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Office Hours: M/W 9:15-10:45am

Audio-Video Information Gathering
MEJO 221 Section 1
M/W 8:00-9:15am
Carroll Hall – Room 132

Restricted to declared journalism majors and minors. Introduces students to the tools and skills needed to engage in quality storytelling with audio, video, and multimedia. Students will learn to deliver stories using multiple platforms, taking advantage of the strengths of each.

COURSE GOALS:

The main goal of this course is to learn the basics of using audio and video to tell compelling stories. We will focus on both technical and creative ways to bring a story to life. At the end of this course you should be able to:

- Gather/record clear audio from interviews and natural sound in the field
- Understand basic camera operations
- Understand and execute video recording techniques such as camera movement (pan/tilt), precise focus, shot variety, framing, etc.
- Understand and execute proper audio/video editing techniques such as audio balance, use of natural sound, layering audio, shot selection and editing pace/sequencing
- Understand the basics of proper lighting for interview subjects

COURSE MATERIALS:

- Required: Memory card for camera - SDHC card Speed Class 10 16GB or larger (must be able to store HD video)
- Required Headphones (not earbuds)
- Highly suggested: External hard drive with 500GB-1TB storage
- Lynda.com - As a student, you have a free subscription to Lynda.com tutorials. Throughout this course, we will be viewing some of these videos during class and I will ask you to watch some outside of class as well. To login in, you go to: <https://software.sites.unc.edu/lynda/> and use your onyen username and password.

ATTENDANCE:

You are expected to arrive to class on time and prepared. You are allowed two unexcused absences. All other absences will result in a three-point deduction from your final class participation grade. Projects are due at the assigned date regardless of your class attendance.

GRADING:

Your final grade in this course will be based on the following weights of assignments:

Class Participation/Attendance: 10%
In-class assignments: 10%

Project 1: 15%
Project 2: 15%
Project 3: 20%
Project 4: 30%

You will be graded according to professional standards. Each project will be evaluated on clarity of vision/planning, audio and video quality, clear story focus, balance of audio, pace and visual composition.

Grading Scale:

A	93 or higher	C	73-76.9
A-	90-92.9	C-	70-72.9
B+	87-89.9	D+	67-69.9
B	83-86.9	D	63-66.9
B-	80-82.9	D-	60-62.9
C+	77-79.9	F	Below 60

You may find out more about grade definitions on the University website:

<http://registrar.unc.edu/academic-services/grades/explanation-of-grading-system/>

LATE POLICY:

Projects are due (posted to class Sakai website) at the time class starts the day they are due unless otherwise posted. I will deduct TEN POINTS for each day the project is late.

PROJECTS:

Project 1 - Audio Story-telling - 60 seconds

Why I do what I do: Interview one person about their job or a certain responsibility. Use interview techniques to dive deeper than the typical surface answers. Evaluate the job/tasks that make up the person's job or responsibility and incorporate natural sound to push the story further and create an image in the mind of the listener.

Skills: Interviewing, gathering clear audio from a subject, practice techniques for capturing natural sound, balancing audio levels, using natural sound to enhance a story without overpowering main subject

Project 2 - Video Sequencing - 60 seconds

Pick an action, activity or process to showcase. From swinging a baseball bat, making a meal or growing a garden, there is a start and a finish. Think about the big picture and how to showcase the various parts of the activity with wide, medium and tight shots as well as practicing camera movement. Project must include at least one camera pan/tilt.

Skills: Gathering clear natural sound, proper focus, shot variety, composition, shot sequencing, camera movement, editing pace

Project 3 - News-style story - 90 seconds

This project is similar to Project 1 in that it includes an interview and natural sounds, but adds in the accompanying video and b-roll. This project must consist of more than one interview. Find a timely topic. Identify the key players and choose subjects to showcase the story from various viewpoints. Incorporate natural sound into the story and choose your sound bites to effectively tell a story and explain the issue to the viewer. Remember, there is no “script” to fill in the gaps. The success of this project will rely heavily on pre-planning and proper interview techniques. You may include a “reporter” question if the audio is clean and clear.

Project 4 - Profile piece/News Documentary/Non-profit video - 2-3 minutes

You will combine all of the skills you have learned in this course for this final project. You must interview at least two different people, use natural sound and craft your story to showcase a special project by a local group or to explain a story with two or more view points. You may also choose to produce a news feature story or profile story. Music may be incorporated if it fits the subject and production style.

News Story Examples: pros/cons for local property tax increase, election changes, rash of robberies in new neighborhood, increased meal plan prices affecting students

Profile/News feature Examples: Profile piece on student athlete, local restaurant owner impacts lives and fills stomachs.

*If you choose a profile piece, think about how the person you are profiling best contributes. Is the story powerful enough from his/her own words, or is it best told by others with supporting natural sound and video of the person you are profiling?

Promotional video: contact a local non-profit to produce a 2-3 minute video highlighting and showcasing the work and goals of the group. You may include up to two graphics to support your story, however those elements will not be graded.

Equipment Rental

You will be paired into teams of two for using the equipment. You must fill out the school's equipment form (on Sakai) each time you check out gear. The general check out period is 72 hours but you will be allowed to renew gear based on availability.

Honor Code

It is expected that each student in this class will conduct himself or herself within the guidelines of the University honor system (<http://honor.unc.edu>). All academic work should be done with the high levels of honesty and integrity that this University demands. You are expected to produce your own work in this class. For details, you can go to:

<http://studentconduct.unc.edu/sites/studentconduct.unc.edu/files/Fall2012print.pdf>

Non-discrimination Policy

The University's policy on Equal Employment Opportunity and Nondiscrimination is available at <http://policy.sites.unc.edu/files/2013/04/nondiscrim.pdf>

In summary, UNC 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, or disabilities

Harassment

UNC does not tolerate harassment based on gender, race, religion, sexual orientation, culture, disability, or for any other reason. It is also a violation of the Honor Code and Title VII of the Civil Rights Act (1964) and Title IX of the Educational Amendments. If you need assistance with a harassment issue or problem, bring it to my attention or The Office of the Dean of Students, dos@unc.edu or 919.966.4042.

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/>

Accreditation

The School of Media and Journalism 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 the first, the sixth, the seventh, the ninth and the tenth bullet dot under "Professional values and competencies" in the link above.

General Course Schedule:

Week 1

W – August 24 – Introduction to course

Week 2

M – August 29 – How to tell a story: the basics / equipment rental

W – August 31 – Audio gathering / Audio scavenger hunt

Week 3

M – September 5 – Labor day – NO CLASS

W – September 7 – Interview techniques / pre-production planning

Week 4

M – September 12 – Intro to Adobe Premiere / Project 1 Proposal due

W – September 14 – In-class interview / edit (audio only)

Week 5

M – September 19 – Project 1 due – start critiques

W – September 21 – In class critiques

Week 6

M – September 26 – Intro to camera basics / Project 2 proposal due

W – September 28 – Video Scavenger hunt

Week 7

M – October 3 – Lighting for interviews / Camera movement

W – October 5 – Project 2 Due – in class critiques

Week 8

M – October 10 – In class critiques

W – October 12 – The magic of nat sound / Project 3 proposal due

Week 9

M – October 17 – Guest speaker

W – October 19 – Editing techniques / pacing

Week 10

M – October 24 – Story construction / after the interview

W – October 26 – In class editing day

Week 11

M – October 31 – Project 3 due – start in class critiques

W – November 2 – In class critiques / Project 4 proposal due

Week 12

M – November 7 – Advanced Interview techniques / Camera skills

W – November 9 – Guest speaker

Week 13

M – November 14 - TBD

W – November 16 - TBD

Week 14

M – November 21 – In class work day

W – November 23 – Thanksgiving Break – NO CLASS

Week 15

M – November 28 – Final project due – begin in class critiques

W – November 30 – In class critiques

Week 16

M- December 5 – In class critiques

W – December 7 – In class critiques