

# DOCUMENTARY PROJECTS

international projects | MALAWI 2015

## Course Description

In this class you will be a member of a multimedia content gathering, editing, design and programming team that will, in collaboration with the international health organization CARE, tell the story of the maternal and child health programs in the Ntcheu district in rural Malawi. We will use all of our tools to tell strong personal and data-driven stories that will ultimately benefit CARE's mission in Malawi. [Learn more about CARE.](#)

CARE is our client, so a portion of our course will be dedicated to learning how to collaborate with an international organization, to communicate the importance of story - in all of its forms, and to fulfill our obligation. CARE came to us because of our history at UNC of producing interactive, multi-platform projects. We must carry the torch forward by producing the best work we can and by pushing beyond what we have created in the past.

We will travel to Malawi over spring break to produce content including documentary video, motion graphics, data-driven interactives and more. We hope to break ground with data visualization, 3d modeling and immersive media. We will build a foundation to enable future students to travel to Malawi or other countries in which CARE has programs, reporting on the latest health issues there.

Our project must appeal to a range of potential target audiences, with a premium on producing character-driven stories that reach into the hearts of the audience, opens them up to the connectedness of humankind and pushes them to see, feel and connect with these people a half a world away. This is no small task, but with the power of story, we can do it. You are also part of a storytelling ecosystem and you will be called on to help in all aspects of project creation.

General topics will include:

- ◆ Traveling and working internationally
- ◆ Researching to understand the culture and strengthen the storytelling
- ◆ Collaborating with an organization
- ◆ Data insights and visualizations
- ◆ Focusing on audience
- ◆ Working with a team of journalists to create a multidimensional web experience
- ◆ And we'll learn some basic Swahili and Chichewa!

Get a head start on basic Chichewa and Swahili greetings and common sayings:

<http://malawi.tripod.com/chichewa.html>

<http://www.chichewadictionary.org>

J584.1 TR 11:00-12:15 CA58  
 PROFESSOR: STEVEN KING  
 OFFICE: CA 77  
[steven.king@unc.edu](mailto:steven.king@unc.edu)  
<http://stevenking.com>

▫ OFFICE HOURS:  
 Wednesday - 1-3 pm

▫ I will be happy to schedule an appointment.

▫ This syllabus and course schedule is flexible.  
 Be prepared for change.

▫ Your final grade will be determined out of a 1000 point scale:

Participation/team work: 100  
 Planning Assignments: 350  
 Proposal, Research and Ideas: 150  
 Making deadlines 100  
 Final Project: 300

▫ ATTENDANCE IS VITAL TO SUCCESS IN THIS CLASS.

▫ Cell Phones: Please mute cell phones for class.  
 BE RESPECTFUL.

▫ IMPORTANT DATES:  
 MLK DAY - 01/19  
 LAST DAY TO WITHDRAW - 03/11  
 SPRING BREAK - 03/07-15

## Schedule

The class will be divided into three sections:

### **Pre-Production Phase - January 7 - March 5:**

Pre-production will include research, planning, design and development of the site.

### **Production Phase - March 6-15:**

Content gathering will include shooting, recording, translating, and editing all video stories, shooting and producing panoramas and time lapses, and content gathering for any motion graphics and design. We will organize content and develop infographics on-site in Malawi. We will be working long, long days. Our time in Malawi is limited and vital.

### **Post-Production Phase - March 15-April 22:**

Final production will include finalizing all content and presentation, implementing final site design and uploading all content. This will require much out-of-class work time, so be prepared to spend as much time as it takes to make this the best project possible. Also, this is a time in which you really need to be a team player and participate in all facets of production. We may have organized editing time at night near the end of post-production.

## Projects

### *Story-Driven Responsive Website*

We will open the semester with a creating the design of the overall website. This will be responsive and driven by a CMS.

### *Research*

Graduate students will research and report to the class on topics relevant to our travel to Malawi and the maternal healthcare program led by CARE. Everyone will be responsible for researching topics relevant to their potential stories as we get closer to our travel dates.

### *Story Infographics*

You will create unique and interactive infographics using data and code for various stories.

## Project Submission and Grade Determination

This class is a bit different from most courses. Both sections of 584 will function as a team, and as such your grade will be based on the work you produce for the project and how you function as a member of the team. Each team member will have assignments based on their specialty, but you will also be expected to help the team in a variety of ways that may change based on the dynamic nature of the project. Managing your time, meeting deadlines, following directions and volunteering to help in whatever ways possible will be important, especially in the final production phase. Your success depends on the success of everyone.

### Assessment:

- 1) Assignments are due at the minute class begins on the due date!
- 2) Any deadline not met will receive zero points.
- 3) You must be present in class to receive credit (server-only Turn In does not count).
- 4) Class participation is critical to success in this course.

## Equipment and Supplies

You are required to have a laptop for this class with Adobe Illustrator, Photoshop and a Text Editor for writing code.

## Attendance

Is absolutely necessary if you are to succeed in this class. It is not simply a trip to Malawi; we will be working as a team and as such will depend on each member to carry their share of the workload. Attendance will be recorded and will be taken into account for your grade.

## Deadlines

For this project to be successful, production deadlines must be met consistently. Each deadline is worth points towards your final grade.

## Team Teaching and Coaches

Chad Stevens and I are teaching two different sections of 584, although we meet at the same time and in the same location. Chad will also be a great resource and provide direction and critique. Ross Taylor and Pat Davison will be joining us in country as video story coaches.

## ACEJMC

The School of Journalism and Mass Communication's accrediting body outlines a number of values you should be aware of and competencies you should be able to demonstrate by the time you graduate from our program. Learn more here:

<http://www2.ku.edu/~acejmc/PROGRAM/PRINCIPLES.SHTML#vals&comps>

No single course could possibly give you all of these values and competencies; but collectively, our classes are designed to build your abilities in each of these areas. In this class, we will address a number of the values and competencies, with special emphasis on the last eight bullet dots under "Professional values and competencies" in the link above.