

MEJO121, Sections 9 & 10
Ethan Butler, Lu Wu

Introduction to Digital Storytelling

Fall 2017 Syllabus – Table of Contents

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Let's keep this course as waste-free as possible. Avoiding printing this syllabus unless absolutely required. Thanks!

Introduction & Goals

Welcome to MEJO121! This is an introductory media technology skills course. Our goals are to give you an overview of reporting and storytelling using video and graphics, as well as 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 skills needed for the various professions in media and journalism.

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](#).

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.

Classrooms and Time

Section 09 will meet in Room 268. Section 10 will meet in Room 132. Both classes will meet at 5:45 – 7PM on Tuesdays and Thursdays.

When joint classes are held, they will be held in Room 132 – this *should* only be the first day of class and the final exam period.

At the halfway point of the semester the two sections will switch rooms.

Professors

Ethan Butler (web/graphics instruction)

Phone: (252) 367-5318 – only for emergencies

Email: etbutler@live.unc.edu

Office Hours: Thursdays, 3:30 – 5:30

Dr. Lu Wu (audio/video instruction)

Email: luwu29@live.unc.edu

Phone: (919) 360-7828 – only for emergencies

Office Hours: 11:00-12:30PM, Tuesday and Thursday, Office 378

Required Supplies

There is no textbook required for this course. However, there are necessary supplies.

- **SDHC memory card:** Should be at least 16GB, Class 10, and able to store HD video
- **USB flash drive or other external hard drive:** Should be at least 64GB
- **Headphones:** Should have a standard mini jack – if it works for your phone, it will work fine for this course
- **Domain Name:** Purchased through namecheap.com. We will discuss this and set this up in the Web/Graphics portion of the class
- **Hosting:** Purchased through hostgator.com. We will discuss this and this up in the Web/Graphics portion of the class

The course will also make use of [Lynda.com](https://www.lynda.com) and [Adobe Creative Cloud](https://www.adobe.com/creativecloud), both of which are available for free for UNC students.

Grading, Attendance Policy, Late Assignments

Grading

You will be graded according to the highest professional standards. Grades will be based on the following percentages.

A	93 – 100%	Nearly perfect in execution, quality of work is exceptional
A-	90 – 92%	Stands out, impressive in quality
B+	87 – 89%	Consistently does more than required
B	83 – 86%	Solid effort, would recommend
B-	80 – 82%	Needs more polish, generally good handle on things
C+	77 – 79%	Good in one area of work, consistent problems
C	73 – 76%	Acceptable work, does basics
C-	70 – 72%	Limited glimpses of potential
D+	67 – 69%	Did not demonstrate understandings of basics
D	60 – 66%	Should consider a different field
F	0 – 59%	

Grading Breakdown

The following percentages will determine your overall grade in the course. Note that linked assignment rubrics are subject to change between the distribution of this syllabus and the assignment itself.

Web/Graphic Assignments	121.09 Due Date	121.10 Due Date	Percentage
Biographical Site	9/12	11/7	10%
Portfolio Site	9/21	11/16	10%
Infographic Project	10/10	12/2	10%
Audio/Video Assignments	–	–	–

Scavenger Hunt	11/6	9/14	10%
Interview Footage	11/15	9/21	15%
Edited Story	12/3	10/8	20%
Other Assignments	–	–	–
Capstone Project	12/8	12/8	15%
Participation	–	–	10%

Attendance Policy

You will be allowed two unexcused absences without need to justify or explain your reasons for missing class. Any absences past two will each result in a half-letter deduction from your final grade (e.g., a B becomes a B- at three absences and a C+ at four). In the case of illness or family emergencies, absences will be excused. Documentation must be provided for any such absences.

Because of the quick pace and hands-on/cumulative nature of the class, unexcused absences are strongly discouraged. Your ability to complete assignments will likely suffer from having missed lecture materials. As such, if you miss class it is recommended to attend your instructor's office hours to catch up on material that was missed.

Late Assignments

Late assignments will only be accepted in case of illness or family emergencies, with documentation provided. Late assignments will not be accepted otherwise.

Tentative Course Schedule

This is an overview of the semester and is subject to change.

Week 1 – 8/22 - 8/24

8/22

Joint Class

Instructor Introductions

Cover Syllabus

- Take [assessment quiz](#) (not for credit)

8/24

Audio/Visual

Elements of Visual Composition.

Assign Equipment Partners.

- Read (or review): [Picking the right media for a story](#)

Pitch a story idea for the final project. Fill out the [Final Project Idea sheet](#) **The sheet counts as a quiz grade and are due at the START of class on 8/29.**

Web/Graphic

Classmate Introductions

How The Internet Works

Week 2 – 8/29 - 8/31

8/29

Audio/Visual

Visual Composition Cont.

Sequencing and Continuity.

Web/Graphic

Web + UI/UX Design Basics

Pitch two story ideas for the final project

8/31

Audio/Visual

Natural Sounds

In class practice of visual composition.

Web/Graphic

Introduction To HTML

Homework: HTML Exercise, Assignment 1

Week 3 – 9/5 - 9/7

9/5

Audio/Visual

Get Familiar with the Camera

(Check out a camera kit and tripod and bring to class, make sure it's fully charged before class and bring memory card and headphones)

Web/Graphic

Introduction To CSS

Homework: CSS Exercise

9/7

Audio/Visual

Basic Lighting.

In-class Practice of Recording Interviews.

(Check out camera kit and lighting kit)

Web/Graphic

Lab Time for Assignment 1

Domain Name Setup

Week 4 – 9/12 - 9/14

9/12

Audio/Visual

[Video Scavenger Hunt](#) (In-class activity) **DUE 9/14**

- ([grading rubric here](#))

Web/Graphic

Assignment 1 Due

Introducing WordPress

Homework: Assignment 2

9/14

Audio/Visual

Cameras for Interviewing, Using the Tripod and Microphones.

Practice Interview Shots.

Assign Shoot Interview Footage for Story **DUE 9/21**

[Rubric here](#)

Web/Graphic

WordPress Deep Dive

Week 5 – 9/19 - 9/21

9/19

Audio/Visual

In-class Video Scavenger Hunt Critiques□

B-roll walk-through

Assign Edited Story **Footage DUE 10/5; Edited Story DUE 10/8**

[Rubric here](#)

Web/Graphic

Lab Time For Assignment 2

9/21

Audio/Visual

Using Premiere with Video Editing 1-Introduction to Premiere and Audio Editing.

Web/Graphic

Assignment 2 Due

Introduction to Infographics

Week 6 – 9/26 - 9/28

9/26

Audio/Visual

In-class Interview Footage Critiques

Using Premiere with Video Editing 1-Introduction to Premiere and Audio Editing Cont.

Web/Graphic

Introduction to Illustrator

9/28

Audio/Visual

Using Premiere with Video Editing 2-Continuity.

Web/Graphic

Illustrator Deep Dive

Homework: Begin Graphic Assignment

Week 7 – 10/3 - 10/5

10/3

Audio/Visual

Using Premiere with Video Editing 3-Advanced Editing Techniques.

Web/Graphic

Lab Time For Graphic Assignment

10/5

Audio/Visual

Lab Time for Final Project. **Edited Story DUE 10/8**

Web/Graphic

Lab Time For Graphic Assignment

Discuss Final Project

Week 8 – 10/10 - 10/12

10/10

Audio/Visual

In-class Video Viewing and Critiques ☐

Web/Graphic

Graphic Assignment Due

Lab Time For Final Project

Classes Switch

10/12

Audio/Visual

Elements of Visual Composition.

Assign Equipment Partners.

- Read (or review): [Picking the right media for a story](#)

Pitch a story idea for the final project. Fill out the [Final Project Idea sheet](#) **The sheet counts as a quiz grade and are due at the START of class on 8/29.**

Web/Graphic

Classmate Introductions

How The Internet Works

Week 9 – 10/17 - 10/19

10/17

Audio/Visual

Visual Composition Cont.

B-roll and sequencing.

Web/Graphic

Web + UI/UX Design Basics

10/19

Fall Break – No class

Week 10 – 10/24 - 10/26

10/24

Audio/Visual

Natural Sounds

In class practice of visual composition.

Web/Graphic

Introduction To HTML

Homework: HTML Exercise, Assignment 1

Introduction To CSS

10/26

Audio/Visual

Get familiar with the camera

(Check out a camera kit and tripod and bring to class, make sure it's fully charged before class and bring memory card and headphones)

Web/Graphic

Introduction To CSS

Homework: CSS Exercise

Week 11 – 10/31 - 11/2

10/31

Audio/Visual

Basic Lighting.

In-class Practice of Recording Interviews.

(Check out camera kit and lighting kit)

Web/Graphic
Introduction To CSS

11/2

Audio/Visual

[Video Scavenger Hunt](#) (In-class activity) **DUE 11/6**

- ([grading rubric here](#))

Web/Graphic

Lab Time for Assignment 1

Domain Name Setup

Week 12 – 11/7 - 11/9

11/7

Audio/Visual

Cameras for Interviewing, Using the Tripod and Microphones.

Practice Interview Shots.

Assign Shoot Interview Footage for Story **DUE 11/15**

[Rubric here](#)

Web/Graphic

Assignment 1 Due

Introducing WordPress

Homework: Assignment 2

11/9

Audio/Visual

In-class Video Scavenger Hunt Critiques□

B-roll walk-through

Assign Edited Story Footage **Footage DUE 11/30; Edited Story DUE 12/3, Final Project DUE 12/8**

[Rubric here](#)

Web/Graphic

WordPress Deep Dive

Lab Time For Assignment 2

Week 13 – 11/14 - 11/16

11/14

Audio/Visual

Using Premiere with Video Editing 1-Introduction to Premiere and Audio Editing.

Web/Graphic

Introduction to Infographics

11/16

Audio/Visual

In-class Interview Footage Critiques.

Using Premiere with Video Editing 1-Introduction to Premiere and Audio Editing Cont.

Web/Graphic

Introduction to Illustrator

Assignment 2 Due

Week 14 – 11/21 - 11/23

11/21

Audio/Visual

Using Premiere with Video Editing 2-Continuity.

Web/Graphic

Illustrator Deep Dive

Homework: Assignment 3

11/23

Thanksgiving – No Classes Held

Week 15 – 11/28 - 11/30

11/28

Audio/Visual

Using Premiere with Video Editing 3-Advanced Editing Techniques.

Web/Graphic

Lab Time For Graphic Assignment

Discuss Final Project

11/30

Audio/Visual

Lab Time For Final Project

Edited Story DUE 12/3

Web/Graphic

Lab Time For Final Project

Graphic Assignment Due 12/2

Week 16 – 12/5

12/5

Audio/Visual

In-class Video Viewing and Critiques ☐

Web/Graphic

Lab Time For Final Project

12/8

Final Project Due

Final Exam

12/12, 7 – 10PM

Honor Code

It is expected that each student in this class will conduct him/herself within the guidelines of the [Honor System](#). 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](#). 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 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](#), call the office at 919-962-8300, or email 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.