This course is an intensive workshop designed to equip participants with basic multimedia storytelling skills. The course will cover; photography, audio, video, social media and info graphics as well as editing software and techniques to produce and deliver short form Multimedia stories.

Course style + overview:
The course starts by guiding students through the basic skills sets of photography, audio, and video before digging deeper into how to plan and approach a multimedia assignment. We consider the factors involved in selecting specific mediums for different stories as well as how to combine and compliment multiple media components to tell a single story. Training sessions comprise lectures and practical workshops, there will also be fieldwork to give students the chance to take learning out of the classroom and tackle a real assignment.

Presenter
Sharron Lovell is a multimedia journalist and educator, she lectures on the MA International Multimedia Journalism program at Beijing Foreign Studies University in collaboration with the University of Bolton, UK and has led photography and multimedia training for journalists in Afghanistan and Sierra Leone and for the Malaysian Press Institute. Her work has been published in National Geographic books, PBS, Newsweek, The Guardian, Global Post, The Wall Street Journal, The Economist, The Independent and The Financial Times as well as UNICEF UK.
Day 1 Session 1: Photography

Course intro & welcome
Introductions, course overview, schedule & assignments

- **Introduction to Multimedia**
  - Multimedia has become a popular buzzword, but few people have the same understanding of what the term means. In two short lectures I’ll outline the basic concepts around multimedia, multiplatform storytelling.

- **Delivering the News 2.0**
  - Discusses the main means of digital news delivery – including websites, tablets and mobile, as well as explaining what multimedia storytelling is and how it’s evolving.

- **The multimedia journalist and the various forms of multimedia journalism**
  - In the second short lecture Sharron discusses the single operator MM journalist working on short form news, long form features and cinematic storytelling.

Day 1 Session 2

Basic photography skills course
The basic photography course is designed for beginner photographers to add competent photography to your journalism skill set. This course will improve your photography and increase confidence with your camera. The course is taught using a DSLR, however point and shoots are also welcome if that’s the camera you have.

- **Basic photography practice presentation**
  - Follow a photographers approach and working practice for a typical assignment.

- **Light / Composition presentation**
  - Improve your images by learning how to use lines, the rule of thirds and frames. These simple guidelines and techniques will transform your images and give you more professional results. Also includes brief instruction on light.

Some time can be set-aside in the evening for any complete beginners who may need extra help setting up their camera or working with new settings.
Day 1 Session 3

- Basic skills / Composition field session in Zenzani

- Put the morning’s theory session tips and techniques into practice with a guided practical session in a suitable location close to the site.

- The assignment will be split into two options depending on your skill level; you can opt to build a series of images around one subject or complete a composition / light treasure hunt.

- NOTE: Please do not import or edit session 3’s images into Lightrom, we will be conducting LR import and editing on day 2.

Day 1 Session 4

- Basic skills / Composition field session in Zenzani

- Put the morning’s theory session tips and techniques into practice with a guided practical session in a suitable location close to the site.

- The assignment will be split into two options depending on your skill level; you can opt to build a series of images around one subject or complete a composition / light treasure hunt.

- NOTE: Please do not import or edit session 3’s images into Lightrom, we will be conducting LR import and editing on day 2.

Optional Evening Session - MM stories from 2012
Looking at some of 2012’s ground breaking MM stories
Day 2 session 1: Photo Editing

Photo file management & photo editing course (Delivered In Lightroom)

The basic photo-editing course is designed to help beginner photographers to understand professional level photo management & Meta data principles as well as the basics of photo editing. Concepts are taught in LR, but can be applied to any file management / editing software.

- Setting up Lightroom: Import pictures, add metadata, selection & basic adjustments in quick develop workshop

- In this lesson we look at importing your pictures into Lightroom, renaming, adding metadata and making an edit. Renaming your files and adding metadata are just two of the steps you can take to try and protect your images copyright online. This lesson also covers how to make an edit and select your images for your project.

Day 2 session 2

- Adjusting images in Lightroom’s develop module workshop

- Guided photo adjustments (brightness / contrast / levels / removing marks etc) in Lightroom. Post-processing is often as important as capturing a good image. In this lesson we look at adjusting contrast and brightness to get a little bit more out of your images.

- We’ll also take you through the export and resizing process so you can deliver appropriate files to clients for publishing in print and online.

Lightroom Software

If you will be using your own laptop you must have Adobe Lightroom installed. You can install the Adobe Master Collection as a free 30-day trial.
Day 2 session 3:

- Photography Slideshow and review session
- A comprehensive review session making sure all key learning points have been demonstrated. We’ll be looking for points delivered in the basic photo practice and colour and light presentations to be demonstrated

Recommended reading
If you want to prepare for this session check out the Paulo Pellegrin case in this year’s WPP awards, there’s a very interesting current debate circulating.

Day 2 session 4

- Photojournalism image manipulation & ethics presentation
- Presentation & discussion based around image adjustment ethics
- Photojournalism image captions & ethics presentation
- Presentation on image captioning & discussion based around image adjustment ethics – looking at a case example from this year’s World Press Photo Awards.

Premiere Software
Starting from tomorrow audio session, if you will be using your own laptop you must have Adobe Premiere installed. You can install the Adobe Master Collection as a free 30-day trial
Day 3 session 1: Audio

Audio & audio editing course (Delivered In Premiere)

The basic audio skills course is designed to broaden and add audio elements to your journalism practice. It takes students through basic audio and audio editing techniques.

- **Audio reporting presentation**
- The power of audio, listen and learn from hard + feature broadcasts and podcasts

- **Audio skills presentation**
  - Audio formats / equipment & setting up
  - Proximity & clean sound
  - Interviews & room tone
  - Levels & monitoring
  - Ambient sound

Day 3 session 2:

- **Writing for radio & voiceover tips**
- Tips for writing radio scripts & recording voice-overs

**Recommended Listening**
Check out This American Life – an NPR podcast, also check out NPR’s regular reports for great short and long form audio reporting
Day 3 session 3:

- Audio reporting field session
- Create your own short audio report on campus (in groups of two).

Day 3 session 4:

- Audio editing presentation
- **Organizing your audio** - Organize, label, and import your audio assets for efficient workflow.
- **Importing audio into Première** - Once your assets are organized import and then start a new project.
- **Basic cutting** - Learn about the basic tools and perform basic timeline cutting.
- **Multilayer** - Learn how to add multiple audio tracks and layer audio.
- **Smoothing** - Cutting audio can make transitions a little jumpy. Learn how to smooth audio.
- **Using filters** - Sometimes mistakes are made when recording. Filters help minimize unwanted noise.
- **Exporting audio** - Once your project is edited, you’ll want to export it in a suitable format.

- Audio editing homework
- Finish producing your own short audio report in groups of two, we’ll listen to and review the results.
Day 4 session 1: Video

**Basic video skills & video editing course (Delivered In Premiere)**

Video is becoming a requirement for many photographers and journalists. This course aims to give you the fundamentals of video production and will enable you to put together simple professional looking video packages and open up new markets for your work.

- **Video skills 1 presentation**
  - **Cameras, formats and setting up** - learn about various video formats, file types and codecs. Setting up your camera is also covered to make sure you film at the correct settings.
  - **Video rules** - This lesson you will learn a few simple rules that will improve production values.
  - **Video shots + sequences** - Good video, like good photography, requires a number of different shots to keep the viewer interested and to make a visually pleasing story.

Day 4 session 2:

- **Video skills 2 presentation**
- **Camera movements** - Camera movements are not recommended for beginner videographers, however, if you access fluid head tripods take a look at these popular camera movements.
- **Crossing the line** - Avoid making disorientating videos by following this very simple video rule.
- **Video skills workshop**
  - Shoot your own simple video sequence – based on example
Day 4 session 3:

- Video skills 3 presentation
  - Interviews + interview b-roll
    Video interviews often form the structure of your narrative for stories so getting them right is crucial. In this lesson some simple rules are covered to ensure you get great interviews every time

- Video skills workshop
  - Interviews + interview b-roll
    practice shooting an interview

Day 4 session 4:

- Video editing presentation
  - Setting up a premiere project – ingest & organize your video files and set up a Premiere project.
  - Basic timeline cutting - fundamentals + basic cuts.
  - Multilayer cutting – Take a look at how to cut video on multi layers.
  - Smoothing out your video - After cutting smooth using transitions & dissolves.
  - Adding a title and a lower third or subtitle - In this lesson we cover subtitles adding simple lower thirds.
  - Exporting for the web and broadcast - export process.
Day 5 session 1: Video editing

- Video editing workshop
- Cut simple video of around 1 min. The subject should be the sequence shot in session. Export both high definition and web versions.

Day 5 session 2

- Story & Narrative
  - Narrative
  - Story arc
  - Characters
Day 5 session 3+4: Shoot

- Shoot Day
  - Shooting assignment. Break into groups of 2 and shoot a 2-minute video with interview & b-roll. The topic is a profile of a resident of Zenzani
Day 6 session 1: Advanced editing; Social media & Info graphics

- Editing Session
- Video filters - There are limits to post processing editorial video. We cover basic colour & exposure.
- Transcribe your interview
- Edit your video in pairs

Day 6 session 2:

- Editing Session
- Video filters - There are limits to post processing editorial video. We cover basic colour & exposure.
- Transcribe your interview
- Edit your video in pairs
- Screening and critique
Day 6 session 3:

Basic social and sharing online course
So now you can make multimedia content, now you need to make sure you can publish it, share it and make it embeddable. Another skill that’s becoming increasingly accessible is info graphics. There are many simple online tools to experiment with

  - Sharing + embedding content workshop
  - Create Vimeo & Sound cloud accounts, upload your content and learn how to share & embed it online
  - Blogging & microblogging 101
  - Twitter tips & Demonstrating Wordpress

Day 6 session 4:

  - Info graphics presentation + workshop
  - Looking at simple, accessible online info graphic tools

  - Writing news
  - Tips for writing a news story
Day 7 session 1: MM projects – putting it altogether

- Multimedia: putting it all together presentation
- So now you’ve had basic skills building in key areas what are the strengths of each and how might you combine them to enhance your reporting

Day 7 session 2:

- Multimedia: putting it all together workshop
- Analysing 4 different multimedia projects on different platforms
Cinematic video

DSLRs have caused a revolution in the video world. Video with a cinematic aesthetic is accessible on affordable single operator equipment. This is not without its problems. We’ll start by looking at some cinematic projects before introducing some cinematic skills and features that you can incorporate into your own work.

- Cinematic video skills presentation
- Focus switch
- Video portrait
- Natural wipe
- Time-lapse + Slow-motion

Day 7 session 4:

- Cinematic video practice
Day 8 session 1:

**Group multimedia story**
We’ll spend the next two days planning, reporting and editing out multimedia story

- Class briefing – 30 mins
- Tips on pre interviewing + finding story + characters
- Planning session + Briefing with NGO
- Discussing our topic, deciding on content, how that content will mesh together and delegating tasks.

Day 8 session 2:

**Group multimedia story**
Preliminary interviews + finding characters
Day 8 session 3:

Group multimedia story

• Planning session
• Discussing our topic / story / characters
• Deciding on content, how to blend media & presentation
• Delegating tasks
• Storyboarding

Day 8 session 4:

Group multimedia story

• Planning session
• Discussing our topic / story / characters
• Deciding on content, how to blend media & presentation
• Delegating tasks
• Storyboarding
Day 9 session 1:

- Shooting & reporting group MM story

Day 9 session 2:

- Shooting & reporting group MM story
Day 9 session 3:

- Shooting & reporting group MM story

Day 9 session 4:

- Shooting & reporting group MM story
Day 10 session 1:

- Editing group MM story
- Video - transcribing + writing scripts
- Stills editing
- Stories written
- Graphics

Day 10 session 2:

- Editing group MM story
Day 10 session 1:

- Editing group MM story

Day 10 session 2:

- Final editing for the group MM story.
  Uploading the content to the blog
Day 11 session 1:

• Screening & review of final stories at shelter

Day 11 session 2:

• Elles – Feature writing
Day 11 session 1:

- Elles - Afrikaners

Day 11 session 2: