



Fall 2017 semester | syllabus online @ tinyurl.com/782fall17

Introduction

Welcome to Fall 2017 semester! Telling stories is the basis of what we do as communicators. Learning how to do this well requires a thorough understanding of the tools available and the strengths and weaknesses of each one. The objective of this course is to introduce you to the theories and practices of multimedia content creation. We will read and view scholarly and professional works that address these presentation methods. You will be expected to gain a critical understanding of the value of each one.

Recognition of the benefits and drawbacks of the written word, photography, audio, video, animated graphics, interactive applications, virtual reality and augmented reality will be addressed in class discussions and assigned projects. You will acquire knowledge about how to choose presentation methods based on a project's audience and communication goals. You also will learn how to apply this knowledge by creating a multimedia storytelling project.

The essentials

- **Class time and location:** Tuesdays and Thursdays, 3:30–4:45 p.m., 60 Carroll Hall
- **Instructor:** Associate Professor Laura Ruel, Carroll 78, 919-448-8864, lruel@unc.edu
- **Office hours:** Wednesdays, 10 a.m.–Noon, and by appointment
- **Teaching assistant:** Amy Nelson, acnelson@unc.edu

Required supplies

Portable hard drive (320 GB minimum with USB3 connection) to save your work. Please be aware that you are responsible for backing up your own work.

Personal URL – about \$10.

Personal hosting space – about \$35.

Personal headphones. You will supply your own headphones in the lab for viewing digital presentations.

2 SDHC cards (4 GB minimum each) for recording audio and video – approximately \$10-\$20 each.

Other materials

You also will want view courses from the **Lynda.com training library** for the semester, which you can access free as a UNC student. by going to <http://software.sites.unc.edu/lynda/>.

Software: Access to Adobe Creative Cloud is available to all UNC students. You you can get it by going to: <http://software.sites.unc.edu/adobe/>.

Textbook: There is not textbook for this course. Much of the reading/viewing material for this class is through online links and videos.

Description

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 ohe last six bullet dots under "Professional values and competencies" in the link above. This course will introduce you to the basics of multimedia storytelling and help you develop some expertise in their application.

By reading, viewing and discussing the writings and works of media professionals, journalists, artists, Web developers, photographers, usability experts, graphic designers, educators and researchers you will deepen your appreciation for each distinct media form. Through original creations and exercises, you will work to expertly integrate all this knowledge into well-designed packages.

Important policies

Simply put, deadlines are absolute. All assignments are due as stated on the course calendar (see page 8). **NO LATE ASSIGNMENTS WILL BE ACCEPTED.**

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.

Organization of class time

Classes will consist of lecture/discussion, critiques as well as hands-on lab time. In most cases students will use lab time to work on an assignment and practice multimedia techniques.. Students should plan to spend additional time outside of class to complete these all assignments.

Grading

You are graded according to the highest professional standards. Your assignments will be evaluated according to the rubrics distributed with assignments. The breakdown for your final grade in percentages is:

- 63% or below = F
- 64–72% = L
- 73–95% = P
- 96–100% = H

Grading components

Your overall grade for this course will be based on the following components. Specifics for each element will be distributed at the time of the assignment.

- **Participation/exercises:** 10% of final grade
- **Photo assignment:** 10% of final grade
- **Audio assignment:** 10% of final grade
- **Video assignment:** 10% of final grade
- **Graphic assignment:** 10% of final grade
- **Final project idea and proposal:** 10% of final grade
- **Final project (website and content):** 40% of final grade

During the semester, you will be assigned **multiple exercises** to develop your skills. Completion of each of these exercises to the best of your abilities will result in a passing grade. **Each assignment will be formally graded and quality as well as effort will be considered.** Specific rubrics for each assignment will be provided at the time each project is distributed.

Grading criteria

There are basic expectations that any supervisor or project manager would have for a project undertaken by a multimedia storyteller. Regardless of your skill level, all of your assignments must meet the following minimum basic standards:

- 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 multimedia production standards.

Specific rubrics for each assignment will be provided when the assignment is distributed.

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 graduate 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 2017-2018 Undergraduate Bulletin at <http://catalog.unc.edu/about/introduction/>. In addition, the School of Media and Journalism also has its own policy that can be found here: <http://www.mj.unc.edu/diversity-and-inclusion>. 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 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. 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.

Course Calendar *(subject to change)*

MEJO 782 CLASS CALENDAR

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
20 Aug 2017	21	22 FDOC <i>first class meeting</i>	23	24	25	26
27	28	29 Student survey due	30	31	1 Sep	2
3	4	5 Photo assignment due	6	7	8	9
10	11	12 <i>review photo</i>	13	14	15	16
17	18	19 Audio assignment due	20	21	22	23
24	25	26 <i>review audio</i>	27	28	29	30
1 Oct	2	3	4	5	6	7
8	9	10 Video assignment due	11	12 University Day	13	14
15	16	17 <i>review video</i>	18	19 FALL BREAK -->	20 -->	21 -->
22	23	24	25	26	27	28
29	30	31 Graphic assignment due	1 Nov	2	3	4
5	6	7 <i>review graphics</i>	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23 Thanksgiving break	24 -->	25 -->
26	27	28	29	30	1 Dec	2
3	4	5 <i>final class meeting</i>	6 LDOC	7	8	9
10	11	12	13	14 4 pm: Final projects due	15	16

DPE Calendar by www.dpecalendar.com

Week-by-week topics, readings, viewings *(subject to change)*

Week	Date	Topic
1	Starts Sunday 8/20	<p>Topics</p> <ul style="list-style-type: none">● Introduction to the course● Setting up your personal Wordpress site to post your assignments● Setting up your Vimeo account● Setting up your SoundCloud account● Going over equipment policies● Sign up for lab access: http://jomclabaccess.web.unc.edu <p>Readings/viewings</p> <ul style="list-style-type: none">● Complete student survey● Read: Define the Delivery Medium http://www.howdesign.com/parse/define-the-delivery-medium/● Presentations to explore. View these presentations and feel free to bring some of your own selections to class on Thursday. Some of these are a presentation themselves, some describe the effectiveness of a presentation. I'd like you to consider the strengths and weaknesses of each form of media and storytelling used. We will expand on what you observe in our class discussion on Thursday.<ul style="list-style-type: none">○ The True Cost of Gun Violence http://www.motherjones.com/politics/2015/04/true-cost-of-gun-violence-in-america/○ Teddy Gun https://www.youtube.com/watch?v=R5MLBrOdzOA○ The Humanium Metal Initiative https://vimeo.com/222353265○ AJ+ https://awards.journalists.org/entries/aj-plus-2016/○ Quartz Atlas https://qz.com/434425/atlas-the-new-home-for-charts-and-data/○ Louise Delage https://youtu.be/XjQBJWYDTs

		<ul style="list-style-type: none"> ○ Is the Nasdaq in Another Bubble? http://graphics.wsj.com/3d-nasdaq/ ○ Share the load https://vimeo.com/223413065 ○ Like a girl https://youtu.be/XjQBJWYDTs ○ Cheetos Museum https://www.adforum.com/award-organization/6650193/showcase/2017/ad/34544144Distribute
2	Starts Sunday 8/27	<p>Topics</p> <ul style="list-style-type: none"> ● Photography and photojournalism ● Photo ethics ● Picture editing <p>Readings/viewings</p> <ul style="list-style-type: none"> ● See iPhone apps at this link: http://www.imore.com/best-manual-camera-apps-iphone#slide2 ● Read: Understanding and Appreciating the Basics of Photojournalism https://photography.tutsplus.com/articles/understanding-and-appreciating-the-basics-of-photojournalism--photo-1218 ● Read: 35 Powerful Photos That Tell A Story https://www.noupe.com/inspiration/photography/35-powerful-photos-that-each-tells-a-story.html ● Read: Photo Editing http://www.jprof.com/photojournalism/%E2%80%A2-photo-editing/ ● View: 7 Photojournalism Tips by Reuters Photographer Damir Sagolj https://vimeo.com/48815231 ● View: How to Resize an Image https://www.youtube.com/watch?v=qu5adJfxuhw
3	Starts Sunday 9/3	<p>Topics</p> <ul style="list-style-type: none"> ● Audio as a storytelling tool ● Working with Adobe Premiere <p>Readings/viewings</p>

		<ul style="list-style-type: none"> ● Listen: The Sunshine Hotel http://www.soundportraits.org/on-air/the_sunshine_hotel/audio.php ● Listen: Danny & Annie http://www.youtube.com/watch?v=WNfvuJr9164&feature=related ● Choose a favorite audio file from http://storycorps.org/ (Come to class prepared to discuss why you chose it.) ● Begin Lynda.com tutorials on Premiere Pro,CC 2017 Essential Training https://www.lynda.com/Premiere-Pro-tutorials/Premiere-Pro-CC-2017-Essential-Training-Basics/585268-2.html NOTE: This is a 7-hour course. Get through at least Chapter 3 to be ready for this week's class.
4	Starts Sunday 9/10	<p>Topic</p> <ul style="list-style-type: none"> ● Hands-on audio editing ● Working with Adobe Premiere <p>Readings/viewings</p> <ul style="list-style-type: none"> ● Continue Lynda.com tutorials on Premiere Pro,CC 2017 Essential Training https://www.lynda.com/Premiere-Pro-tutorials/Premiere-Pro-CC-2017-Essential-Training-Basics/585268-2.html ● Review: Premiere Pro Crib Sheet <p>Audio groups Group one: Group two: Group three: Group four: Group five: Group six: Group seven: Group eight: Group nine: Group ten:</p>
5	Starts Sunday 9/17	<p>Topics</p> <ul style="list-style-type: none"> ● Video storytelling <p>Readings/viewings</p> <ul style="list-style-type: none"> ● Read: Composition and Graphics—Composition—Setting the Scene http://www.cybercollege.com/tvp022.htm

		<ul style="list-style-type: none"> ● Read: Composition and Graphics—Elements of Composition I http://www.cybercollege.com/tvp023.htm ● Read: Composition and Graphics—Elements of Composition II http://www.cybercollege.com/tvp024.htm ● Read: Composition and Graphics—Elements of Composition III http://www.cybercollege.com/tvp025.htm ● Watch: Slomo https://vimeo.com/59749737 ● Watch: Wait for Me https://youtu.be/TL9L2s0rGuE ● Select five videos to watch from here: https://vimeo.com/channels/narratives <p>Video groups Group one: Group two: Group three: Group four: Group five: Group six: Group seven: Group eight: Group nine: Group ten:</p>
6	Starts Sunday 9/24	<p>Topics</p> <ul style="list-style-type: none"> ● Hands on video editing <p>Readings/viewings</p> <ul style="list-style-type: none"> ● Continue Lynda.com tutorials on Premiere Pro,CC 2017 Essential Training https://www.lynda.com/Premiere-Pro-tutorials/Premiere-Pro-CC-2017-Essential-Training-Basics/585268-2.html ● Review: Premiere Pro Crib Sheet
7	Starts Sunday 10/1	<p>Topics</p> <ul style="list-style-type: none"> ● More hands-on <p>Readings/viewings</p> <ul style="list-style-type: none"> ● Continue Lynda.com tutorials on Premiere Pro,CC 2017 Essential Training https://www.lynda.com/Premiere-Pro-tutorials/Premiere-Pro-CC-2017-Essential-Training-Basics/585268-2.html ● Review: Premiere Pro Crib Sheet

<p>8</p>	<p>Starts Sunday 10/8</p>	<p>Topics</p> <ul style="list-style-type: none"> ● Graphic storytelling <p>Readings/viewings</p> <ul style="list-style-type: none"> ● Read: Infographics to explain, Data Visualizations to Explore http://www.thefunctionalart.com/2014/03/infographics-to-reveal-visualizations.html ● Watch:The Best Stats You've Ever Seen https://www.ted.com/talks/hans_rosling_shows_the_best_stats_you_ve_ever_seen?language=en ● What I learned visiting the New York Times graphics department https://medium.com/@joshkh/nytimesvisit-207b55b691b0 ● Watch: Lynda.com tutorial Infographics Fundamentals https://www.lynda.com/Infographics-tutorials/Infographics-Fundamentals/376982-2.html
<p>9</p>	<p>Starts Sunday 10/15</p>	<p>Topics</p> <ul style="list-style-type: none"> ● Hands-on graphic storytelling <p>Readings/viewings</p> <ul style="list-style-type: none"> ● Watch:: Cane Talks: Alberto Cairo https://www.youtube.com/watch?v=Pe-tkd5leCQ ● Read: 7 of the Most Shared Marketing Infographics of 2017 https://www.infographicdesignteam.com/blog/7-of-the-most-shared-marketing-infographics-of-2017/ ● Continue to watch: Lynda.com tutorial Infographics Fundamentals https://www.lynda.com/Infographics-tutorials/Infographics-Fundamentals/376982-2.html <p>FALL BREAK – NO CLASS THURSDAY OCTOBER 19</p>
<p>10</p>	<p>Starts Sunday 10/22</p>	<p>Topics</p> <ul style="list-style-type: none"> ● More with hands-on graphic storytelling <p>Readings/viewings</p> <ul style="list-style-type: none"> ● Continue to watch: Lynda.com tutorial Infographics Fundamentals https://www.lynda.com/Infographics-tutorials/Infographics-Fundamentals/376982-2.html

11	Starts Sunday 10/29	<p>Topics</p> <ul style="list-style-type: none"> ● Content management systems ● Effective web design <p>Readings/viewings (to complete by the start of Week 12)</p> <ul style="list-style-type: none"> ● View: A Beginner's Guide To Creating A WordPress Website https://www.smashingmagazine.com/2016/02/beginners-guide-creating-wordpress-website/
12	Starts Sunday 11/5	<p>Topics</p> <ul style="list-style-type: none"> ● Hands-on Wordpress work for final project <p>Readings/viewings</p> <ul style="list-style-type: none"> ● Review as needed: Wordpress Essential Training https://www.lynda.com/WordPress-tutorials/WordPress-Essential-Training/372542-2.html
13	Starts Sunday 11/12	<p>Topics</p> <ul style="list-style-type: none"> ● Hands-on Wordpress work ● Lab time for final project <p>Readings/viewings</p> <ul style="list-style-type: none"> ● Review as needed: Wordpress Essential Training https://www.lynda.com/WordPress-tutorials/WordPress-Essential-Training/372542-2.html
14	Starts Sunday 11/19	<p>Topics</p> <ul style="list-style-type: none"> ● Exploring the future ● Hands on final project work <p>Readings/viewings</p> <ul style="list-style-type: none"> ● Review: 2016 Tech Trends from Webmedia Group ● Read: Augmented Reality: What does it mean for UX? ● Watch: How to Build Your Creative Confidence David Kelley ● Watch: We are all designers ● Read: 2015 trends and predictions for web design <p>THANKSGIVING BREAK – NO CLASS THURSDAY 11/23</p>

15	Starts Sunday 11/28	Topics <ul style="list-style-type: none"> • Lab time for final project
16	Starts Sunday 12/2	Topics <ul style="list-style-type: none"> • Lab time for final project

FINAL EXAM PERIOD	Thursday 12/14 4 pm	FINAL PROJECT PRESENTATIONS <ul style="list-style-type: none"> • Attendance at class presentations required for all students.
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