINGS & EVALUATIONS

Screenings of completed news stories are held as scheduled in class. All students take part in reviewing and evaluating the stories. We will not have time to critique all the stories in class, but everyone will receive written feedback on their story.

AUDIO STORIES PITCH

Students in Section 2 will pitch their story ideas **in class on November 29th** and students in Section 1 will pitch on **December 6th**.

Section 2 radio stories are **due on December 6th**.

Section 1 radio stories are **due on December 13th**.

PROFESSIONALISM

Here are some of the elements taken into consideration:

- your punctuality for classes, labs and other scheduled events;
- your contributions to class discussions;
- your attitude and approach while learning and applying in-class lessons;
- your ability to work well with others;
- your communication with your instructors. Grammar and spelling matter. Your written communication should be professional.
- leaving audio and video recording equipment ready to go for the next user;
- Respecting shared studio and editing space, including not eating or drinking in edit suites, cleaning up after yourself in the studio and suites, only booking camera and edit time that you will use.

GROUPS

(For workshops and campus shoots)

<p style="text-align: center;"><u>GROUP 1</u> <i>Monday 10 am – 12 pm</i></p>	<p style="text-align: center;"><u>GROUP 2</u> <i>Tuesday 2 – 4 pm</i></p>	<p style="text-align: center;"><u>GROUP 3</u> <i>Thursday 9 – 11 am</i></p>
<p style="text-align: center;"><u>GROUP 4</u> <i>Friday 1:30 – 3:30 pm</i></p>		

The following groups are for the Writing and Editing Exercise and the Audio Story

SECTION 1 STUDENTS

SECTION 2 STUDENTS

The following groups are for Video Story Assignments

ROUND 1 STUDENTS

ROUND 2 STUDENTS

ROUND 3 STUDENTS

SCHEDULE

Date	In Class	Workshops, assignments + due dates
September 13 th	Course introduction	
September 20 th	Broadcast Writing	Video Editing Workshop Writing and Editing assignment assigned
September 27 th	Video Storytelling	Writing + Editing Section 1 due September 27 th
October 4 th	Discuss exercise Shooting 101	Writing + Editing Section #2 due October 4 th Assign video story proposal
October 11 th	Discuss proposals Interviewing and Standups	Camera Workshop Video exercise assigned
October 18 th	Review video storytelling	Video exercise due October 18 th Round 1 Video proposals due October 18 th Story Analysis exercise assigned
October 25 th	Review story analysis Discuss proposals	Story Analysis exercise due October 25 th
November 1 st	Production week - No Class	
November 8 th	Critique stories Discuss proposals	Round 1 Video story due November 8 th Round 2 proposals due November 8 th .
November 15 th	Discuss proposals	Round 3 proposals due November 15 th
November 22 nd	Critique stories Audio Storytelling	Round 2 Video story due November 22 nd
November 29 th	Critique video stories	Audio Workshop Rd 3 Video story due November 29 th Section 2 Audio pitch due November 29 th
December 6 th	Critique audio stories Discuss audio pitches	Section 2 Audio stories due December 6 th Section 1 pitch due December 6 th
December 13 th	Audio story critiques Course wrap and evaluations	Section 1 Radio stories due December 13 th

TEAMS FOR VIDEO NEWS STORY ASSIGNMENT

You will have a maximum of 5 hours to shoot and 3 hours to edit each story.

ROLE **ROUND 1 Nov 8** **ROUND 2 Nov 22** **ROUND 3 Nov 29**

REPORTER

CAMERA
ASSISTANT

REPORTER

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CREW RESPONSIBILITIES

The Reporter

The reporter is marked on the story. The reporter researches, plans, organizes and produces this story. This person is in charge on remotes, directing crew and taking responsibility for scheduling, arranging location(s). The reporter conducts interviews, edit, writes the intro and script for the story, plans and directs the edit. The reporter books the equipment and hands in the script to Jeremy.

The Cameraperson/Editor

Picks up and returns equipment. Checks equipment to ensure it is in good working order. This person reports equipment problems to Paul and Ryan by email. If you don't do this, the next crew will run into the same problems you had and it will count against your professionalism mark. The reporter is responsible for the final edit and directs the editing. The cameraperson does the physical AVID editing.

The Assistant

The assistant is there in case the cameraperson/editor is not available for a shoot or edit. This person has the option of going out on the shoots to be an extra pair of hands, but this is not required.

ONE-ON-ONE CONSULTATIONS

Jeremy is available for one-on-one advice or assistance. You can drop by his office in FNB 4064 or arrange an appointment by phone, e-mail or in person. If you want extra help with shooting or editing Paul and Ryan are available to help during regular office hours. Appointments can be arranged by phone, e-mail or in person.

MARKING

When your work is marked, storytelling excellence is ranked first, although production values count.

A range – If you do A range work, it means your stories are exceptional and publishable. They contain the following elements: original story selection; thorough research and reporting; compelling interview clips; imaginative story structure; lively, well-written script and intro; creative and well-edited visuals and sound.

B range – A story in this grade range shows solid professionalism: solid story selection; thorough research and reporting; relevant interview clips; clear writing; logical story structure; the necessary range of visuals and sound, proficiently edited.

C range – Generally, this grade range is given to stories that need more work, and contain a combination of some of the following: weak story choice; lack of journalistic judgment; inadequate research; confusing story structure; weak writing; poor production quality.

DEADLINES

Deadlines are real. Assignments filed after the deadline will be marked as zero unless an extension has been granted beforehand. All students can have one extension this semester on any assignment except for the story analysis. Assignments containing very serious editorial errors may be marked zero, overriding stated marking criteria.

DUPLICATION

Duplication of assignments between courses is an offence. If students are in any doubt about what constitutes a duplication in the circumstances, they should consult with Jeremy before proceeding.

STATEMENT ON ACADEMIC OFFENSES

Scholastic offences are taken seriously. Students are directed to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offence, at the following Web site:

http://www.uwo.ca/univsec/pdf/academic_policies/appeals/scholastic_discipline_grad.pdf

SUPPORT SERVICES

Students who are in emotional/mental distress should refer to Mental Health@Western <http://www.uwo.ca/uwocom/mentalhealth/> for a complete list of options about how to obtain help.