

We are here to awaken from the illusion of our separateness.

- Thich Nhat Hahn

# 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
- ◆ Connecting with characters and non-verbal communication
- ◆ 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: CHAD A STEVENS  
 OFFICE: CA 79  
 chadstevens@unc.edu  
<http://milesfrommaybe.com>

◆ OFFICE HOURS:  
 Tuesday - 1:15-3:15

◆ Please try and meet with me during office hours, but if you cannot I will be happy to schedule an appointment.

◆ Required Readings:  
[In the Blink of an Eye](#)  
 by Walter Murch

Malawi TBD

Tutorials (on the server)

◆ 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  
 Flash Assignments: 350  
 Proposal, Research and Storyboard: 150  
 Final Project Rough Cuts: 100  
 Final Project Final: 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 story exercises, research, story and sidebar development and access building.

### **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, make rough scene assemblies, transcribe and storyboard 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 edits 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

### *Flash Projects*

We will open the semester with a series of assignments to push your boundaries and prepare you for content production in Malawi. These are critical, graded and creative.

### *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. But everyone will be responsible for researching topics relevant to their potential stories as we get closer to our travel dates.

### *Your Malawi Project*

This project should be a culmination of all of the skills you've acquired on your video storytelling journey. For many of you, this should be and will be the best work of your careers so far. Take advantage of this amazing opportunity. Respect the people you will be working with and do justice to their stories. That means you must be relentless, empathetic and tireless.

Your camera gives you a reason to go somewhere and belong. Don't screw it up.

## Naming Conventions for Assignments

Naming conventions for your archive: YEARMODA\_lastname\_assignment\_001.mov

Naming conventions for Assignment Turn In: lastname\_assignmentname.mov

## 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.

Your final grade is determined out of a 1000 point scale.

Participation and team work: 100

Flash Assignments: 350

Proposal, Research and Storyboard: 150

Final Project Rough Cuts: 100

Final Project Final: 300

I will do my best to be fair and accurate, but to do this there must be some very specific guidelines and boundaries. Here they are:

- 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

This is a video storytelling class. So you will need a video camera. You will have access to Canon HDSLR cameras from the checkout room, but there will be competition for these bodies from other courses. It would be ideal to have your own and to access the equipment check out for additional video and audio gear. Be prepared; it can be *frustrating*. Plus, you'll need gear when you graduate, so maybe this is a good time to make that leap. If you plan to, I highly recommend the purchase of a Canon HDSLR camera (5D Mark III, 5D Mark II, 7D, etc.). You will be able to use this camera far beyond this semester, and it is the industry standard.

Tripod. YES, YOU MUST USE A TRIPOD. Tripods are available from checkout, but they are rough around the edges. Let me know if you may be interested in purchasing your own, and I can direct you.

*Required to purchase on your own:*

TWO Harddrives: at least 1TB, more if you can afford it. (one is to be a mirror of the original... **Backups are CRITICAL!!! Especially in the field**). 7200 rpm and **USB 3.0** or **Thunderbolt**. Headphones (earbuds are a no-go). These are the best for the cash: [Sony MDR-V6 Monitor Headphones](#).

## 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**

Steven King and I are teaching two different sections of 584, although we meet at the same time and in the same location. Steven will also be a great resource for our video production. Steven is also leading the Design/Development team. 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 points 5-10 and 12, under "Professional values and competencies" in the link above.

**Day 1 - January 08**

Syllabus: Deadlines, Assignments, Projects and discussion  
ASSIGNMENT: Flash assignment #1 > Life-Changing Moment

**Day 2 - January 13**

Topics: Ethics  
ASSIGNMENT: Premiere Tutorials (on server)  
ASSIGNMENT: Flash assignment #2 > MLK Day (no event)

**Day 3 - January 15**

DUE: Flash assignment #1 > Life-Changing Moment  
DUE: Watch Premiere Tutorials before class (on server)  
Topics: What makes a successful video story?

**Day 4 - January 20**

Topics: Site comps full class discussion

**Day 5 - January 22**

CARE visit

**Day 6 - January 27**

Topics: Cultural representation  
Topics: To bribe or not to bribe?

**Day 7 - January 29**

DUE: Flash assignment #2 > MLK Day (no event)  
ASSIGNMENT: Flash assignment #3 > Character-driven story

**Day 8 - February 03**

Topics: Interviewing and lighting

**Day 9 - February 05**

Topics: Transcription and story structure  
ASSIGNMENT: Malawi research

**Day 10 - February 10**

Topics: Work in class

**Day 11 - February 12**

DUE: Flash assignment #3 > Character-driven story  
ASSIGNMENT: Malawi research

**Day 12 - February 17**

Topics: Interviewing in other cultures

**Day 13 - February 19**

DUE: Malawi presentations (grad students)  
ASSIGNMENT: Project proposals and storyboards

**Day 14 - February 24**

Topics: International travel and safety

**Day 15 - February 26**

DUE: Storyboards and discussion

**Day 16 - March 03**

DUE: Project proposals

**Day 17 - March 05**

Trip preparation

**Day 18 - March 10**

In Malawi

**Day 19 - March 12**

In Malawi

**Day 20 - March 17**

Post-production phase begins

**Day 21 - March 19**

DUE: Project Storyboard

**Day 22 - March 24**

TBD

**Day 23 - March 26**

Work in class

**Day 24 - March 31**

DUE: Rough Cut #1

**Day 25 - April 02**

Work in class

**Day 26 - April 07**

DUE: Rough Cut #2

**Day 27 - April 09**

Work in class

**Day 28 - April 14**

DUE: Working Version DUE for feedback  
for site integration (uploaded to Vimeo)

**Day 29 - April 16**

DUE: All complementary content

**Day 30 - April 21**

DUE: Final Version - FINAL FINAL FINAL

**Day 31 - April 23**

Testing site and solving problems