# Multimedia Storytelling
# 782 FALL 2016
# TR 3:30 p.m. to 5:15 p.m. | Lab: 60

## Instructors

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## Office Hours

Before class and by appointment

## Course Description

Telling stories is the basis of what we do as communicators. Learning how to do this well requires a thorough understanding of the tools available and the strengths and weaknesses of each one.  The objective of this course is to introduce you to the theories and practices of multimedia content creation. We will read and view scholarly and professional works that address multimedia presentation methods. You will be expected to gain a critical understanding of the value of each one.

Recognition of the benefits and drawbacks of the written word, photography, audio, video, animated graphics and interactive applications will be addressed in class discussions and assigned projects. You will acquire knowledge about how to choose multimedia presentation methods based on a project's audience and communication goals. You also will learn how to apply this knowledge by creating a multimedia storytelling project.

## Required Purchases

- Portable hard drive (320 GB minimum with USB3 connection) to save your work. Please be aware that you are responsible for backing up your own work.
- Personal URL – about $20.
- Personal hosting space – about $40.
- Personal headphones. You will need to supply your own headphones in the lab for Web site viewing.
- 2 SDHC cards (4 GB minimum each) for recording audio and video – approximately $10-$20 each.

# Other Materials

You also will want access to Lynda.com training library for the semester, which you can access free as a UNC student. by going to http://software.sites.unc.edu/lynda/.

Much of the reading material for this class is through online links and videos. See the Readings/Viewings link of the syllabus site.

# Important Policies

Simply put, attendance is required, participation is expected and deadlines are absolute. All assignments are due at the beginning of class on the specified dates.
NO LATE ASSIGNMENTS WILL BE ACCEPTED.

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.

# Organization of Class Time

Classes will consist of lecture/discussion and some hands-on lab time. In most cases students will use lab time to begin an assignment and practice multimedia techniques.. Students should plan to spend additional time outside of class to complete these all assignments.

# Seeking Help

If you need individual assistance, it's your responsibility to meet with the instructor. 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/.

# AEJMC Core Competencies

The Accrediting Council on Education in Journalism and Mass Communications (ACEJMC) requires that, irrespective of their particular specialization, all graduates should be aware of certain core values and competencies and be able to:

- Understand and apply the principles and laws of freedom of speech and press for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;
- Demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
- Demonstrate an understanding of gender, race ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications;
- Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society;
- 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;
- Conduct research and evaluate information by methods appropriate to the communications professions in which they work;
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- Apply basic numerical and statistical concepts;
- Apply tools and technologies appropriate for the communications professions in which they work.

Units requesting evaluation of a graduate program must also demonstrate how their master's graduates attain this additional core competency:

- Contribute to knowledge appropriate to the communications professions in which they work.