INTRODUCTION TO DIGITAL STORYTELLING
MEJO 121.001 & MEJO 121.002

Welcome to this introductory media technology skills class at the UNC School of Media and Journalism. Our simple goals are to introduce you to some of the tools and skills needed to engage in multimedia storytelling in online environments. We aim to demystify the technical aspects of audiovisual information packaging by engaging in basic hands-on video, graphic and web exercises. This team-taught course is ultimately intended to provide familiarity with, and insight into, some of the technological skill sets needed for the various professions in media and journalism.

Instructors

John Wilson Classroom 132 johnwilsonproductions@gmail.com 919-968-1641 Office Hours: Mondays, 9:30 - 10:30 AM	**Sarah Riazati** Classroom 268 sriazati@live.unc.edu 678-521-6968 Office Hours: Mondays, 9:30 - 10:30 AM

Class Meetings

- Are you in Section 1 or Section 2? Check the roster on Sakai!
- First half of semester: Section 1 = Wilson & Section 2 = Riazati
- Second half of semester: Section 1 = Riazati & Section 2 = Wilson
- Switch instructors on **Monday March 5**

Required Supplies

No textbooks are required. Instead, you will need to purchase some digital storytelling equipment and install some software tools:

- 16 or 32 GB SDHC **memory card**. Should be Class 10 and say it can store HD video.
- USB **flash drive** or other external **hard drive** with minimum 64 GB capacity. It is recommended that you invest in a 500 GB or larger external hard drive to archive all digital assets.
- **Headphones** with a standard mini jack
- **Domain name**. You will need a credit card number to purchase a domain name for the Design section of the class. We will purchase this product together in class.

- **Server space.** You will need a credit card number to purchase server space. We will purchase this product together in class.
- **Lynda.com** account. Available free from UNC. Instructions here: http://software.sites.unc.edu/lynda/

Required Software:

- Chrome Web Browser (**no Safari**): https://www.google.com/chrome/browser/desktop/index.html
- Adobe Illustrator: http://software.sites.unc.edu/software/adobe-creative-cloud/
- Adobe Photoshop: http://software.sites.unc.edu/software/adobe-creative-cloud/
- Atom (IDE): https://atom.io/
- Adobe Premiere: http://software.sites.unc.edu/software/adobe-creative-cloud/

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 place our emphasis on the last six bullet dots under "Professional values and competencies" in the link above.

In particular, we focus on the last competency listed, regarding the application of tools and technologies.
- You will become familiar with the functions and limits of the equipment and software introduced in class.
- You will develop an understanding of how to evaluate technical quality and story flow.
- You will be able to plan and execute a short, clean, logically-flowing video product.
- You will be able to use a variety of strategies and tools to create a standards-based website.

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 the 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. If you miss a class, it is your responsibility to catch up on the material covered in class by sharing notes with a classmate, reviewing presentations online, and reaching out to the professor for clarification as needed.

Late Assignments

All assignments are due by 8 a.m. on the deadline, unless otherwise specified. Check Sakai > Assignments for deadline information.

Accepting late assignments is unfair to those 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 deadline. **Assignments will not be accepted more than 48 hours after the deadline.** You may not resubmit an assignment for an improved grade.

Grading

Work is graded according to the highest professional standards. Grades in percentages are:

- A = 93-100%,
- A- = 90-92%,
- B+ = 87-89%,
- B = 83-86%,
- B- = 80-82%,
- C+ = 77-79%,

- C = 73-76%,
- C- = 70-72%,
- D+ = 67-69%,
- D = 60-66%,
- F = 59% or below

Below is a guideline for how grades are described within this course:
- A, nearly perfect in execution, quality of work is exceptional
- A-, work is impressive in quality, very few problems in any area
- B+, very good performance, did more than required, might struggle in one area only
- B, solid effort, met all requirements, fair application of skill
- B-, needs a bit more polish, pretty good handle on things overall
- C+, good in one area of work, but consistent problems with another area
- C, followed instructions, seems to understand basics but did the minimum to pass
- C-, has glimpses of potential in a limited range
- D+, did not demonstrate understanding of the basics but tried
- D or F, did not demonstrate effort or understanding of basics, incomplete

Grading Criteria

Participation, in-class exercises, quizzes	10%
Video project 1	10%
Video project 2	15%
Video project 3	20%
Web project 1	10%
Web project 2	10%
Infographic project 3	10%
Final project	15%

Rubrics for each project are provided in the Resources section of Sakai.

If you have a question about a project grade, you can contact your professor within one week of the grade being posted to Sakai. We invite you to reach out by email or in office hours for additional feedback about your projects.

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 and Inclusion

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.

The School of Media and Journalism adopted Diversity and Inclusion Mission and Vision statements in spring 2016 with accompanying goals, which you can view here.

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 based on 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 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. **You should also inform your professors as you make arrangements with ARS.**

Final Exam

The final exam period for both sections is Friday, May 4 from 4 PM - 7 PM. Location and examination details to follow.