



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

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MEJO 121.11 and 121.12 (Owens and Miller)

# INTRODUCTION TO DIGITAL STORYTELLING

Fall 2017 SEMESTER syllabus online @ <http://tinyurl.com/MEJO121Fall17>

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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 121.11 meets in CA 268. Section 121.12 meeting in CA 132. When joint classes are held, they will be in CA 132.

Both classes meet from 2:00 - 3:15 p.m. on Tuesday and Thursday.

## Professors

**Brynne Miller**

*(audio and video instruction)*

E-mail: [brynnemiller@unc.edu](mailto:brynnemiller@unc.edu) | Office: 261 Carroll Hall | Office Hours: T/TH 1-2 p.m.

**Lynn Owens**

*(web and graphics instruction)*

E-mail: [lynnowens@unc.edu](mailto:lynnowens@unc.edu) | Office: 325 Carroll Hall | Office Hours: T/TH 10-11 a.m. & 1-2 p.m.

## Required Supplies



SDHC memory card at least 16GB. Should be Class 10 and say it can store HD video.



USB flash 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.** For the Web/Graphics section of the course, the technical lessons will be primarily based on the tutorials from [Lynda.com](http://Lynda.com), as well as articles and lessons from selected online sources.

Other useful links:

- Lynda.com tutorial access for UNC students: <http://software.sites.unc.edu/lynda/>
- Free trials of Adobe software (including Illustrator and Premiere): <http://www.adobe.com/downloads.html>
- UNC lab access for MJ School: <http://jomclabaccess.web.unc.edu/>
- UNC virtual lab: <https://virtuallab.unc.edu/vpn/index.html>

## 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= 60-66%,
- 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 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

- Class Participation: 10% of final grade
- Video Class Homework: 5%
- Video interview footage: 15% of final grade
- Video edited story (interview with supporting b-roll footage): 20% of final grade
- Web Class In-Class Assignments/Homework: 5%
- Web project #1: 10% of final grade
- Web project #2: 10% of final grade
- Graphic project: 10% of final grade
- Final website: 15% of final grade

Rubrics for each criteria 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.

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

Week	Date	Topic
1	8/22	<p><b>Joint class</b></p> <ul style="list-style-type: none"> <li>• Review syllabus <ul style="list-style-type: none"> <li>◦ Discuss semester assignments and final project</li> </ul> </li> </ul> <p><b>Video homework</b></p> <ul style="list-style-type: none"> <li>• Read: <a href="#">Picking the right media for a story</a></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>
	8/24	<p><b>Video class</b></p> <ul style="list-style-type: none"> <li>• Visual composition - Rule of Thirds and basic framing</li> <li>• Assign camera teams</li> <li>• Review equipment policy</li> <li>• Discuss Equipment Room (Carroll Rm 239 - equipment room hours posted on door)</li> </ul> <p><b>Video homework</b></p> <ul style="list-style-type: none"> <li>• Sign up for equipment room with camera team</li> </ul> <p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>• Lecture: Understanding how the web works</li> <li>• Discuss domain and hosting purchase</li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>• Purchase domain and web hosting (NameCheap and DreamHost, respectively)</li> </ul>
2	8/29	<p><b>Video class</b></p> <ul style="list-style-type: none"> <li>• Exploring story forms <ul style="list-style-type: none"> <li>◦ Sequencing (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> <ul style="list-style-type: none"> <li>• Explore different multimedia websites to get ideas for your final project</li> <li>• ASSIGN: <a href="#">Final Project Idea Sheet</a></li> <li>• Bring memory card (unwrapped or unboxed) to next class period</li> </ul> <p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>• Checking your website setups</li> <li>• Pointing DNS from Namecheap to Dreamhost</li> <li>• Collect URLs</li> <li>• ASSIGN: <a href="#">Final project idea sheet</a></li> <li>• Lecture: Web design Basics</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>
8/31		<p><b>Video class</b></p> <ul style="list-style-type: none"> <li>• DEADLINE: Final Project Idea Sheet</li> <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>• Camera orientation - Getting started <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> <li>• Turning in footage on the school server</li> </ul> <p><b>Video homework</b></p> <ul style="list-style-type: none"> <li>• Practice camera work, recording footage with team <a href="#">Vic and Light exercise</a></li> </ul> <p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>• Lecture Working With HTML5</li> <li>• Building a basic HTML page</li> <li>• HTML reference document</li> <li>• Download ATOM</li> <li>• Download Firezilla</li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>• Review <a href="#">Mozilla's HTML element reference</a></li> </ul>

		<ul style="list-style-type: none"> <li>• Complete final project idea sheet</li> </ul>
3	9/5	<p><b>Video class</b></p> <ul style="list-style-type: none"> <li>• DEADLINE: Turn in team Video and Light exercise</li> <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>• Camera orientation - Using the tripod, microphones <ul style="list-style-type: none"> <li>• Optimal levels for recording audio</li> <li>• Noticing and recording ambient noise</li> <li>• Recording natural sound</li> </ul> </li> </ul> <p><b>Video homework</b></p> <ul style="list-style-type: none"> <li>• ASSIGN: <a href="#">Audio Scavenger Hunt</a></li> </ul> <p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>• DEADLINE: Final Project Idea Sheet</li> <li>• In Class HTML Exercise</li> <li>• ASSIGN: Assignment 1 (Biographical Site)</li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>• Finish HTML Exercise</li> </ul>
	9/7	<p><b>Video class</b></p> <ul style="list-style-type: none"> <li>• DEADLINE: Turn in audio scavenger hunt</li> <li>• Bring assigned camera kit and tripod</li> <li>• Bring memory card and headphones</li> <li>• Interviewing</li> <li>• Recording footage for “teeing up” or setting up interview</li> <li>• ASSIGN: <a href="#">Video Scavenger Hunt</a></li> </ul> <p><b>Video homework</b></p> <ul style="list-style-type: none"> <li>• Work on Video Scavenger Hunt assignment</li> </ul> <p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>• LECTURE: Working With CSS</li> <li>• In Class CSS Exercise</li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>• Continue work on Assignment 1</li> </ul>
4	9/12	<p><b>Video class</b></p>

		<ul style="list-style-type: none"> <li>● <b>DEADLINE:</b> Turn in Video Scavenger Hunt assignment</li> <li>● <b>Basic lighting</b> <ul style="list-style-type: none"> <li>● Finding the light</li> <li>● Lighting techniques</li> </ul> </li> <li>● In-class practice of recording interviews</li> <li>● Bring assigned camera kit and tripod with microphone cable and microphone</li> <li>● Bring light kit</li> <li>● Bring memory card and headphones</li> <li>● Go over <a href="#">Interview assignment rubric</a></li> </ul> <p><b>Video homework</b></p> <ul style="list-style-type: none"> <li>● <b>ASSIGN:</b> Research for interview, contact interviewee</li> </ul> <p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>● Lab time for Assignment 1</li> <li>● Discuss final project</li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>● Assignment 1 due next class</li> </ul>
	9/14	<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>● Footage should be available in the class folder on the MEJO server</li> </ul> </li> </ul> <p><b>Video class homework</b></p> <ul style="list-style-type: none"> <li>● <b>ASSIGN:</b> Schedule and shoot interview</li> </ul> <p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>● <b>DEADLINE:</b> Assignment 1 (Biographical site)</li> <li>● <b>Lecture:</b> Intro to Design AND Introducing WordPress</li> <li>● <b>ASSIGN:</b> Assignment 2 (Portfolio)</li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>● Begin work on assignment 2</li> </ul>
	9/19	<p><b>Video class</b></p> <ul style="list-style-type: none"> <li>● In-depth look at final video story requirements and <a href="#">grading rubric</a></li> <li>● Check out past examples of video stories</li> <li>● Create Adobe ID</li> </ul>

		<ul style="list-style-type: none"> <li>• Introduction to Premiere</li> </ul> <p><b>Video class homework</b></p> <ul style="list-style-type: none"> <li>• Complete interview for story</li> <li>• <a href="#">15 Premiere Pro Tutorials every video editor should watch</a></li> </ul> <p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <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>• Complete Lynda.com tutorial <a href="#">Infographics Fundamentals</a> (Sections 1-3)</li> </ul>
	9/21	<p><b>Video class</b></p> <ul style="list-style-type: none"> <li>• DEADLINE: Turn in interview footage to the class folder on the MEJO server</li> <li>• Editing orientation - Mechanics <ul style="list-style-type: none"> <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>• ASSIGN: Begin gathering b-roll for video project</li> </ul> <p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <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>• Complete Lynda.com tutorial <a href="#">Infographics Fundamentals</a></li> <li>• Assignment 2 due next class</li> </ul>

6	9/26	<p><b>Video class</b></p> <ul style="list-style-type: none"> <li>• Editing continued - Transitions and color correction <ul style="list-style-type: none"> <li>• Continued introduction to Adobe Premiere</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>• Finish gathering b-roll</li> </ul> <p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>• Lecture: Infographics (continued)</li> <li>• <a href="#">Demo: Introduction to Illustrator</a></li> <li>• DEADLINE: Assignment 2 (Portfolio)</li> <li>• ASSIGN: Assignment 3 (Infographic)</li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>• Research / Sketch Your Infographic Ideas</li> <li>• Complete Lynda.com tutorial: <a href="#">Creating Infographics with Illustrator</a></li> </ul>
	9/28	<p><b>Video class</b></p> <ul style="list-style-type: none"> <li>• DEADLINE: B-roll should be uploaded to the class folder on the MEJO server</li> <li>• Editing continued - Audio levels and contouring <ul style="list-style-type: none"> <li>• Continued introduction to Adobe Premiere</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>• Start editing interview and b-roll together</li> </ul> <p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>• Continue with Illustrator</li> <li>• Lab time for Assignment 3</li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>• Work on Assignment 3</li> </ul>
7	10/3	<p><b>Video class</b></p> <ul style="list-style-type: none"> <li>• Editing continued - Unlinking audio, adding titles <ul style="list-style-type: none"> <li>• Continued introduction to Adobe Premiere</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>• <b>ASSIGN: Final video story using interview and b-roll</b></li> </ul> <p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>• <b>Lab time for Assignment 3</b></li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>• <b>Continue to work on Assignment 3</b></li> </ul>
	10/5	<p><b>Video class</b></p> <ul style="list-style-type: none"> <li>• <b>Lab time for video story</b></li> </ul> <p><b>Video class homework</b></p> <ul style="list-style-type: none"> <li>• <b>None</b></li> </ul> <p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>• <b>Lab time for Assignment 3</b></li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>• <b>Assignment 3 due next class</b></li> </ul>
8	10/10	<p><b>Video class</b></p> <ul style="list-style-type: none"> <li>• <b>Finish and export/upload videos</b> <ul style="list-style-type: none"> <li>○ <b>Export videos in .mov format, H.264 video codec</b></li> <li>○ <b>Upload to Youtube</b></li> </ul> </li> <li>• <b>Bring memory card, external drive and headphones</b></li> <li>• <b>DEADLINE: Edited video projects are DUE at the end of this class</b></li> <li>• <b>Post Final Video links <a href="#">here</a></b></li> </ul> <p><b>Video homework</b></p> <ul style="list-style-type: none"> <li>• <b>(For after classes switch)Read: <a href="#">Picking the right media a story</a></b></li> </ul> <p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>• <b>DEADLINE: Assignment 3 (Infographic)</b></li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>• <b>Prepare (equipment, cards, etc.) for video section of class</b></li> <li>• <b>Read: <a href="#">Picking the right media for a story</a></b></li> </ul>

	10/12	<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>• Visual composition - Rule of Thirds and basic framing</li> <li>• Assign camera teams</li> <li>• Review equipment policy</li> <li>• Discuss Equipment Room (Carroll Rm 239 - equipment room hours posted on door)</li> </ul> <p><b>Video homework</b></p> <ul style="list-style-type: none"> <li>• Sign up for equipment room with camera team</li> </ul> <p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>• Lecture: Understanding how the web works</li> <li>• Discuss domain and hosting purchase</li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>• Purchase domain and web hosting (NameCheap and DreamHost, respectively)</li> </ul>
9	10/17	<p><b>Video class</b></p> <ul style="list-style-type: none"> <li>• Exploring story forms <ul style="list-style-type: none"> <li>○ Sequencing (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> <ul style="list-style-type: none"> <li>• Explore different multimedia websites to get ideas for your final project</li> <li>• Bring memory card (unwrapped or unboxed) to next class period</li> <li>• ASSIGN: <a href="#">Final Project Idea Sheet</a></li> </ul> <p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>• Checking your website setups</li> <li>• Pointing DNS from Namecheap to Dreamhost</li> <li>• Collect URLs</li> <li>• ASSIGN: <a href="#">Final project idea sheet</a></li> <li>• Lecture: Web design Basics</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>
	10/19	<b>FALL BREAK</b>
10	10/24	<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>• Camera orientation - Getting started <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> <li>• Turning in footage on the school server</li> </ul> <p><b>Video homework</b></p> <ul style="list-style-type: none"> <li>• Practice camera work, recording footage with <a href="#">video and light exercise</a></li> </ul> <p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>• Lecture Working With HTML5</li> <li>• Building a basic HTML page</li> <li>• HTML reference document</li> <li>• Download ATOM</li> <li>• Download Firezilla</li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>• Review <a href="#">Mozilla's HTML element reference</a></li> <li>• Complete final project idea sheet</li> </ul>
	10/26	<p><b>Video class</b></p> <ul style="list-style-type: none"> <li>• <b>DEADLINE:</b> Turn in team Video and Light exercise</li> <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>• Camera Orientation: Using the tripod, microphones <ul style="list-style-type: none"> <li>• Optimal levels for recording audio</li> <li>• Noticing and recording ambient noise</li> <li>• Recording natural sound</li> </ul> </li> </ul> <p><b>Video homework</b></p> <ul style="list-style-type: none"> <li>• <b>ASSIGN:</b> <a href="#">Audio Scavenger Hunt exercise</a></li> </ul>

		<p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>• DEADLINE: Final Project Idea Sheet</li> <li>• In Class HTML Exercise</li> <li>• ASSIGN: Assignment 1 (Biographical Site)</li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>• Finish HTML Exercise</li> </ul>
11	10/31	<p><b>Video class</b></p> <ul style="list-style-type: none"> <li>• DEADLINE: Turn in Audio Scavenger Hunt</li> <li>• Bring assigned camera kit and tripod</li> <li>• Bring memory card and headphones</li> <li>• Interviewing</li> <li>• Recording footage for “teeing up” or setting up interview</li> <li>• ASSIGN: <a href="#">Video Scavenger Hunt</a></li> </ul> <p><b>Video homework</b></p> <ul style="list-style-type: none"> <li>• Work on Video Scavenger Hunt assignment</li> </ul> <p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>• LECTURE: Working With CSS</li> <li>• In Class CSS Exercise</li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>• Continue work on Assignment 1</li> </ul>
	11/2	<p><b>Video class</b></p> <ul style="list-style-type: none"> <li>• DEADLINE: Turn in Video Scavenger Hunt assignment</li> <li>• Basic lighting <ul style="list-style-type: none"> <li>• Finding the light</li> <li>• Lighting techniques</li> </ul> </li> <li>• In-class practice of recording interviews</li> <li>• Bring assigned camera kit and tripod with microphone cable and microphone</li> <li>• Bring light kit</li> <li>• Bring memory card and headphones</li> <li>• Go over <a href="#">Interview assignment rubric</a></li> </ul> <p><b>Video homework</b></p> <ul style="list-style-type: none"> <li>• ASSIGN: Research for interview, contact interviewee</li> </ul>

		<p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>• Lab time for Assignment 1</li> <li>• Discuss final project</li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>• Assignment 1 due next class</li> </ul>
12	11/7	<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>• Footage should be available in class folder on the MEJO server</li> </ul> </li> </ul> <p><b>Video class homework</b></p> <ul style="list-style-type: none"> <li>• ASSIGN: Schedule and shoot interview</li> </ul> <p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>• DEADLINE: Assignment 1 (Biographical site)</li> <li>• Lecture: Intro to Design AND Introducing WordPress</li> <li>• ASSIGN: Assignment 2 (Portfolio)</li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>• Begin work on assignment 2</li> </ul>
	11/9	<p><b>Video class</b></p> <ul style="list-style-type: none"> <li>• In-depth look at final project requirements and <a href="#">grading rubric</a></li> <li>• Check out past examples of video stories</li> <li>• Create Adobe ID</li> <li>• Introduction to Premiere</li> </ul> <p><b>Video class homework</b></p> <ul style="list-style-type: none"> <li>• Complete interview for story</li> <li>• <a href="#">15 Premiere Pro Tutorials every video editor should watch</a></li> </ul> <p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <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>• Complete Lynda.com tutorial <a href="#">Infographics Fundamentals</a></li> </ul>

		<ul style="list-style-type: none"> <li>• Assignment 2 (portfolio) due next class</li> </ul>
13	11/14	<p><b>Video class</b></p> <ul style="list-style-type: none"> <li>• DEADLINE: Turn in interview footage to MEJO server</li> <li>• Editing orientation - Mechanics <ul style="list-style-type: none"> <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>• ASSIGN: Begin gathering b-roll for video project</li> </ul> <p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>• Lecture: Infographics (continued)</li> <li>• <a href="#">Demo: Introduction to Illustrator</a></li> <li>• DEADLINE: Assignment 2 (Portfolio)</li> <li>• ASSIGN: Graphic assignment</li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>• Research / Sketch Your Infographic Ideas</li> <li>• Complete Lynda.com tutorial: <a href="#">Creating Infographics with Illustrator</a></li> </ul>
	11/16	<p><b>Video class</b></p> <ul style="list-style-type: none"> <li>• Editing continued - Transitions and color correction <ul style="list-style-type: none"> <li>• Continued introduction to Adobe Premiere</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>• Finish gathering b-roll</li> </ul> <p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>• Continue with Illustrator</li> <li>• Lab time for graphic assignment</li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>• Work on graphics assignment</li> </ul>

14	11/21	<p><b>Video class</b></p> <ul style="list-style-type: none"> <li>• <b>DEADLINE:</b> B-roll should be uploaded to the MEJO server</li> <li>• <b>Editing continued - Audio levels and contouring</b> <ul style="list-style-type: none"> <li>• Continued introduction to Adobe Premiere</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>• Start editing interview and b-roll together</li> </ul> <p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>• Lab time for graphic assignment or final project</li> <li>• Assignment 3 (Infographic) due after Thanksgiving Break</li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>• Continue to work on final project</li> </ul>
	11/23	<b>HAPPY THANKSGIVING</b>
15	11/28	<p><b>Video class</b></p> <ul style="list-style-type: none"> <li>• <b>Editing continued - Unlinking audio, adding titles</b> <ul style="list-style-type: none"> <li>• Continued introduction to Adobe Premiere</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>• <b>ASSIGN:</b> Final video story using interview and b-roll</li> </ul> <p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>• <b>DEADLINE:</b> Assignment 3 (due at beginning of class)</li> <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</li> </ul>
	11/30	<p><b>Video class</b></p> <ul style="list-style-type: none"> <li>• Lab time</li> </ul> <p><b>Video class homework</b></p> <ul style="list-style-type: none"> <li>• Finish editing video stories</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</li> </ul>
16	12/5	<p><b>Video class</b></p> <ul style="list-style-type: none"> <li>• Finish and export/upload videos <ul style="list-style-type: none"> <li>○ Export videos in .mov format, H.264 video codec</li> <li>○ Upload to YouTube</li> </ul> </li> <li>• Bring memory card, external drive and headphones</li> <li>• <b>DEADLINE:</b> Edited video projects are DUE at the end of this class</li> <li>• Post Final Video links <a href="#">here</a></li> </ul> <p><b>Video class homework</b></p> <ul style="list-style-type: none"> <li>• Final project (website with video and infographic) due at 3:15 p.m. 12/7</li> <li>• Post final website links <a href="#">here</a></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</li> <li>• Final project (website with video and infographic) due at 3:15 p.m. 12/7</li> <li>• Post final website links <a href="#">here</a></li> </ul>
FINAL EXAM PERIOD CA 132	12/9 12- 3 p.m.	<p><b>Joint class</b></p> <ul style="list-style-type: none"> <li>• Final Project Showcase</li> </ul>