

# MULTIMEDIA WRITING AND STORYTELLING

MCOM 4325

Time: 2 p.m. to 3:20 p.m. Tuesday and Thursday

Room: WTB 235

Instructor: John "Danny" Mogle

Office: CAS 204A

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Email: [jmogle@uttyler.edu](mailto:jmogle@uttyler.edu)

Best way to contact: **Call/text**

**Office Hours: 10 a.m. to 11 a.m. Monday, Tuesday, Wednesday.** I welcome and encourage office visits.) I will meet with you any time I can.

## DEPARTMENT SYLLABI

Use this link to access the syllabi for all Department of Communication courses

[https://www.uttyler.edu/communication/syllabi/Links to an external site.](https://www.uttyler.edu/communication/syllabi/Links%20to%20an%20external%20site.)

## COURSE DESCRIPTION

This course explores storytelling through multimedia by emphasizing how visual and audio elements create meaning, establish emotion and help audiences connect with people and experiences. Students learn to think beyond simply reporting what happened. They will explore how images, sound, narration and structure work together to communicate why a story matters.

Through hands-on projects, students will generate story ideas, make storytelling decisions, and produce multimedia stories for a variety of audiences and platforms.

## STUDENT LEARNING OUTCOMES

### Competency: Storytelling

- Craft true stories using the power of video, audio, and text to inform and evoke emotional responses.
- Produce accurate stories in formats appropriate for the audience and platform.
- Analyze which storytelling techniques are effective, taking into consideration purpose, audience and resources.

### Competency: Analysis and Systematic Inquiry

- Evaluate whether information from appropriate sources contributes to telling an effective story.
- Consider audience, purpose and platform when determining the best techniques and formats for telling a story.
- Analyze content to determine whether its primary purpose is to inform, persuade or sell.

### Competency: Legal and Ethical Principles

- Recognize legal and ethical issues involved in creating and sharing multimedia stories.
- Apply legal and ethical principles when gathering, producing and presenting information.
- Consider ethical considerations of using AI to generate content.

**Competency: Mediated Presentation**

- Choose appropriate formats, tools and technologies to communicate stories.
- Develop multimedia stories by generating ideas, conducting research and gathering content.
- Use equipment and editing software to create and refine multimedia stories.

**Competency: Critical Evaluation**

- Apply news value, fairness, clarity, sourcing, verification and attribution to evaluate the accuracy of information.
- Evaluate print, broadcast and public relations material for accuracy, transparency, fairness and other professional standards.
- Consider the impact of media messages on individuals and society.

**Competency: Media Literacy**

- Identify different platforms used in mass media.
- Adapt messages for different platforms by considering audience behaviors and preferences.
- Recognize the strengths and limitations of different media platforms.

**Competency: Media Ecology**

- Consider how print, video and presentation formats influence how stories are perceived.
- Adapt stories based on the setting in which they will be received.
- Adapt stories based on how they will be used and shared.

**REQUIRED TEXTBOOK/EQUIPMENT**

- Readings and videos assigned in class and posted in Canvas. Material posted in Canvas functions as a textbook.
- You will need access to editing software and equipment. Free basic audio and visual software and programs can be downloaded. Many smartphones come with editing software. You can use your smartphone to record many assignments. You can check out higher quality cameras from the university and use editing software made available by the university.

**COURSE NOTES****Basic Requirements**

The course requires that you have access to a reliable computer and internet connection. You will have to go off campus to gather information for some assignments. You will need to use equipment to record and edit sound and video.

**Communication**

If you have a question, concern or want to talk about something related to class, send me a text at **903-617-8196**. I will get back to you as soon as possible. Tell me who you are, what class you are in and the reason you are reaching out to me. Do not worry if you are trying to contact me beyond typical working hours or on the weekend.

- You can also send me an email.
- Check the Announcements on Canvas.
- Let me know if you have to miss class.

**Completing Work on Time**

Assignments are posted in Canvas, and each has a deadline. Missing a deadline results in a deduction stated on the assignment. Those who miss an assignment without speaking to me before it is due may not get the opportunity to make up the assignment.

### **Rights of Pregnant and Parenting Students**

As required by SB 412, SB 459, and SB 459/HB 1361, passed by the 88th Legislature in 2023, pregnant and parenting students are afforded different supports and rights. Part of the support afforded pregnant students includes excused absences. Faculty members who are informed by a student that they need this support should make a referral to the Parenting Student Liaison. Students must work with the Parenting Student Liaison to receive these supports and rights. Students should contact the Parenting Student Liaison at [parents@uttyler.edu](mailto:parents@uttyler.edu) and complete the Pregnant and Parenting Self-Reporting Form.

### **Academic Honesty**

The University's academy honesty policies apply. You, and only you, must do the work that you submit. Academic misconduct includes, but is not limited to, cheating, unattributed use of others' work (including test and paper "banks"), disruption of class, and discourtesy to, or harassment of, other students or your instructor. Anyone caught cheating will earn a "0" for that assignment and will be subject to academic and disciplinary action.

### **Plagiarism**

Plagiarism includes but is not limited to, the appropriation, buying, receiving as a gift, or obtaining by any means another's work and the submission of it as one's own academic work offered for credit. Students caught plagiarizing will fail the assignment, may fail this class and will be subject to academic and disciplinary action. Go here for more:

<http://www.uttyler.edu/judicialaffairs/scholasticdishonesty.php> (Links to an external site.)Links to an external site.

### **UT Tyler's Statement on AI**

UT Tyler is committed to exploring and using artificial intelligence (AI) tools as appropriate for the discipline and task undertaken. We encourage discussing AI tools' ethical, societal, philosophical, and disciplinary implications. All uses of AI should be acknowledged as this aligns with our commitment to honor and integrity, as noted in UT Tyler's Honor Code. Faculty and students must not use protected information, data, or copyrighted materials when using any AI tool. Additionally, users should be aware that AI tools rely on predictive models to generate content that may appear correct but is sometimes shown to be incomplete, inaccurate, taken without attribution from other sources, and/or biased. Consequently, an AI tool should not be considered a substitute for traditional approaches to research. You are ultimately responsible for the quality and content of the information you submit. Misusing AI tools that violate the guidelines specified for this course is considered a breach of academic integrity. The student will be subject to disciplinary actions as outlined in UT Tyler's Academic Integrity Policy.

### **AI Use in This Course**

AI, like many forms of digital intelligence, is a tool. Journalists and multimedia storytellers can use AI to assist with tasks such as:

- finding potential sources;

- finding examples of effective work;
- summarizing lengthy reports and research;
- improving grammar, punctuation and spelling.

Assignments must reflect your own reporting, thinking and creative decisions. Work submitted for this course should represent your efforts, whether the result is successful or flawed. Excessive or inappropriate use of AI to create or manipulate content may be considered plagiarism and could result in disciplinary action.

Because many assignments involve creating original audio and video recordings, conducting interviews and editing, the primary responsibility for gathering, shaping and presenting the story must remain with you.

### **GRADED COURSE REQUIREMENTS INFORMATION**

- Six video-making assignments - 75% of grade
- Eight related assignments involving video planning, presentation, or analysis - 23% of grade
- Attendance – 2% of grade.

There is no midterm test or final. Students demonstrate knowledge by doing assignments, creating video or audio, and discussing issues.

**More detailed information on each assignment will be provided in class.**

Each assignment has a posted value and information on the purpose of the assignment and how the grade is determined. If there is confusion on how to carry out the assignment, call or text me at **903-617-8196** BEFORE you do the assignment.

### **GRADING SCALE**

Your grade is determined by the points you have acquired as a percentage of the total points available.

- A: 90-100%
- B: 80-89%
- C: 70-79% D: 60-69%
- F: 59% and below

Check Canvas frequently for the status of your grade. You will not be given an opportunity to do extra work to improve your grade.

### **LATE WORK AND MAKEUP EXAMS**

There will be a deduction for work that it is turned in late -- typically 50%, but sometimes 100%. All assignments will have a posted due date. Work can be made up in cases of illness and emergencies. All I ask is that you be honest when telling me why you need more time.

### **ATTENDANCE POLICY**

Everyone starts with 100. You will receive a 5-pt. deduction for each time you miss for the first four absences and 10 points for each absence after that.

The University of Texas at Tyler recognizes many things that constitute an excused absence. For a complete list of these policies [click here. \(Links to an external site.\)](#)[Links to an external site.](#)

## CALENDAR

**Census Date:** The census date for the semester is Sept. 8. This is the final date for many enrollment-related actions, including adding new courses, changing sections, or dropping courses without incurring grades of “W” or “Q”. Census is also the second drop for non-payment date each academic session. See the Office of the Registrar website for additional details.

**Final exam:** There is no final exam given in this course.

**Week by Week:** Here is the week-by-week rundown of what will be covered. Sometimes circumstances require scheduling changes. Any changes will be posted in Canvas.

Due dates for all assignments are included as part of the assignment. The due dates and point values of all assignments are in the syllabus and on the rubrics. Any changes to due dates will be posted and announced in class.

### **AUG. 25-27**

Introduction to Multimedia Storytelling

- Show Me a Video

### **SEPT. 1-3, 8-10**

Video basics

- Film a video
- Reflection, Self-Evaluation

### **SEPT. 15-17, SEPT. 22-24, SEPT. 29-Oct. 1**

Making a video for a Client

- Planning the Video
- 4Kids4Families Video

### **OCT. 6-8, 13-15**

Adapting to Short-Form Video

- Planning the Video
- The Short-Form Video

### **OCT. 20-22, Oct. 27-29**

Making a Video Profile

- Planning the Video
- The Video Profile

### **NOV. 3-5, 10-12**

The Story as Audio

- Panning the Audio
- The Audio Story

### **NOV. 17-19, DEC. 1-3**

The Video Essay

- A Story About ...
- Self-Evaluation, Reflection