
VIDEO JOURNALISM PRACTICUM in Spring 2021 (CM1852)

Course Code	CM1852	Professor(s)	Jurgen Hecker
Prerequisites	None	Office Number	
Class Schedule	W: 09:00-11:55 in C-302	Office Hours	Email for appointment
Credits	2	Email	jhecker@aup.edu
Semester	Spring 2021	Office Tel. Ext.	

Course Description

This workshop is designed to immerse AUP students into the world of video journalism in a real-time newsroom and production studio setting. Over the course of the class students will have “hands-on” training in all aspects of video, from planning to filming and editing. The aim of the course is to produce videos at a professional level with the main focus on journalism. Shooting and editing experience is welcome, but not a pre-requisite.

The structure of each class is made up of an academic component and a student media component.

The academic component will be headed by the class professor and focus primarily on video journalism practices, theory and practical training in equipment and software. The student-run news room will be led and coordinated by the Peacock Play’s student producers.

The hierarchy of the classroom resembles that of a newsroom: where students will be answerable to their producers, who will invite and approve student pitches, help students find an angle and offer constructive feedback on student content. The professor and his assistant have an active consulting role in this class segment.

As a workshop that works in tandem with AUP student media (ASM), students will contribute to the “Peacock Play”, ASM’s video journalism platform linked to the student media website where their content contributes to the mix of news pieces, video work, and magazine stories.

Covid-19 temporary amendments:

Students studying at The American University of Paris are STILL EXPECTED TO ATTEND ALL scheduled classes. Due to the Covid-19 pandemic, students will have the option of attending classes remotely when special circumstances apply. For example when students are

placed under quarantine by the French authorities or by their doctor, or when students present symptoms of Covid-19 and are directed, by their doctor or the AUP Health Office, to remain home. It is still the student's responsibility to be aware of any specific attendance policy that their professor might have set in the course syllabus. In particular, Students attending remotely from distant Time Zones should check with their professors about the specific attendance policy for remote learners.

Course Learning Outcomes

Shoot and edit video to broadcast standard

Master interview techniques

Develop story ideas and translate them into visual language

Script-writing and delivery, off screen and on screen.

Working to a deadline

General Education

Course Outline

This is a content outline of the course. Please note that it may be updated throughout the semester.

In general, each class will be divided in two parts, the “learning” in which we introduce journalistic concepts and recording and editing equipment. This part will be called “theory” although it will often be practical.

The second part will be dedicated to the student media video platform Peacock Play for which this class produces videos. This part will be led by student executives and is concerned with choices of topics and angles, deadlines, assembling teams, booking interviews.

Both parts are present constantly and interact, but the first half of the semester will be

more concerned with the teaching of the tools needed to produced quality journalistic videos, and the second half more with the timely production of those videos.

Respecting the workflow and deadlines is crucial for this class.

Week I – Wed, Jan 20

Introductions of the team and of the students.

Presentation of the syllabus

Discussion of class goals and qualification. Introduction to the ASM platform and Peacock Play.

Introduction to technical resources

Explanation of assignments and grading policy

Introduction to editing in Premiere Pro

Jan 24 – last day to drop/add courses online

Assignments: Get a Premiere Pro licence from MMotta@aup.edu

Sign up to LinkedIn Learning (AUP enrolment gives you free access) and watch introductory tutorials to Premiere Pro. Watch Premier's own introductory tutorial, on the home page of the app.

Week II – Jan 27

Theory Topics:

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- What is journalism? What is news?
 - What is video's role in journalism?
 - How can we use video to tell a story?
 - Responsibility in video journalism? Ethics?
 - How to stay on top of the news. How to think about angles and pitching a story

Learning Goal: An overview of the basic workflow in Premiere Pro

Learning about the camera.

How to plan a journalistic video: Defining an angle - Booking interviews - What b-roll

What do you need? Camera/tripod/microphone/ lights

Week III – Feb 3

Theory Topics:

- What makes a good journalistic video?
- What's a good interview?
- What makes a good interviewer?

Learning Goals:

More camera:

- Aperture
- Shutter Speed

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- Exposure/ISO
 - Frame Rate

- Framing
- Rule of Thirds + 180 Degree Rule
- Shot Angles + Sizes
- Sequences

Types of Microphones and how to use them.

- Open vs Closed Questions

Feb 10: No class

Week IV – Feb 17

Theory Topics:

- How does a journalist guide and control an interview?
- How does a team work together in a shoot/interview?

Learning Goals: Interviewing + Audio

- Covering audio recording in detail: Microphones, recorders

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- **Setting up audio for an interview**

Feb 24: No class

Week V – March 3

Theory Topics:

- **How to use light in video?**
- **High key/ low key**
- **3-point lighting**
- **lighting in interview**
 - **How does editing play with our perceptions of news?**
 - **How does an editor think? Where to cut?**

Learning Goals: More advanced editing

- **Review shot angles + sizes and how to build a sequence with them.**
- **Revise Editing Tools**
- **Export**

Week VI – March 10

Theory Topics:

- **How to structure a journalism video?**
- **How to discuss sensitive topics?**

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- What is Peacock Play doing well and how to improve?

Learning goals: More editing

- Effects + transitions
- Adding Graphics
- Subtitles + Captions
- What font to use?

Learning Goals: Mid-term

- Review topics covered so far.
- Troubleshooting student questions/problems

Week VII - March 17

Midterm exam / review

March 19: Midterm grades due

Week VIII: March 24

Theory Topics:

- What is a voice over
- How to deliver a script
- How to script to images

Week IX: March 31

Learning Goals: Review

-Troubleshooting student questions/problems

-Review topics covered so far.

Week X - April 7

Theory Topics: Planned and adjusted to class needs.

Learning Goals: Planned and adjusted to class needs.

Week XI - April 14

Theory Topics: Planned and adjusted to class needs.

Learning Goals: Planned and adjusted to class needs.

Week XII - April 21

Theory Topics: Planned and adjusted to class needs.

Learning Goals: Planned and adjusted to class needs.

Week XIII - April 28, Last Class

Review, summary of semester, finalizing videos

May 5: Final exam

Jan 4 - May 26

Textbooks

This course doesn't have any textbook.

Attendance Policy

This class is a serious creative workshop. Each unexcused absence will lower your course grade by 1/2 grade. Lateness will count against your participation score. Because of the cumulative nature of the workshop, late work is not acceptable.

Students studying at The American University of Paris are expected to attend ALL scheduled classes, and in case of absence, should contact their professors to explain the situation. It is the student's responsibility to be aware of any specific attendance policy that a faculty member might have set in the course syllabus. The French Department, for example, has its own attendance policy, and students are responsible for compliance. Academic Affairs will excuse an absence for students' participation in study trips related to their courses.

Attendance at all exams is mandatory.

IN ALL CASES OF MISSED COURSE MEETINGS, THE RESPONSIBILITY FOR COMMUNICATION WITH THE PROFESSOR, AND FOR ARRANGING TO MAKE UP MISSED WORK, RESTS SOLELY WITH THE STUDENT.

Whether an absence is excused or not is ALWAYS up to the discretion of the professor or the department. Unexcused absences can result in a low or failing participation grade. In the case of excessive absences, it is up to the professor or the department to decide if the student will receive an "F" for the course. An instructor may recommend that a student withdraw, if absences have made it impossible to continue in the course at a satisfactory level.

Students must be mindful of this policy when making their travel arrangements, and especially during the Drop/Add and Exam Periods.

Grading Policy

The final grade will be made up of:

Class participation: 20 %

Midterm exam: 20 %

Peacock Play projects: 60 %

The projects consist of:

Producing/Directing two journalistic videos (50 %)

Producing two Vlog-type videos (30 %)

Assisting others in the production of two videos 20 %)

It is crucial that the assignments are completed by the assigned deadlines. Late submission may lower your grade.

Other

BUY: You will have to buy a portable hard drive to store your work on. (This should be formatted for use on Mac computers).