

10-11 MWF Eder 221

Convergent Capstone is an advanced class that combines all of the knowledge, theory and practical experience with the media and technology learned in previous classes. This course is designed for graduating seniors and serves to integrate elements of text, sound, video, animations and graphics to produce professional-quality large projects for the web.

**Instructor**

Instructor: Bob Bergland

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**Required Materials**

*Readings, as assigned*

USB Flash Drive (Preferably 2+ GB), Mini-DV tape

**Course Goals**

The course is designed to help you

- Analyze professional examples of multimedia projects and learn how to employ those "best practices" in your own work
- Increase your portfolio size, diversity and quality
- Build upon the familiarity with and knowledge of multimedia-related software
  - Learn how to work with others to create one large multimedia project
  - Produce one solo project which showcases your skills across the various media.

**Groundrules**

- **Attendance:** Regular attendance is required. Missing more than one class period can result in a lower course grade.
- **Assignments.** Because of the nature of multimedia, you will need to turn in your documents electronically, either through a CD, the web or USB drive
- **Plagiarism:** An act of plagiarism or other academic dishonesty usually results in an F for the course. Be sure to appropriately credit any work done by others in your multimedia projects.
- **Disabilities:** Students with a disability that may affect their performance in this class should contact me individually as soon as possible.

**Assignments****2 Analysis memos—National (50 points each)**

Find an excellent example of a multimedia journalism package, one that combines multiple media and means of storytelling, such as the USA Today/Hurricane Katrina package we discussed in class. Write a 2-3 page analysis memo, providing an overview of the media contained in the project, likely software used in the production of the project, strengths of the package and suggestions about what could have been added or done differently to make the project even stronger.

**Analysis/Interview memo (50 points)**

For this memo you will be working with the creator(s) of a local multimedia project, most likely the multimedia editor at the St. Joseph News-Press or Kansas City Star. The first part of the memo will contain the same sections as the national assignment (overview, strengths, etc). The second part will contain information you learned from interviewing the creators of the package. What constraints did they face in putting this project together? What went well? What didn't work out as well as they had planned? What would they have done differently if they had more time and resources?

**Group Project (425 points)**

The group project will entail you working with the other members of the course to produce one large multimedia project. The project should be one that could not be handled by one person alone. Examples: Missouri Western 40<sup>th</sup> anniversary, entertainment options in St. Joseph for college students, Kansas City Chiefs training camp. I encourage each of you to use your different strengths to make the best possible contributions to the group project. While you may be doing individual portions of the project, you should all be involved in the storyboarding and feedback of all the parts.

*Proposal Memo: 25*

*Storyboard: 25*

*Individual evaluative/Post-analysis memo: 25*

*Project: 350 (Individual portions: 150, overall group project: 200)*

**Individual project (375 points)**

The individual project should be smaller in scope, but still more all-encompassing than projects worked on in other classes. You should pick something that could not be done overnight, or even in the space of a week or two. These should be multi-faceted projects that contain several different types of media. The project should include at least the following items: one written story, one video package, one audio package, one slideshow and one interactive graphic done in Flash. You should think of these as minimums, however, as A projects will contain more multimedia elements. Examples: Sports season preview (such an overview of the spring sports teams), Series of features on interesting classes/professors/students, semester-long series of related news stories (campus construction, budget cuts), full season package of a sport (complete football or basketball season). This project should be the highlight of your academic career and showcase all of your abilities, serving as THE marquee piece in your digital portfolio.

*Proposal Memo: 25*

*Storyboards: 25*

*Evaluative/Post-analysis memo: 25*

*Project: 300*

**Peer Critique (50 points)**

Total: 1000 points

Grading scale: 90/80/70/60