

Project Report Model Course

Producing Report for Social Media

Selection criteria: BKF's "Project Report" course integrates students of print/online specialization and radio/tv specialization, multiplying multimedia experiences by using social media as a platform and also as a subject of reporting.

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Department of Communication and Media Sciences*

Website: <http://www.bkf.hu/felveteli/4/kommunikacio-es-mediatudomany-szak.html>

| Study program: | Level | ECTS: | Weeks/Topics | Students |
|------------------|-------|-------|--------------|----------|
| Integrated Media | BA | 3 | 12 weeks | 20 |

Keywords: report, multimedia, social media, project, practice

Short description: The aim of the course is for students to plan and produce a multimedia report on the subject of social media, with a main actor on the field of SM, and to publish the report via SM. Students have to exploit their knowledge in multimedia producing, and create a media product that will be included in their portfolio. Students work throughout a 12-week time frame in autonomous editorial teams (3 persons in each team), and use Facebook or Twitter as news channels.

They work 2 hours per week.

They learn the fundamentals of creative writing, reporting, and camera operations. Then they gain knowledge of live reporting on an event. In accordance (from October), they begin to develop the video report, make contacts, and plan each task. The video report is developed during the last weeks.

| Topic | Practical exercise / application | Learning outcome |
|----------------------------------|--|---|
| Live coverage of an event | Live blogging on a conference organized by the university (the emphasis is on the collection of material about the subjects and the speakers beforehand, and on the accuracy of the topics reported live). | <ul style="list-style-type: none"> Accuracy, speed, previous exploration of a topic. |
| Online Report | One week later reporting on the same subject but with original elements (with emphasis on creative writing and a photo gallery). | <ul style="list-style-type: none"> The written text is very important: must be grammatically and stylistically correct, follow the principles of a report (coherence, exactitude, precision), and to be original. |
| Video Report | Video reporting on the thematic of social media (combining interviews and insert shorts/B-roll). | <ul style="list-style-type: none"> Concerning the pictures: they don't need to be perfect or artistic, the importance is their value of testimony, the attention to technical fundamentals (the interviewee is not closing his eyes, the sun is not in front, the colors are balanced, etc.). Concerning the preparatory work: to be persistent when contacting people for the interview, to be able to adapt their questions and reflect the context in which the interviewee evolves. |

Suggested readings

| Author | Title/Description of content | Year |
|------------------------------|--|-------------|
| Bernáth László (eds.) | Új műfajismeret / A guide of journalistic genres from print to online. | 2002 |
| Mc. Adams Melinda | Flash Journalism: How to Create Multimedia News Packages / The book includes 10 lessons, from the basics of working with Flash drawing tools to creating a photo slideshow with sound. | 2005 |
| Brown Blain | Motion Picture and Video Lighting / This book explores technical, aesthetic, and practical aspects of lighting for film and video. | 1996 |

Assessment criteria: Students are evaluated on the basis of the live blogging, the online report and the video report. The different criteria are based on learning outcomes such as capacity of accuracy, the quality of the written text, originality, and basic technical know-how.

Production examples:

Video report on cyber harassment between students. This video was made in 2014 with college students. <https://www.youtube.com/watch?v=nYOpm4rZleo>

Video report with a previous student from BFF, who today is a young specialist of online and social media marketing. <https://vimeo.com/54320598>

Contact:



Instructor/Contact person:
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Bonus material:

Short quote from instructor

"It's not easy to organize the project-based courses. Of course, there is one intensive week per semester, but it's not enough. So we try to relax the structure and do other project-based courses during the year, where students can go out, move and work together to practice. One of the possibilities is to let them cover events like conferences organised by the university. So they can be all there, work in teams, experiment a know-how, etc."