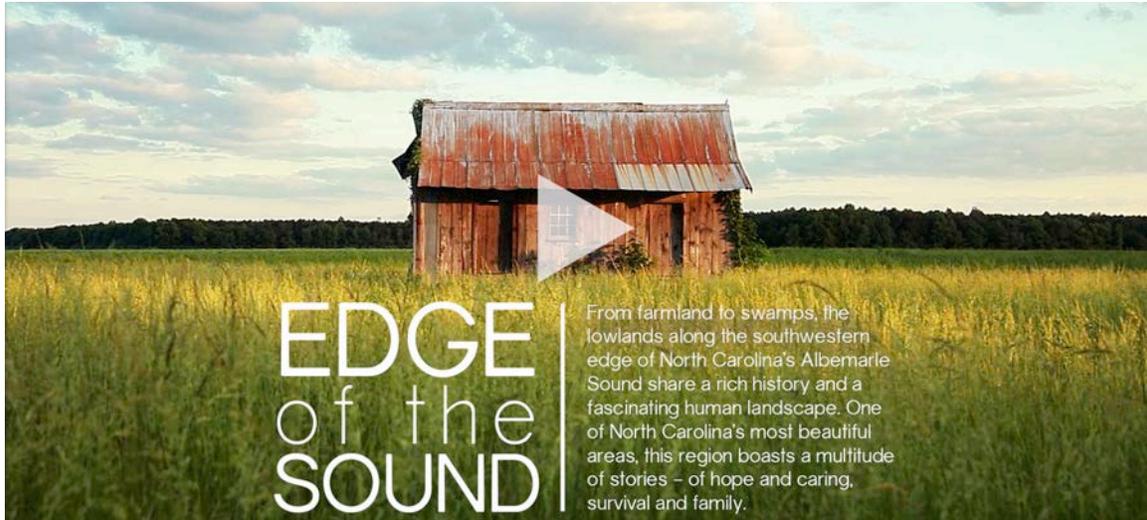


J584 Documentary Multimedia
Storytelling
Summer 1, 2015
Roanoke Rapids, Carroll Hall

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Carolina Photojournalism Workshop 2015

Course Description

The Carolina Photojournalism Workshop (CPJW) is an intensive, on-location multimedia project in which students complete a short documentary video and a multimedia website in about two weeks. This year we will be documenting life in and around the town of Roanoke Rapids, North Carolina.

Students will produce one story each or work on design and building the site. Everyone will turn in a set of deliverables that may include video, photo, text, or graphics. All gear will be available through JOMC checkout system.

We will start with a two-day video crash course in which we will cover finding the narrative, interviewing, shooting interviews and b-roll, and video editing. By the end of the second day everyone will screen completed video exercises.

After the crash course, we meet on location. Our lodging and workspace will be at the Timberlane Retreat on Lake Gaston, 135 Timerlane Drive, Littleton NC 27850.

Expect to work long hours, shooting and editing every day, and attending frequent evening team sessions. Your project will have three firm deadlines. We will screen the final projects on Sunday evening, open to the public. Monday is travel, Tuesday and Wednesday we will be back in Carroll for uploading content to the web site and turning in final deliverables. Except for graduation Sunday, there is no time off. Students are expected to maximize their time.

The work produced in this environment is exceptional. Students are expected to approach this as an opportunity. Last year's project won in CPJW, Hearst, Horizon Interactive, and was a finalist at SXSW Interactive and was a Webby Official Honoree. Past projects have also been recognized in SNDies, Best of Photojournalism, AEJMC Best of the Web, and others.

To see last year's project, visit:

<http://www.carolinaphotojournalism.org/cpjw2014>

Objectives

Specifically, in this class we will learn how to:

- Research, find, and gain access to a compelling documentary video story
- Light and shoot excellent video interviews with quality audio
- Conduct video interviews, asking the right questions to obtain compelling material
- Transcribe interviews and create a non-narrated script from the interview
- Edit video using industry standard software and meet radio cut, rough cut and final cut deadlines
- Produce a polished, short form documentary video in one week. Also produce a set of deliverables including text, titles, still images and more on deadline
- Work with a video editing coach to produce your best work
- Think critically and make decisions on content and ethics in the field.

Core Competencies

- The School of Journalism and Mass Communication's accrediting body has developed a set of values and competencies. Learn about them here: <http://bit.ly/1dk0dom>
- JOMC courses are designed to build your abilities in each of these areas. In this class, we will address several of the values and competencies under "Professional values and competencies" in the link above.

Schedule

May 6-7: Gear checkout

May 8: 9-5, Carroll Hall

May 9: 8:30-6, Carroll Hall

May 10: off for graduation, Mother's Day

May 11: Travel to Roanoke Rapids, story contact, meet at inn at 5; Meeting at 8

May 13: Radio Cut deadline, 7pm

May 15: Rough cut deadline, 7pm

May 17: Final Cut deadline, 2pm

May 17: Public Screening, 6pm

May 18: travel back

May 19-20: Deliverables and website deadline, 3pm (May 20) Carroll Hall

Attendance

Is absolutely necessary if you are to succeed in this class. It is not simply a trip to the lake; we will be working as a team and as such will depend on each member to carry their share of the workload. Attendance, effort and participation will be recorded and will be taken into account for your grade. Everyone should expect to help out in whatever way they can. More experienced people may be asked to help first timers, etc. EVERYONE will be expected to keep the house CLEAN.

Deadlines

For this project to be successful, production deadlines must be met consistently.

Deadlines:

Boot Camp exercises May 9, 5pm

Radio Cut May 13, 7pm

Rough Cut May 15, 7pm

Final Cut May 17, 2pm

Upload and deliverables, May 20, 3pm

Each deadline is counts towards your final grade.

Grading & Expectations

This class is a bit different from most because of the project. We will function as a multimedia 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.

Points

Boot Camp exercises	5%
Radio Cut	5%
Rough Cut	5%
Final Cut	70%
Upload, deliverables	5%
Participation	10%

Coaches

Everyone will be assigned a professional coach to work closely with. This year's coaches are:

Jason Arthurs, <http://www.jasonarthurs.com/>

Chris Carmichael, <http://www.jchriscarmichael.com/>

Josh Davis, <http://www.joshdavis.org/>

Pat Davison, <http://patdavison.com/>

Jessey Dearing, <http://www.jesseydearing.com/>

Julia Wall, <http://www.juliawallphoto.com/pages/home>

All of these coaches are accomplished pros and all are alumni of our program and CPJW!

Floating coaches-

Isabella Bartolucci, <http://isabellabartolucci.com/>

Katherine Fitzgerald, <https://www.linkedin.com/pub/katherine-fitzgerald/6b/755/227>

Course Materials

You will need a cell phone.

You will need a car.

You will need your own video hard drive and flash drive

You will need video compatible compact flash cards, recommended two 32GB or larger. An extra camera battery is recommended.