

JMEJO 221.4 RUEL | MEJO 221.8 BUCK

# VIDEO/GRAPHIC INFORMATION GATHERING SPRING 2017 SEMESTER

syllabus online @ [tinyurl.com/spring221](http://tinyurl.com/spring221)



*Japanese people view a computer graphic video, using projection-mapping technology, beamed on the Urakami Cathedral in Nagasaki in 2014.  
HANAI/Reuters/Corbis*

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## Introduction

Welcome to this introductory media technology skills class at the UNC School of Media and Journalism. Our simple goals are to give you overview of reporting and storytelling using video and graphics, and to introduce you to how to present your stories online.

This course introduces students to some of the tools and skills needed to engage in multimedia storytelling in online environments. Emphasis is placed on demystifying the technical aspects of audiovisual information packaging by engaging in hands-on video,

graphic and web exercises. This course is ultimately intended to give students insight into the skill sets needed for the various professions in media and journalism.

## Classrooms and time

Section 221.4 meets in **CA 132**. Section 221.8 meeting in **CA 268**. When joint classes are held, they will be in CA 132.

## Professors

### LAURA RUEL

*(web and graphic instruction)*

Associate Professor, UNC-Chapel Hill

Office: 78 Carroll Hall | Phone: 919-448-8864 | E-mail: lruel@unc.edu

Office Hours: Wednesdays 11-Noon and by appointment

### ALAN BUCK

*(audio and video instruction)*

Assistant Professor of Communication, Meredith College

Office: (919) 760-2393 Email: [dabuck@meredith.edu](mailto:dabuck@meredith.edu)

Office Hours: by appointment

## Required Supplies



**SDHC memory card** at least 16GB (can use 8GB if necessary). Should be Class 10 and say it can store HD video.



**USB flash drive** (or thumb drive) or other external hard drive with at least 64 GB capacity.



**Headphones** with a standard mini jack (any headphones you might use with your phone or mp3 player will do).

**Domain name.** You will need to purchase a domain name for the Web/Graphics part of this class. *(approximately \$5-10 for one year)*

**Server space:** You also will need to purchase server space. More details will be provided in class. *(approximately \$8-10 a month with a 3 month minimum or about \$30)*

**NOTE THAT textbooks** are not required for this class. Tutorials from [Lynda.com](http://Lynda.com) and [Code Academy](http://CodeAcademy) as suggested to reinforce or enhance the knowledge you gain in class. Articles and lessons from selected online sources are listed in the syllabus below.

**Other useful links:**

- **Lynda.com tutorial access for UNC students:**  
<http://software.sites.unc.edu/lynda/>
- **Adobe Creative Cloud software (including Illustrator and Premiere) for UNC students:** : <http://software.sites.unc.edu/software/adobe-creative-cloud/>
- **UNC lab access for MJ School:** <http://jomclabaccess.web.unc.edu/>

## Course Goals

The School of Media and Journalism'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 the last six bullet dots under "Professional values and competencies" in the link above.

In particular, we will be focused on the last competency listed, regarding the application of tools and technologies.

- You will learn to recognize, use, and know the functions and limitations of the equipment and software introduced in class.
- You will be able to critique others' work based on technical quality, aesthetics, and story flow.
- You will be able to plan and execute a short, clean, logically-flowing product.
- You gain a number of the skills and experience needed for entry level web design and development careers.
- You will be able to use a variety of the strategies and tools to create websites.
- You will develop awareness and appreciation of the many ways people access the web and will be able to create a standards-based website that can be accessed by the full spectrum of web access technologies.

Throughout this class, we will discuss how to best engage audiences using the tools you are learning. Clear, ethical and engaging storytelling is the ultimate course goal.

## **Attendance Policy**

Similar to having personal time off (PTO) at work, you are allotted two absences without need to justify or explain your reasons for missed class. Similar to extending beyond one's allotted PTO, any additional absence past the two allotted days will result in a half-grade deduction (e.g., a B becomes a B- at three absences) for each additional day of absence. As this course is project-based and cumulative in its delivery of technical information, it is important to attend each scheduled course day to receive new information and to practice new skills.

## Late Assignments

Accepting late assignments is unfair to the students who have sacrificed to turn theirs in on time. An automatic 10% deduction will be applied to each assignment turned in after the class period it is due, provided the assignment is turned in on the same day it is due. An additional 10% deduction will be applied for each subsequent 24 hours that pass after the due date/time (i.e., 10% is taken off for each day).

## Grading

You are graded according to the highest professional standards. The breakdown in percentages is listed below.

- **F** = 59% or below,
- **D-** = 60-62%,
- **D** = 63-66%,
- **D+** = 67-69%,
- **C-** = 70-72%,
- **C** = 73-76%,
- **C+** = 77-79%,
- **B-** = 80-82%,
- **B** = 83-86%,
- **B+** = 87-89%,
- **A-** = 90-92%,
- **A** = 93-100%,

Below is a guideline for how grades are described within this course:

- **D, D-, or F**, needs to consider a different field
- **D+**, did not demonstrate understanding of the basics but tried
- **C-**, has glimpses of potential in a limited range
- **C**, acceptable work, follows instructions, understands basics, does the minimum to pass
- **C+**, good in one area of work, but consistent problems with another area

- **B-**, needs a bit more polish, pretty good handle on things, participates in class, does more than the minimum
- **B**, solid effort, would have no problem recommending this person
- **B+**, very good performance, consistently does more than required, a self-starter, would get an unqualified job recommendation
- **A-**, stands out, good attitude, work is impressive in quality, very few problems, works like career depends on it
- **A**, nearly perfect in execution, quality of work is exceptional

## Honor Code

It is expected that each student in this class will conduct him/herself within the guidelines of the Honor System (<http://honor.unc.edu>). All academic work should be done with the high level of honesty and integrity that this University demands. If you have any questions about your responsibility or your instructor's responsibility as a faculty member under the Honor Code, please feel able to see the course instructor, speak with the senior associate dean of undergraduate studies in this school, and/or 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 is 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. Please feel able to contact the course instructor as soon as you perceive any warning signs of things that might adversely affect your class performance or final grade.

## Diversity

The University's policy on Prohibiting Harassment and Discrimination is outlined in the 2011-2012 Undergraduate Bulletin at <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.

In this course, you are encouraged to represent diverse populations, diverse viewpoints, and diversity of perspective in your own work. You are also asked to be sensitive to the various backgrounds, perspectives, origins, and situations represented by the students in the course, the students, faculty, and staff at this university, and the residents of this state.

## Special Needs

The University of North Carolina – Chapel Hill facilitates the implementation of reasonable accommodations, including resources and services, for students with disabilities, chronic medical conditions, a temporary disability or pregnancy complications resulting in difficulties with accessing learning opportunities.

All accommodations are coordinated through the Accessibility Resources and Service (ARS) Office. In the first instance please visit their website at <http://accessibility.unc.edu>, call the office at 919-962-8300, or email [accessibility@unc.edu](mailto:accessibility@unc.edu). A student is welcome to initiate the registration process at any time. However, the process can take time. ARS is particularly busy in the run-up to Finals and during Finals. Students submitting Self-ID forms at that time are unlikely to have accommodations set until the following semester.

Please contact ARS as early in the semester as possible.

## Grading Criteria

- **Participation, in-class exercises, homework:** 10% of final grade
- **Video Scavenger Hunt** 10% of final grade
- **Video interview footage:** 10% of final grade
- **Video edited story (interview with supporting b-roll footage):** 20% of final grade
- **Web project #1:** 10% of final grade
- **Web project #2:** 10% of final grade
- **Graphic project:** 15% of final grade
- **Final project:** 15% of final grade

Rubrics for each item will be provided at the time each project is assigned. Aside from quizzes (that will require you have done the assigned reading/viewing), your in-class exercises and homework grades will be largely based on effort and completion.

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## Tentative Course Schedule *(subject to change)*

Week	Date	Topic
1	1/12	<p><b>Joint class in ROOM 132</b></p> <ul style="list-style-type: none"> <li>• Review syllabus</li> <li>• Review equipment policy</li> <li>• Get form for equipment checkout in Equipment Room (Carroll Rm 239 - equipment room hours posted on door)</li> <li>• Take <a href="#">assessment quiz</a> (not for credit)</li> </ul> <p><b>Video homework</b></p> <ul style="list-style-type: none"> <li>• Read through the following websites <ul style="list-style-type: none"> <li>• Composition and Graphics—Composition—Setting the Scene (<a href="http://www.cybercollege.com/tpv022.htm">http://www.cybercollege.com/tpv022.htm</a>)</li> <li>• Composition and Graphics—Elements of Composition I (<a href="http://www.cybercollege.com/tpv023.htm">http://www.cybercollege.com/tpv023.htm</a>)</li> <li>• Composition and Graphics—Elements of Composition II (<a href="http://www.cybercollege.com/tpv024.htm">http://www.cybercollege.com/tpv024.htm</a>)</li> <li>• Composition and Graphics—Elements of Composition III (<a href="http://www.cybercollege.com/tpv025.htm">http://www.cybercollege.com/tpv025.htm</a>)</li> </ul> </li> <li>• Sign up for equipment room with camera team <ul style="list-style-type: none"> <li>• Turn in form for equipment checkout in Equipment Room (Carroll Rm 239 - equipment room hours posted on door)</li> </ul> </li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>• Read: <a href="#">Picking the right media for a story</a></li> </ul>
2	1/17	<b>Video class</b>

		<ul style="list-style-type: none"> <li>• Assign camera teams (partner list sent to Equipment Room) <ul style="list-style-type: none"> <li>◦ <b>Check out a camera kit and tripod and bring to next class period</b></li> <li>◦ <b>Bring memory card (unwrapped or unboxed) to next class period</b></li> </ul> </li> </ul> <p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>• Lecture: Types of storytelling methods</li> <li>• Lecture: Understanding how the web works</li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>• Purchase domain and web hosting (NameCheap and HostGator, respectively)</li> </ul>
	1/19	<p><b>Video class</b></p> <ul style="list-style-type: none"> <li>• <b>Lecture:</b> <a href="#">Visual composition - Rule of Thirds and basic framing</a></li> </ul> <p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>• Lecture: Web design and wireframing basics, Part 1</li> </ul> <p><b>Web/graphics homework:</b></p> <ul style="list-style-type: none"> <li>• Read: <a href="#">Creating Content Wireframes For Responsive Design</a></li> </ul>
3	1/24	<p><b>Video class</b></p> <ul style="list-style-type: none"> <li>• <a href="#">Exploring story forms</a> <ul style="list-style-type: none"> <li>◦ <a href="#">Sequencing</a> (and what is b-roll?)</li> <li>◦ Thinking about continuity <ul style="list-style-type: none"> <li>■ Avoiding jump cuts</li> <li>■ 180-degree rule</li> <li>■ Cutaways and insert shots</li> </ul> </li> </ul> </li> </ul> <p><b>Video class homework</b></p> <p>Read through the following websites</p> <ul style="list-style-type: none"> <li>• Video Editing—Continuity Editing (<a href="http://www.cybercollege.com/tvp050.htm">http://www.cybercollege.com/tvp050.htm</a>)</li> <li>• Video Editing—Solving Continuity Problems (<a href="http://www.cybercollege.com/tvp052.htm">http://www.cybercollege.com/tvp052.htm</a>)</li> <li>• Video Editing—Technical Continuity (<a href="http://www.cybercollege.com/tvp053.htm">http://www.cybercollege.com/tvp053.htm</a>)</li> </ul>

		<p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>• Lecture: Web design and wireframing basics, <i>continued</i></li> <li>• Building a basic HTML page</li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>• Continue working on basic HTML page.</li> </ul>
	1/26	<p><b>Video class</b></p> <ul style="list-style-type: none"> <li>• Bring assigned camera kit with tripod <ul style="list-style-type: none"> <li>◦ <a href="#">Canon Vixia HF R500 manual here</a></li> <li>◦ Bring memory card and headphones</li> </ul> </li> <li>• <a href="#">Camera orientation - Getting started</a> <ul style="list-style-type: none"> <li>◦ Setting up</li> <li>◦ Recording and reviewing footage</li> <li>◦ Manual focus, exposure, white-balance</li> </ul> </li> </ul> <p><b>Video homework</b></p> <ul style="list-style-type: none"> <li>• <a href="#">Practice camera work, recording footage</a> with this exercise (linked here)</li> </ul> <p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>• Lecture/hands on: Working with HTML</li> <li>• Discuss Assignment 1</li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>• Begin work on Assignment 1</li> </ul>
3	1/31	<p><b>Video class</b></p> <ul style="list-style-type: none"> <li>• Bring assigned camera kit with tripod <ul style="list-style-type: none"> <li>◦ <a href="#">Canon Vixia HF R500 manual here</a></li> <li>◦ Bring memory card and headphones</li> </ul> </li> <li>• <a href="#">Cameras for interviewing - Using the tripod, microphones</a> <ul style="list-style-type: none"> <li>◦ Optimal levels for recording audio</li> <li>◦ Noticing and recording room tone (ambient noise)</li> <li>◦ Recording natural sound</li> </ul> </li> </ul> <p><b>Video homework</b></p> <ul style="list-style-type: none"> <li>• <a href="#">Practice camera work, recording footage</a> with this exercise (linked here)</li> </ul> <p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>• Lecture/hands on: working with CSS</li> </ul>

		<p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>• Continue working on Assignment 1</li> </ul>
	2/2	<p><b>Video class</b></p> <ul style="list-style-type: none"> <li>• <b>ASSIGN:</b> <a href="#">Video scavenger hunt</a> (see <a href="#">this link for overview</a>) <ul style="list-style-type: none"> <li>◦ (<a href="#">grading rubric here</a>) <b>DUE 2/8</b></li> <li>◦ Bring assigned camera kit and tripod</li> <li>◦ Bring memory card and headphones</li> </ul> </li> <li>• In-class video review and practice for recording interviews</li> <li>• Recording footage for “teeing up” or setting up interviews</li> </ul> <p><b>Video homework</b></p> <ul style="list-style-type: none"> <li>• Complete <a href="#">scavenger hunt</a> assignment</li> </ul> <p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>• Assignment 1 lab time</li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>• Continue work on Assignment 1</li> </ul>
4	2/7	<p><b>Video class</b></p> <ul style="list-style-type: none"> <li>• <b>ASSIGN:</b> Shoot <a href="#">interview footage for story</a> <b>DUE: 2/15</b> <ul style="list-style-type: none"> <li>◦ (requirements and grading rubric in above link)</li> </ul> </li> <li>• <a href="#">Basic lighting</a> <ul style="list-style-type: none"> <li>◦ <a href="#">Finding the light</a> <ul style="list-style-type: none"> <li>◦ Single-light and two-point lighting techniques</li> </ul> </li> </ul> </li> <li>• Bring assigned camera kit and tripod</li> <li>• Bring memory card and headphones</li> </ul> <p><b>Video homework</b></p> <ul style="list-style-type: none"> <li>• Complete <a href="#">scavenger hunt footage</a> on own memory card (scavenger hunt <a href="#">grading rubric here</a>)</li> <li>• Research for interview, contact interviewee (<a href="#">interview rubric here</a>)</li> </ul> <p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>• Assignment 1 Due</li> <li>• Lecture: Introducing WordPress</li> <li>• Discuss assignment 2</li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>• Begin work on assignment 2</li> </ul>

	2/9	<p><b>Video class</b></p> <ul style="list-style-type: none"> <li>● In-class practice of recording interviews <ul style="list-style-type: none"> <li>○ Pay special attention to audio</li> </ul> </li> <li>● Bring assigned camera kit and tripod with microphone cable and microphone</li> <li>● Bring memory card and headphones</li> <li>● <b>DEADLINE:</b> <a href="#">Turn in video scavenger hunt in Dropbox</a> by <b>START OF CLASS</b></li> </ul> <p><b>Video class homework</b></p> <ul style="list-style-type: none"> <li>● <b>ASSIGN:</b> Schedule and shoot <a href="#">interview</a> <b>DUE 2/15</b></li> <li>● Continue Watching Adobe Premiere Tutorials: <ul style="list-style-type: none"> <li>● <a href="#">Adobe Premiere</a></li> </ul> </li> </ul> <p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>● Review assignment 1</li> <li>● Lecture: Introduction to infographics</li> <li>● Understanding the differences between graphics, lists, timelines, listicles, etc.</li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>● Continue work on assignment 2</li> </ul>
5	2/14	<p><b>Video class</b></p> <ul style="list-style-type: none"> <li>● In-class video scavenger hunt critiques <ul style="list-style-type: none"> <li>○ <a href="#">Footage should be available in dropbox</a></li> </ul> </li> </ul> <p><b>Video class homework</b></p> <ul style="list-style-type: none"> <li>● Complete <a href="#">interview</a> for story</li> <li>● Continue Watching Adobe Premiere Tutorials: <ul style="list-style-type: none"> <li>● <a href="#">Adobe Premiere</a></li> </ul> </li> </ul> <p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>● Introduction to Illustrator</li> <li>● Graphic design basics</li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>● Complete Lynda.com tutorial <a href="#">Infographics Fundamentals</a></li> </ul>
	2/16	<p><b>Video class</b></p> <ul style="list-style-type: none"> <li>● <b>DEADLINE:</b> Turn in interview <a href="#">footage to Dropbox</a> by <b>START OF CLASS</b></li> </ul>

		<ul style="list-style-type: none"> <li>● <b>ASSIGN:</b> Begin gathering b-roll for final project (<a href="#">final video rubric here</a>) <b>DUE: 2/22</b></li> <li>● <a href="#">Editing orientation - Mechanics</a> <ul style="list-style-type: none"> <li>● Introduction to <a href="#">Adobe Premiere</a></li> <li>● Bring memory card, external drive, headphones</li> </ul> </li> </ul> <p><b>Video class homework</b></p> <ul style="list-style-type: none"> <li>● Continue editing interview (Editing tutorials can be found on YouTube or through AdobeTV at <a href="http://tv.adobe.com/show/learn-premiere-pro-cs6/">http://tv.adobe.com/show/learn-premiere-pro-cs6/</a>)</li> <li>● <b>ASSIGN:</b> Final video story using interview and b-roll (<a href="#">final video rubric here</a>) Export videos in .mov format, H.264 video codec Upload to Vimeo</li> </ul> <p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>● Assignment 2 due</li> <li>● Continue with Illustrator</li> <li>● Discuss graphic assignment</li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>● Begin work on graphic assignment</li> <li>● Schedule meeting with Laura to discuss graphic assignment</li> </ul>
6	2/21	<p><b>Video class</b></p> <ul style="list-style-type: none"> <li>● <a href="#">Editing continued - Transitions and color correction</a> <ul style="list-style-type: none"> <li>● Continued introduction to <a href="#">Adobe Premiere</a></li> <li>● Bring memory card, external drive, headphones</li> </ul> </li> </ul> <p><b>Video class homework</b></p> <ul style="list-style-type: none"> <li>● Polish interview</li> <li>● Complete gathering b-roll (<a href="#">final video rubric here</a>)</li> </ul> <p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>● Lab time for graphic assignment</li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>● Continue work on graphic assignment</li> </ul>
	2/23	<p><b>Video class</b></p> <ul style="list-style-type: none"> <li>● <a href="#">Editing continued - Audio levels and contouring</a> <ul style="list-style-type: none"> <li>● Continued introduction to <a href="#">Adobe Premiere</a></li> <li>● Bring memory card, external drive, headphones</li> </ul> </li> </ul>

		<p><b>DEADLINE: B-roll <a href="#">footage to Dropbox</a> by start of class</b></p> <p><b>Video class homework</b></p> <ul style="list-style-type: none"> <li>• Polish Interview</li> <li>• Integrate b-roll with interview (<a href="#">final video rubric here</a>)</li> </ul> <p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>• Discuss final project</li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>• Begin work on final project</li> <li>• Continue work on graphic assignment</li> </ul>
7	2/28	<p><b>Video class</b></p> <ul style="list-style-type: none"> <li>• <a href="#">Editing continued - Unlinking audio, Exporting video</a> <ul style="list-style-type: none"> <li>• Continued introduction to <a href="#">Adobe Premiere</a></li> <li>• Bring memory card, external drive, headphones <ul style="list-style-type: none"> <li>• Finish and <a href="#">export/upload videos</a></li> </ul> </li> </ul> </li> </ul> <p>Export videos in .mov format, H.264 video codec  Upload to Vimeo  Share Vimeo link with instructor (ensure instructor is able to view the video with/without a password)</p> <p><b>Video class homework</b></p> <ul style="list-style-type: none"> <li>• <b>DEADLINE: FINAL VIDEO PROJECT DUE BY START OF CLASS ON 3/1. TIME STAMP IN DROPBOX</b></li> <li>• <b>Prepare brief self critique</b></li> </ul> <p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>• Lab time for final project</li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>• Continue to work on final project and graphic assignment</li> </ul>
	3/2	<p><b>Video class</b></p> <ul style="list-style-type: none"> <li>• In-class video viewing and critiques</li> <li>• <b>DEADLINE: FINAL VIDEO PROJECT DUE BY START OF CLASS ON 3/2. TIME STAMP IN DROPBOX</b></li> <li>• <b>Turn in Self Critique</b></li> </ul> <p><b>Video class homework</b></p> <p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>• Lab time for final project</li> </ul>

		<ul style="list-style-type: none"> <li>• Graphic assignment due</li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>• Continue to work on final project site</li> </ul>
8	3/7	<p><b>INSTRUCTORS SWITCH CLASSROOMS BEGIN PART TWO OF COURSE</b></p> <p><b>Video class</b></p> <ul style="list-style-type: none"> <li>• Assign camera teams (partner list sent to Equipment Room) <ul style="list-style-type: none"> <li>○ <b>Check out a camera kit and tripod and bring to next class period</b></li> <li>○ <b>Bring memory card (unwrapped or unboxed) to next class period</b></li> </ul> </li> <li>• <a href="#">Visual composition - Rule of Thirds and basic framing</a></li> </ul> <p><b>Video homework</b></p> <p>Read through the following websites</p> <ul style="list-style-type: none"> <li>• Composition and Graphics—Composition—Setting the Scene (<a href="http://www.cybercollege.com/tvp022.htm">http://www.cybercollege.com/tvp022.htm</a>)</li> <li>• Composition and Graphics—Elements of Composition I (<a href="http://www.cybercollege.com/tvp023.htm">http://www.cybercollege.com/tvp023.htm</a>)</li> <li>• Composition and Graphics—Elements of Composition II (<a href="http://www.cybercollege.com/tvp024.htm">http://www.cybercollege.com/tvp024.htm</a>)</li> <li>• Composition and Graphics—Elements of Composition III (<a href="http://www.cybercollege.com/tvp025.htm">http://www.cybercollege.com/tvp025.htm</a>)</li> </ul> <p>Sign up for equipment room with camera team</p> <ul style="list-style-type: none"> <li>• Turn in form for equipment checkout in Equipment Room (Carroll Rm 239 - equipment room hours posted on door)</li> </ul> <p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>• Lecture: Types of storytelling methods</li> <li>• Lecture: Understanding how the web works</li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>• Purchase domain and web hosting (NameCheap and HostGator, respectively)</li> </ul>

		<ul style="list-style-type: none"> <li>Read: <a href="#">Picking the right media for a story</a></li> </ul>
	3/9	<p><b>Video class</b></p> <ul style="list-style-type: none"> <li><a href="#">Exploring story forms</a> (e.g., narrative arc, diamond format) <ul style="list-style-type: none"> <li><a href="#">Sequencing</a> (and what is b-roll?)</li> <li>Thinking about continuity <ul style="list-style-type: none"> <li>Avoiding jump cuts</li> <li>180-degree rule</li> <li>Cutaways and insert shots</li> </ul> </li> </ul> </li> </ul> <p><b>Video class homework</b></p> <p>Read through the following websites</p> <ul style="list-style-type: none"> <li>Video Editing—Continuity Editing (<a href="http://www.cybercollege.com/tpv050.htm">http://www.cybercollege.com/tpv050.htm</a>)</li> <li>Video Editing—Solving Continuity Problems (<a href="http://www.cybercollege.com/tpv052.htm">http://www.cybercollege.com/tpv052.htm</a>)</li> <li>Video Editing—Technical Continuity (<a href="http://www.cybercollege.com/tpv053.htm">http://www.cybercollege.com/tpv053.htm</a>)</li> </ul> <p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>Lecture: Web design and wireframing basics, Part 1</li> </ul> <p><b>Web/graphics homework:</b></p> <ul style="list-style-type: none"> <li>Read: <a href="#">Creating Content Wireframes For Responsive Design</a></li> </ul>
10		<ul style="list-style-type: none"> <li><b>SPRING BREAK   NO CLASS MARCH 14 OR 16 •</b></li> </ul>
11	3/21	<p><b>Video class</b></p> <ul style="list-style-type: none"> <li>Bring assigned camera kit with tripod <ul style="list-style-type: none"> <li><a href="#">Canon Vixia HF R500 manual here</a></li> <li>Bring memory card and headphones</li> </ul> </li> <li><a href="#">Camera orientation - Getting started</a> <ul style="list-style-type: none"> <li>Setting up</li> <li>Recording and reviewing footage</li> <li>Manual focus, exposure, white-balance</li> </ul> </li> </ul> <p><b>Video homework</b></p> <ul style="list-style-type: none"> <li><a href="#">Practice camera work, recording footage</a> with this exercise (linked here)</li> </ul> <p><b>Web/graphics class</b></p>

		<ul style="list-style-type: none"> <li>● Lecture: Web design and wireframing basics, <i>continued</i></li> <li>● Building a basic HTML page</li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>● Continue working on basic HTML page.</li> </ul>
	3/23	<p><b>Video class</b></p> <ul style="list-style-type: none"> <li>● Bring assigned camera kit with tripod <ul style="list-style-type: none"> <li>○ <a href="#">Canon Vixia HF R500 manual here</a></li> <li>○ Bring memory card and headphones</li> </ul> </li> <li>● <a href="#">Cameras for interviewing - Using the tripod, microphones</a> <ul style="list-style-type: none"> <li>○ Optimal levels for recording audio</li> <li>○ Noticing and recording room tone (ambient noise)</li> <li>○ Recording natural sound</li> </ul> </li> </ul> <p><b>Video homework</b></p> <ul style="list-style-type: none"> <li>● <a href="#">Practice camera work, recording footage</a> with this exercise (linked here)</li> </ul> <p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>● Lecture/hands on: Working with HTML</li> <li>● Discuss Assignment 1</li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>● Begin work on Assignment 1</li> </ul>
12	3/28	<p><b>Video class</b></p> <ul style="list-style-type: none"> <li>● <b>ASSIGN:</b> <a href="#">Video scavenger hunt</a> (see <a href="#">this link for overview</a>) <ul style="list-style-type: none"> <li>○ (<a href="#">grading rubric here</a>) <b>DUE 4/3</b></li> <li>○ Bring assigned camera kit and tripod</li> <li>○ Bring memory card and headphones</li> </ul> </li> <li>● In-class video review and practice for recording interviews</li> <li>● Recording footage for “teeing up” or setting up interviews</li> </ul> <p><b>Video homework</b></p> <ul style="list-style-type: none"> <li>● Complete <a href="#">scavenger hunt</a> assignment</li> </ul>

		<p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>• Lecture/hands on: working with CSS</li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>• Continue working on Assignment 1</li> </ul>
	3/30	<p><b>Video class</b></p> <ul style="list-style-type: none"> <li>• <b>ASSIGN:</b> Shoot <a href="#">interview footage for story</a> <b>DUE 4/10</b> <ul style="list-style-type: none"> <li>◦ (requirements and grading rubric in above link)</li> </ul> </li> <li>• <a href="#">Basic lighting</a> <ul style="list-style-type: none"> <li>◦ <a href="#">Finding the light</a> <ul style="list-style-type: none"> <li>◦ Single-light and three-point lighting techniques</li> </ul> </li> </ul> </li> <li>• Bring assigned camera kit and tripod</li> <li>• Bring memory card and headphones</li> </ul> <p><b>Video homework</b></p> <ul style="list-style-type: none"> <li>• Complete <a href="#">scavenger hunt footage</a> on own memory card (scavenger hunt <a href="#">grading rubric here</a>)</li> <li>• Research for interview, contact interviewee (<a href="#">interview rubric here</a>)</li> </ul> <p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>• Assignment 1 lab time</li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>• Continue work on Assignment 1</li> </ul>
13	4/4	<p><b>Video class</b></p> <ul style="list-style-type: none"> <li>• In-class practice of recording interviews <ul style="list-style-type: none"> <li>◦ Pay special attention to audio</li> </ul> </li> <li>• Bring assigned camera kit and tripod with microphone cable and microphone</li> <li>• Bring memory card and headphones</li> <li>• <b>DEADLINE:</b> <a href="#">Turn in video scavenger hunt in Dropbox</a> <b>by START of class.</b></li> </ul> <p><b>Video class homework</b></p> <ul style="list-style-type: none"> <li>• <b>ASSIGN:</b> Schedule to shoot <a href="#">interview</a> <b>DUE: 4/10</b></li> <li>• Continue Watching Adobe Premiere Tutorials: <ul style="list-style-type: none"> <li>• <a href="#">Adobe Premiere</a></li> </ul> </li> </ul> <p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>• Assignment 1 Due</li> </ul>

		<ul style="list-style-type: none"> <li>• Lecture: Introducing WordPress</li> <li>• Discuss assignment 2</li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>• Begin work on assignment 2</li> </ul>
	4/6	<p><b>Video class</b></p> <ul style="list-style-type: none"> <li>• In-class video scavenger hunt critiques <ul style="list-style-type: none"> <li>◦ <a href="#">Footage should be available in dropbox</a></li> </ul> </li> </ul> <p><b>Video class homework</b></p> <ul style="list-style-type: none"> <li>• Complete <a href="#">interview</a> for story</li> <li>• Continue Watching Adobe Premiere Tutorials: <ul style="list-style-type: none"> <li>• <a href="#">Adobe Premiere</a></li> </ul> </li> </ul> <p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>• Review assignment 1</li> <li>• Lecture: Introduction to infographics</li> <li>• Understanding the differences between graphics, lists, timelines, listicles, etc.</li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>• Continue work on assignment 2</li> </ul>
14	4/11	<p><b>Video class</b></p> <ul style="list-style-type: none"> <li>• <b>DEADLINE:</b> Turn in interview <a href="#">footage to Dropbox</a> <b>by START OF CLASS.</b></li> <li>• <b>ASSIGN:</b> Begin gathering b-roll for final project (<a href="#">final video rubric here</a>) <b>DUE: 4/17</b></li> <li>• <a href="#">Editing orientation - Mechanics</a> <ul style="list-style-type: none"> <li>• Introduction to <a href="#">Adobe Premiere</a></li> <li>• Bring memory card, external drive, headphones</li> </ul> </li> </ul> <p><b>Video class homework</b></p> <ul style="list-style-type: none"> <li>• Continue editing interview (Editing tutorials can be found on YouTube or through AdobeTV at <a href="http://tv.adobe.com/show/learn-premiere-pro-cs6/">http://tv.adobe.com/show/learn-premiere-pro-cs6/</a>)</li> <li>• <b>ASSIGN:</b> Final video story using interview and b-roll (<a href="#">final video rubric here</a>) Export videos in .mov format, H.264 video codec Upload to Vimeo</li> </ul> <p><b>Web/graphics class</b></p>

		<ul style="list-style-type: none"> <li>● Introduction to Illustrator</li> <li>● Graphic design basics</li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>● Complete Lynda.com tutorial <a href="#">Infographics Fundamentals</a></li> </ul>
	4/13	<p><b>Video class</b></p> <ul style="list-style-type: none"> <li>● <a href="#">Editing continued - Transitions and color correction</a> <ul style="list-style-type: none"> <li>● Continued introduction to <a href="#">Adobe Premiere</a></li> <li>● Bring memory card, external drive, headphones</li> </ul> </li> </ul> <p><b>Video class homework</b></p> <ul style="list-style-type: none"> <li>● Polish interview</li> <li>● Complete gathering b-roll (<a href="#">final video rubric here</a>)</li> </ul> <p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>● Assignment 2 due</li> <li>● Continue with Illustrator</li> <li>● Discuss graphic assignment</li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>● Begin work on graphic assignment</li> <li>● Schedule meeting with instructor to discuss graphic assignment</li> </ul>
15	4/18	<p><b>Video class</b></p> <ul style="list-style-type: none"> <li>● <b>DEADLINE: B-roll <a href="#">footage to Dropbox</a> by start of class</b></li> <li>● <a href="#">Editing continued - Audio levels and contouring</a> <ul style="list-style-type: none"> <li>● Continued introduction to <a href="#">Adobe Premiere</a></li> <li>● Bring memory card, external drive, headphones</li> </ul> </li> </ul> <p><b>Video class homework</b></p> <ul style="list-style-type: none"> <li>● Finish interview</li> <li>● Complete gathering b-roll (<a href="#">final video rubric here</a>)</li> </ul> <p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>● Lab time for graphic assignment</li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>● Continue work on graphic assignment</li> </ul>

	4/20	<p><b>Video class</b></p> <ul style="list-style-type: none"> <li>• <a href="#">Editing continued - Unlinking audio, Exporting video</a> <ul style="list-style-type: none"> <li>• Continued introduction to <a href="#">Adobe Premiere</a></li> <li>• Bring memory card, external drive, headphones</li> </ul> </li> <li>• <b>ASSIGN:</b> Final video story using interview and b-roll (<a href="#">final video rubric here</a>) <ul style="list-style-type: none"> <li>○ Export videos in .mov format, H.264 video codec</li> <li>○ Upload to Vimeo</li> <li>○ Share Vimeo link with instructor (ensure instructor is able to view the video with/without a password)</li> </ul> </li> </ul> <p><b>Video class homework</b></p> <ul style="list-style-type: none"> <li>• Integrate b-roll with interview (<a href="#">final video rubric here</a>)</li> <li>• Finish and <a href="#">export/upload videos</a></li> </ul> <p>Bring memory card and headphones</p> <ul style="list-style-type: none"> <li>• <b>DEADLINE: FINAL VIDEO PROJECT DUE BY start of class on 4/24</b> <ul style="list-style-type: none"> <li>• <b>Prepare brief self critique</b></li> </ul> </li> </ul> <p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>• Discuss final project</li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>• Begin work on final project site</li> <li>• Continue work on graphic assignment</li> </ul>
16	4/25	<p><b>Video class</b></p> <ul style="list-style-type: none"> <li>• In-class video viewing and critiques</li> <li>• <b>DEADLINE: FINAL VIDEO PROJECT DUE BY START of CLASS</b></li> <li>• <b>Bring Self Critique</b></li> </ul> <p><b>Video class homework</b></p> <ul style="list-style-type: none"> <li>• Prepare to put final touches on Final Website with Video</li> </ul> <p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>• Lab time for final project</li> </ul> <p><b>Web/graphics homework</b></p>

		<ul style="list-style-type: none"> <li>Continue to work on final project website and graphic assignment</li> </ul>
4/27 LAST CLASS	<p><b>Video class</b></p> <ul style="list-style-type: none"> <li>Time to work on <b>FINAL PROJECT</b></li> </ul> <p><b>Video homework</b></p> <ul style="list-style-type: none"> <li>none</li> </ul> <p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>Lab time for final project</li> <li>Graphic assignment due</li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>Continue to work on final project site</li> </ul>	
<b>FINAL EXAM Tuesday , May 2  4-7 pm</b>	<p><b>Joint class Viewing Session ROOM 132</b></p> <ul style="list-style-type: none"> <li>Multimedia storytelling--integrating graphics, video, text into website.</li> </ul>	