



J582 Multimedia Narratives

Professor: Steven King, Assistant Professor of Interactive Media

UNC School of Media and Journalism

Wednesdays 3:30-5:00pm Carroll Hall Rm 67

Office Hours: Wednesdays from 10am-Noon and when sign says open!

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COURSE DESCRIPTION

This class will teach you how to think about multimedia narrative documentaries of various mediums. You will learn to better tell stories, solve problems and create a story for a specific audience.

The class will be a mix of field and desk work to create an edited and full experience for viewers. Some days that will be lecture, or professional meetings or public critique. Other days will be in-the-field learning.

Expect a heavy amount of out-of-class work working on your project.

The last couple of weeks of class will be spent developing and producing your final project.

Producing effective storytelling narratives requires extensive and detailed skill sets that will be taught, include:

- Understanding an audience and producing content for them
- Effective use of media and interactivity
- solid, ethical journalistic decision-making
- Design thinking and visual problem solving

ACCREDITATION

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 about them 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 "Professional values and competencies" listed below.

- Understand concepts and apply theories in the use and presentation of images and information;
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- Think critically, creatively and independently;
- Apply tools and technologies appropriate for the communications professions in which they work.

COURSE POLICIES

Attendance and Assignments

Attendance is required, participation is expected and deadlines are absolute.

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To succeed in this class you must attend and participate in the discussion and hands-on, in-class assignments. Each in-class assignment is worth 20 points and can only be completed during class and will not be turned in at a later date. You are allowed one un-excused absence. Any other missed class assignments will receive a 0 grade.

LATE ASSIGNMENTS WILL NOT BE ACCEPTED unless special arrangements are made prior to the due date. Major projects will be due at 11:59 p.m. Deadlines are vital to success in this industry and you are expected to make deadline.

Honor Code and Plagiarism

It is expected that each student in this course will conduct himself or herself within the guidelines of the UNC honor code. All academic work should be done with the high level of honesty and integrity this university demands. You are expected to produce your own work in this class. If you have any questions about your responsibility or your instructor's responsibility as a faculty member under the Honor Code, please talk with me or Senior Associate Dean Charlie Tuggle, or you may speak with a representative of the Student Attorney Office or the Office of the Dean of Students.

Seeking Help

If you need individual assistance, it's your responsibility to contact me. If you are serious about wanting to improve your performance in the course, the time to seek help is as soon as you are aware of the problem – whether the problem is difficulty with course material, a disability, or an illness.

Diversity

The University's policy on Prohibiting Harassment and Discrimination is outlined in the 2011-2012 Undergraduate Bulletin <http://www.unc.edu/ugradbulletin/>. UNC is committed to providing an inclusive and welcoming environment for all members of our community and does not discriminate in offering access to its educational programs and activities on the basis of age, gender, race, color, national origin, religion, creed, disability, veteran's status, sexual orientation, gender identity, or gender expression.

Special Accommodations

If you require special accommodations to attend or participate in this course, please let the instructor know as soon as possible. If you need information about disabilities visit the Accessibility Services website at <https://accessibility.unc.edu/>

Grading Policy

There are basic expectations that any editor, publisher or producer would have for a project undertaken by a multimedia specialist. All of your assignments must meet the following minimum basic standards to be considered for a grade of "B" or better.

The project must be:

- completed according to the assignment specifications.
- completed on time.
- free of typographical, grammatical and mechanical errors.
- completed so as to evidence a clear grasp of interactive development standards and design concepts.

When appropriate your multimedia work also will be evaluated for:

- news value
- presentation editing decisions
- architecture of information presentation
- aesthetic design choices
- creativity and innovation

RESOURCES AND SOFTWARE

Text Book

There is no specific text book for the class but we will use various online resources through out the semester.

Software

We will use Adobe project for video editing and use Komodo Edit for code editing but any IDE or HTML/CSS/ JavaScript Code editor will be fine. Many students luse Sublime Text or Atom but NEVER USE Dreamweaver.

ASSIGNMENTS

This class follows a project-driven approach and is built on one major project that demonstrate the skills taught in the class.

Documentary Project

You will be working on one project for the entire semester. This could be individual or as a team but you will be graded individually. Each week you will iterate and advance story project. Each week you will turn in a new version or edit that advanced past your previous week. By the end of the semester your final project will have at least 8 iterations if not more. Each week you will receive points based on the progress of your project. If you do not manage significant advancements each week you will not earn the points for that week. More information about the projects will be provided during class.

This project should demonstrate a comprehensive understanding of narrative and interactive storytelling skills.

Class	Date	Topic/Assignment
1	Wednesday, Aug. 19, 2015	Introductions, Policies
2	Wednesday, Aug. 26, 2015	Story Planning
3	Wednesday, Sept 2, 2015	Collection, Design
4	Wednesday, Sept 9, 2015	Production of Stories
5	Wednesday, Sept 16, 2015	Open Lab Day. No Lecture
6	Wednesday, Sept 23, 2015	Content Rough Drafts Due, Site Due
7	Wednesday, Sept 30, 2015	Critique and Continued Editing
8	Wednesday, Oct 7, 2015	Editing continues
9	Wednesday, Oct 14, 2015	Fall Break
10	Wednesday, Oct 21, 2015	Clean Cut Due
11	Wednesday, Oct 28, 2015	Critique
12	Wednesday, Nov 4, 2015	Editing continues
13	Wednesday, Nov 11, 2015	Editing continues
14	Wednesday, Nov 18, 2015	Final Cut Due
15	Wednesday, Nov 25, 2015	Thanksgiving Break
16	Wednesday, Dec 2 2015	Last Day of class

*Schedule is a guide and a goal for the class but is subject to change based on how quickly the class understands the material, weather and other factors.