

## J584.2 DOCUMENTARY MULTIMEDIA STORYTELLING

Spring 2016

Innovation Lab

TTh 1-2:50

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Office Hours: Tuesday 12-1 and by appointment. Room 49

### COURSE DESCRIPTION

In this class you will be a member of a multimedia content gathering, editing, design and programming team that will explore how Cuba is changing since the easing of tensions with the United States. We will travel to Havana over spring break to produce multimedia content and hope to break ground with virtual reality video. Our project must appeal to a range of potential target audiences, with a premium on producing story packages that reach into the hearts and minds of the audience, opens them up to the connectedness of humankind and pushes them to see, feel and connect with these people a half a world away. We will also work as a team build the project's reach through legacy media, social media, education, and audience participation.

During the course you will work on the Design/Dev team but will also be engaged in other parts of the project under the direction of a team of video producers. There will be two primary teams, each with its own course section - Video and Design/Dev. Professor Pat Davison will lead the Video team.

General topics will include:

- Traveling and working internationally
- Researching to understand the culture and strengthen the storytelling
- Working with a team of journalists to create a multidimensional web experience
- Interactive storytelling
- Collaborating with an organization
- Focusing on audience

### SCHEDULE:

Multimedia Team

**Pre Production** Phase - January 12-March 8:

Pre-production will include design workshops, prototyping and design presentations to the larger group. We will hone our storytelling skills as we choose and develop an approach to the final deliverable.

### **Production Phase - March 10-20:**

Content gathering will include shooting, translating, and editing video, shooting stills, shooting time lapses, and drone footage, shooting and stitching 360 video, and reporting and content gathering for text, graphics, interactives and design.

### **Post Production Phase - March 18-April 28:**

Final production will include finalizing all content edits and presentation, implementing final site design, uploading all content, promoting the project, and planning/conducting a public screening. This will require much out-of-class work time, so be prepared to spend as much time as it takes to make this the best project possible. Also, this is a time in which you really need to be a team player and participate in all facets of production. We will have 3-4 organized 6-7 hour editing sessions at night during post-production.

## COURSE POLICIES

### ATTENDANCE AND ASSIGNMENTS

Attendance is required, participation is expected and deadlines are absolute. To succeed in this class you must attend and participate in the discussion and hands-on, in-class assignments. We will be working as a team and as such will depend on each member to carry their share of the workload. Attendance will be recorded and will be taken into account for your grade. You are allowed one un-excused absence. Any other missed class assignments will receive a zero grade.

LATE ASSIGNMENTS WILL NOT BE ACCEPTED unless special arrangements are made prior to the due date. 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.

### GRADING & EXPECTATIONS

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 proactively volunteering to help or lead in whatever ways possible will be

important, especially in the final production phase. 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 documentary video storytelling standards and design concepts.

When appropriate your multimedia work also will be evaluated for:

- consumer value
- storytelling quality
- creativity and innovation

Pre-Production (research, pre-production video exercises, deadlines) 30%

Final Projects (final video docs, stills and deliverables) 50%

Participation (effort, teamwork, project promotion, proactivity) 20%

## COURSE MATERIALS

You will need a cell phone that works in Cuba and the appropriate sim card/minutes. More info soon.

You will need your own hard drive and flash drive

## OTHER FACULTY AND COACHES

Pat Davison will lead the Video team. Design/Dev is it's own section of the class, but we will meet concurrently.

Paul Cuadros will coach writing and reporting.

## 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.

## 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/>