

# Multimedia Reporting in Italy: The Urbino Project

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Iowa State University, Greenlee School of Journalism JIMC 390k,  
James Madison University, ieiMedia

A multimedia-study abroad program in Urbino, Italy  
June 9 – July 7, 2011

Welcome to The Urbino Project! This month-long course in international multimedia reporting will introduce you to the essentials of multimedia journalism — how to tell stories with images, text and video. Students will gain basic skills in still photography, shooting and editing video, international reporting, writing for the Web, and multimedia tools such as interactive maps and panoramic photos. You will learn by doing, using the city of Urbino as a laboratory.

Students will also study basic Italian language and learn about the culture and history of Urbino and the Le Marche region. You will gain skills in interviewing with an interpreter and navigating through a foreign culture. You'll get a taste of what it's like to work as a foreign correspondent in the 21st century.

## OBJECTIVES

In this course you will:

- learn the fundamentals of multimedia storytelling
- learn how to work with an interpreter and conduct interviews
- learn how to use a camera to produce interesting and storytelling photos to accompany your text
- learn how to plan, shoot and assemble a slideshow
- learn how to shoot and edit a video story for the Web
- learn how to live and function as a journalist in a foreign culture
- demonstrate that you have mastered the skills of finding, researching, and producing a compelling multimedia story package

We will achieve these objectives through a combination of lectures, seminars, assignments and small group sessions. You will also meet with faculty members for individual consultations and feedback of your work.

## FACULTY

Dennis Chamberlin, photojournalism and multimedia director (denchamb@gmail.com)  
Bob Marshall, reporting instructor, (bmarshallster@gmail.com)  
Francesca Carducci, Italian Instructor, Interpreter Coordinator (fran.carducci@libero.it)  
Steven Anderson, video and web instructor (anderssd@jmu.edu)  
Ryan Parkhurst, video instructor, (parkhurc@jmu.edu)  
Douglas Cumming, reporting instructor, (CummingD@wlu.edu)  
Pawel Wyszomirski, photojournalism instructor, (pawel.wyszomirski.mail@gmail.com)  
Heather Anderson: Program Assistant (ha.coach@gmail.com)

## Calendar

**WEEK 1:** We'll begin with an immersion in Italian language and culture and the basics of reporting, writing and multimedia storytelling techniques. There will be a focus on finding stories, reporting and using photography to add information to the story. You'll begin to get to know the community of Urbino and start your hunt for compelling stories that lend themselves to multimedia storytelling.

**WEEK 2:** We'll focus intensively on the video shooting and editing, study Italian and get to know the people, customs and culture of Le Marche. On Thursday, June 16, your team will meet with faculty to present your story proposals. Once story ideas are approved, you can start reporting and shooting photos and video for your multimedia stories.

**WEEK 3:** You'll report, shoot and write your stories and begin the editing process. Throughout the week there will be daily Italian lesson in the morning and consultations with faculty during the rest of the day. Some evening sessions may be scheduled for critiques, work sessions and cultural activities.

**WEEK 4:** You'll edit your stories (including slide shows and video) and post your work to our website. Like most weeks we will be working on a Monday-Thursday schedule, allowing you time to travel or visit local sites on Friday-Sunday, provided you have completed your assignments for that week.

## MULTIMEDIA STORYTELLING

Students will learn the basic concepts of multimedia reporting – how to tell a compelling story using a mix of media that might include text, images, video, interactive maps and graphics. This set of skills will be covered by the modules below: Reporting/Blogging, Photography and Video. Each module will introduce students to a set of multimedia skills that help journalists tell stories. The skills taught will depend in part on the interests and skill base of the students but may also include creating panoramic photos, maps or time lines.

## INTERNATIONAL REPORTING/JOURNALISTIC BLOGGING

Students will learn the basics of reporting and writing feature stories for the Web and how to work as a reporter in a foreign country and culture. You will learn how to find compelling stories in a foreign city, report with an interpreter and craft a compelling narrative. Students will also learn how to use blogging as a journalistic tool and will write blog posts for the course web site.

## PHOTOGRAPHY

Students will learn how to use their cameras as storytelling tools. Technical basics will be covered and the limitations of different cameras will be demonstrated and you will learn strategies to work around them. In addition to mastering the skills and techniques involved with journalistic portraiture you will learn how to shoot and produce slide shows that will be posted on the web with your stories.

Photo assignments will consist of the following:

Photo scavenger hunt due: 06.13  
Portrait (tied to first blog post) due: 06.20  
Sequence exercise (5-6 images that form a story) due: 06.22  
Final slide show for web package due: 7.05

We will hold evening critique sessions as a full group and discuss the photos from the first two assignments. The final two will be critiqued in team meetings.

## VIDEO STORYTELLING

Students will learn the basics of camera operation, shooting technique, sound acquisition and editing in the realm of subject-based video storytelling.

Video assignments will consist of the following:

### **Assignment #1: Shooting and Editing Exercise**

Students will shoot video, record sound and edit a short piece to learn the equipment and editing software and to illustrate the concepts learned in class. The project will be used to critique video, audio, editing and storytelling techniques in preparation for the second assignment.

### **Assignment #2: Video Story**

Students will shoot, record sound and edit a short video documentary. The character-based story will utilize compelling and creatively shot video with extensive use of natural sound. It will place emphasis on subjects telling their own stories instead of emulating a more traditional broadcast-style narration.

## ITALIAN LANGUAGE AND CULTURE

Over the course of our four weeks in Urbino you will have approximately 15 hours of Italian language instruction. Group work will be targeted to beginners and those with previous knowledge of the language will have special projects to complete in Italian

Students will learn survival Italian – how to order in a restaurant, how to buy something in a store, how to introduce yourself to a source, etc.... You will also learn about cultural aspects of working in Italy.

## COURSE REQUIREMENTS

Each student will be responsible for producing:

A multimedia package that includes at least one text feature story of 750 to 1,000 words with hyperlinks and a related short video. Student are encouraged to use other media elements as well, such as photos, panoramic photos,

interactive maps, graphics, etc..., to tell stories. Your multimedia package should focus on something unique or special to Urbino or this area of Italy. It might be a profile of an interesting person, an exploration of a cultural or culinary tradition, a destination piece, a look at a local industry or craft or a story about local music, sports or the arts.

All work worthy of publishing will be posted on InUrbino.net, the class website. This is a public website that will be available for all the world to see. Faculty members reserve the right not to publish any work that is offensive, libelous, or of such poor quality that it would be an embarrassment to the whole project.

If your work is especially strong, we'll help you place it elsewhere professionally. For example, Big World Magazine, <http://www.bigworldmagazine.com>, an online travel and culture magazine, is interested in publishing your work.

## THE TEAMS

Students will be divided into three or four-person production teams. Each team will be assigned one computer and one video camera kit. (Students are welcome to use their own equipment as well. Many of you are bringing your own computers but we will have some that students can share.

It is imperative that teams work well together and share the equipment, allowing each member to get time with the cameras and computer. Students must use care and good judgment in working with the equipment.

Teams will work together on introductory assignments. You will have the opportunity to collaborate as a pair or team or work individually on the major project for the course, depending on your interests and work preferences.

## ATTENDANCE

Attendance at all classes and participation in assigned lab and fieldwork is mandatory. The success of the project depends on teams working closely together, learning all the technical/creative aspects, and meeting all deadlines. Only serious illness or disability will be permitted as excuses for absence or lateness. Lackadaisical participation will be considered a serious breach of the professionalism required in this course. Students are expected to come to every class prepared, to be attentive and to participate in all activities.

## GRADING

Students will receive one grade for the course, an average of the grades for each module as well as grades for professionalism and citizenship. The instructors for each of the three multimedia modules (International Reporting/Blogging, Multimedia Storytelling and Video) will give grades based on the following standards:

- A Work is excellent in all respects, meeting the highest standards of journalism. It is complete, well done and turned in on deadline. Work could be published in a professional publication with little to no editing or reworking.
- B The work meets most but not all of the requirements of excellence. Work could be published in a professional publication with some editing or reworking.
- C The work meets the deadlines but only barely meets requirements of excellence. The work may lack a strong grasp of the principles of journalism. It could be published in a professional publication only with significant reworking.
- D Work fails to meet most deadlines and/or basic journalism standards. It could not be published in a professional publication without a total reworking.
- F Work is not turned in on deadline or breaches basic journalism standards. It is absolutely unpublishable.

## PROFESSIONALISM

Program participants are expected to conduct themselves in a professional manner.

This includes:

- Treating faculty, staff and fellow students with respect and courtesy
- Coming prepared to group meetings with suggestions and ideas
- Attending all class sessions and showing up on time
- Acting respectfully toward interview subjects and interpreters
- Using the equipment responsibly
- Working through challenges and conflicts in a mature, responsible way.

## GOOD CITIZENSHIP

One of the goals of the program is that students get to know the local culture and customs of Urbino.

Good citizenship means:

- Exploring the culture, attractions, foods and traditions of Le Marche and Italy.
- Being respectful of the local environment and local customs.
- Being a responsible neighbor/guest.
- Getting to know Urbino residents.

## DEADLINES

Meeting deadlines is important in any media endeavor; in this one it's vital because we will be working in teams, coordinating multiple elements and operating in a tight time frame. The project must be finished before we leave Urbino! This is a tentative deadline schedule. Additional deadlines may be set and some deadlines may be extended by the faculty.

## Assignment Due Dates

June 13 Photographic scavenger hunt due 18:00  
June 16 Story proposals begin at 9:00  
June 23 Portrait photo  
June 24 Video exercise  
June 28 First Draft of story  
June 30 Video interview  
July 3 Final story post and final video/photo packages due 18:00  
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## USEFUL WEBSITES

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**Marche Voyager** – Detailed online database full of events, excursions, restaurants and resources. Your first online stop <http://www.le-marche.com/Marche/index.htm#>

**Le Marche Travel Guide** – Many ideas for cultural travel <http://www.le-marche-travel-guide.com/>

**Best of Le Marche** <http://www.my-italy-piedmont-marche-and-more.com/best-of-le-marche.html>

**Official website of the Le Marche region** <http://www.regione.marche.it/>

**Towns of Le Marche** <http://penelope.uchicago.edu/Thayer/E/Gazetteer/Places/Europe/Italy/Marche/home.html>

**Gai Piceno** – site covering 40+ towns in southern Le Marche [http://www.galpiceno.it/index\\_en.php](http://www.galpiceno.it/index_en.php)

**Dream Marche** <http://www.dreammarche.it/press.php>

**Slow Travel Le Marche** [http://www.slowtrav.com/anne/le\\_marche.htm](http://www.slowtrav.com/anne/le_marche.htm)

**Lonely Planet** (online only) <http://www.lonelyplanet.com/italy/umbria-and-le-marche/le-marche/places>

**Restaurant Guides:** <http://www.lavitalemarche.com/>  
[http://www.letsgo.com/17846-le\\_marche-travel-guides-urbino-restaurants-c](http://www.letsgo.com/17846-le_marche-travel-guides-urbino-restaurants-c)

## RESOURCES

**Online translator:** <http://translate.google.com/#>

**Course WIKI:** <http://urbino2011.wikispaces.com/home>

## Course Schedule

This is a tentative schedule for classes and other events. It is subject to change.

<b>Thursday/9</b>	Leave USA
<b>Friday/10</b>	Morning: Students arrive at airport in Rome (FCO) Bus to Urbino leaves from airport at 14:00. Arrival and settling in on campus
<b>Saturday/11</b>	9:30 Meet after breakfast in front of dorm Tour of historic city, Saturday market, scavenger hunt, explore the town, 19:00 Meeting at Collegio Raffaello and dinner at “Ragno d’Oro” restaurant
<b>Sunday/12</b>	10:00-11:00 Orientation to course, reporting, basic camera controls (Via del Popolo) work on scavenger hunt photos
<b>Monday/13</b>	Beginning of Monday-Thursday class schedule, (Via del Popolo) Reporting: 9:00-11:00 Meet interpreters 11:15-12:00 Italian: 14:30-15:30 Scavenger hunt photos due at 18:30 Collegio Raffaello (turned in on a USB drive)
<b>Tuesday/14</b>	Reporting 9:00-11:00 (working with interpreters) Italian: 14:30-15:30 Evening photo critique session 20:30-22:30 Collegio Raffaello
<b>Wednesday/15</b>	Video: 9:00-11:00 Collegio Raffaello <i>Equipment:- Cameras &amp; tripods</i> <i>Document: -Handout “Basic Camera Operation” document</i> <i>Schedule: Introduction to video cameras. Students will shoot in courtyard.</i> Italian: 14:30-15:30 Photo (portraiture): 16:00-19:00
<b>Thursday/16</b>	Pitch story ideas to faculty 10:00 (Collegio Raffaello) Italian: 14:30-15:30 (Popolo) Photo: Portrait critique, <i>Composition, camera controls</i> , 20:30 (Collegio Raffaello)
<b>Friday/17</b>	Free to pursue stories

<b>Saturday/18</b>	Free
<b>Sunday/19</b>	Free
<b>Monday/20</b>	Video 9:00-11:00, (Collegio Raffaello) <i>Video best practices lecture including 2 video story examples.</i> <i>Handout "Video Story Assignment" document.</i> Italian: 14:30-15:30
<b>Tuesday/21</b>	Video 9:00-12:00 (Collegio Raeffello) <i>Shooting Location: Piazza della Repubblica</i> <i>Equipment: Cameras &amp; tripods</i> <i>Schedule: Camera and sound practice day.</i> <i>LS, MS, CU, sequences, interview framing, interview audio, nat. sound.,</i> <i>Z-axis depth. Record script</i> <i>Documents: "Shooting &amp; Editing Assignment" and "Script" document</i> <i>(to be used for "Shooting and Editing Assignment).</i> Italian: 14:30-15:30 Work on stories Panel discussion: <i>Evolution of Media : Print to Digital</i> 20:30 (Collegio)
<b>Wednesday/22</b>	Video 9:00-12:00 (Colleggio Raffaello) <i>Schedule: Editing with iMovie</i> <i>Document: "Editing with iMovie 10"</i> Italian: 14:30-15:30 Work on stories Film Screening: <i>Bicycle Thieves</i> 20:30 (Collegio Raffaello)
<b>Thursday/23</b>	Video 9:00-12:00 (Collegio Raffaello) <i>Schedule: Editing practice.</i> <i>Uploading to Vimeo.</i> Photo: Portrait due at 12:00 Italian: 14:30-15:30 Work on stories Photo: 19:00-20:15 Optional portrait critiques on first-come basis (Collegio Raffaello) Film Screening: <i>Caterina in the Big City</i> 20:30 (Collegio Raffaello)
<b>Friday/24</b>	Free to work on stories 10:00 AM: VIDEO SHOOTING AND EDITING ASSIGNMENT DUE
<b>Saturday/25</b>	Free
<b>Sunday/26</b>	Free

<b>Monday/27</b>	Italian: 9:00 work on stories and consultation with faculty Video: 20:30 - 22:30 (Collegio Raffaello) Evening video critique session of “Shooting and Editing Assignment.”
<b>Tuesday/28</b>	Italian: 9:00 work on stories and consultation with faculty Photo: 20:00-21:30 Open critique of current work (optional) at Collegio Raeffello
<b>Wednesday/29</b>	Italian: 9:00 work on stories and consultation with faculty Photo: 20:00-21:30 Open critique of current work (optional) at Collegio Raeffello
<b>Thursday/30</b>	Italian: 9:00 work on stories and consultation with faculty
<b>Friday/July 1</b>	work on stories and consultation by appointment
<b>Saturday/2</b>	Finish reporting on stories, consultation by appointment
<b>Sunday/3</b>	Edit and finish stories, consultation by appointment <b>FINAL DEADLINE for web-ready text, photos and video 18:00</b>
<b>Monday/4</b>	Italian: 14:30 consultation with faculty by appointment
<b>Tuesday/5</b>	Italian: 14:30 consultation with faculty by appointment
<b>Wednesday/6</b>	Wrap up and packing
<b>Thursday/7</b>	Early morning bus departure to Rome airport, Fiumicino FCO

## Classroom locations

Collegio Raffaello (large lecture hall) – Piazza Della Repubblica  
Main classrooms (most class meetings) – Via del Popolo 11

## Meals

All meals are provided at the dorm during the following hours:

Breakfast 7:30-9:00

Lunch/Dinner 12:00-14:00

Supper 19:00-21:00

## **Phone numbers:**

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Dennis Chamberlin + (39) 342 179-7187

Andy Ciofalo + (39) 377 168-3790

Doug Cumming

Bob Marshall + (39) 377 168 5926

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## **Final note**

What you take away from this course is directly related to the time and energy that you invest. As a faculty we have many years of experience in the field and have a passion for the work. We truly believe that journalism is one of the most exciting and important professions that you can work in and we are more than happy to work with you so that you are able to grow as journalists during the month. We are willing to help in any way that we can beyond the normal class hours but it is up to you to pursue this.