

MEJO 121.5 & 121.7 Stevenson | MEJO 121.6 & 121.8 Malloy

# INTRODUCTION TO DIGITAL STORYTELLING

*Spring 2018 SEMESTER*



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

## **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 121.05/ 121.07 will begin the semester meeting in CA 132

Section 121.06/ 121.08 will begin the semester meeting in CA 268.

Students will switch classrooms midway through the semester. When joint classes are held, they will be in CA 132.

## **Professors**

### **Heather Stevenson**

*(audio and video instruction)*

Phone: 919-213-1746 | E-mail: [hsteven@email.unc.edu](mailto:hsteven@email.unc.edu)

Office Hours: Tuesday/Thursday 11:00-12:00PM and by appointment

### **Katie Malloy**

*(web and graphics instruction)*

Phone: 919-400-3775 | Email: [kmalloy@unc.edu](mailto:kmalloy@unc.edu)

Office Hours: By appointment

## **Required Supplies**



**SDHC memory card** at least 16GB (can use 8GB if necessary). Should be Class 10 and say it can store HD video.



**USB flash drive** (or thumb 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 and website hosting.** You will need to purchase a domain name for the Web/Graphics part of this class. You also will need to purchase server space/website hosting long enough to cover the semester. More details will be provided in class. (*around \$50 a year*)

**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 [Web Design and Development program](#) from the University of Washington as well as tutorials from [Lynda.com](#) and articles, 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>
- **UNC Adobe Premiere Tutorials** <https://www.premiumbeat.com/blog/15-premiere-pro-tutorials-every-video-editor-watch/>

## 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.

## Equipment Policy

As a student in this class, you are allowed to borrow gear from the equipment room. Everyone must read the Equipment Room Policy and electronically sign the Terms and Conditions during

the checkout process. The full text is available at [equipmentroom.mj.unc.edu](http://equipmentroom.mj.unc.edu). Under the Policies section. All gear belongs to the School of Media and Journalism, and you are financially responsible for the cost of repairs or replacement if anything happens to equipment that is checked out in your name.

## 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. Please be advised you are expected to be in class on time each day as well. Tardiness will count against your class participation grade. Each Professor has his/her own policy.

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

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

- **Participation:** 10% of final grade (5% video, 5% web/graphics)
- **Video In Class Exercises/Homework:** 5% of final grade

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

Rubrics for each criterion 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	1/11	<p><b>Joint class in ROOM 132</b></p> <ul style="list-style-type: none"> <li>● Review syllabus</li> <li>● Review equipment policy</li> <li>● Get form for equipment checkout in Equipment Room (Carroll Rm 239 - equipment room hours posted on door)</li> <li>● Take <a href="#">assessment quiz</a> (not for credit)</li> <li>● Pitch a story idea for the final project. Fill out the Final Project Idea Sheet Found in Sakai. <b>This sheet is due at the START of class on 1/16.</b></li> </ul> <p><b>HOMEWORK:</b> <a href="#">Picking the right media for the story</a></p>
	1/16	<p><b>Video class</b></p> <ul style="list-style-type: none"> <li>● Visual composition - Rule of Thirds and basic framing</li> <li>● Equipment Room Policy</li> <li>● Project expectations</li> </ul> <p><b>Video homework</b></p> <p>Read through the following websites</p> <ul style="list-style-type: none"> <li>● Composition and Graphics—Composition—Setting the Scene (<a href="http://www.cybercollege.com/tvp022.htm">http://www.cybercollege.com/tvp022.htm</a>)</li> <li>● Composition and Graphics—Elements of Composition I (<a href="http://www.cybercollege.com/tvp023.htm">http://www.cybercollege.com/tvp023.htm</a>)</li> <li>● Composition and Graphics—Elements of Composition II (<a href="http://www.cybercollege.com/tvp024.htm">http://www.cybercollege.com/tvp024.htm</a>)</li> </ul>

		<ul style="list-style-type: none"> <li>● Composition and Graphics—Elements of Composition III (<a href="http://www.cybercollege.com/tvp025.htm">http://www.cybercollege.com/tvp025.htm</a>)</li> </ul> <p>Sign up for equipment room</p> <ul style="list-style-type: none"> <li>● Turn in form for equipment checkout in Equipment Room (Carroll Rm 239 - equipment room hours posted on door)</li> </ul> <p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>● Lecture: Understanding how the web works</li> <li>● Your own domain – getting things set up</li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>● Purchase domain and web hosting (Go Daddy)</li> <li>● Add to URL <a href="#">Google Doc</a></li> </ul>
2	1/18	<p><b>Video class</b></p> <ul style="list-style-type: none"> <li>● Exploring story forms <ul style="list-style-type: none"> <li>○ <a href="#">Sequencing</a> (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>● Work through Camera Orientation PPT found in Sakai</li> <li>● Come to class with camera on correct settings and charge and ready to shoot.</li> <li>● Bring CHARGED BATTERY, tripod, OPENED SD card) Be ready to shoot in class</li> </ul> <p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>● Lecture: Web design basics</li> <li>● Check domains &amp; logging into Go Daddy gateway</li> </ul>
	1/23	<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> </ul> </li> </ul>

		<ul style="list-style-type: none"> <li>○ Manual focus, exposure, white-balance</li> </ul> <p><b>Video homework</b></p> <ul style="list-style-type: none"> <li>● <b>Video and Light Assignment</b></li> <li>● <b>Due 1/25 By Start of Class</b></li> <li>● Exercise found in Sakai under Video Folder</li> <li>● Upload shots to Assigned folder (Instructions to follow)</li> </ul> <p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>● Lecture: Working with HTML</li> <li>● Download and install <a href="#">Atom</a></li> <li>● Discuss Assignment 1</li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>● Complete HTML Exercise</li> <li>● Begin work on Assignment 1</li> </ul>
3	1/25	<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>○ Bring memory card and headphones</li> </ul> </li> <li>● Cameras for interviewing - Using the tripod, microphones <ul style="list-style-type: none"> <li>○ Optimal levels for recording audio</li> <li>○ Noticing and recording room tone (ambient noise)</li> <li>○ Recording natural sound</li> <li>○ Watch Video/Light Homework</li> </ul> </li> </ul> <p><b>Video homework</b></p> <ul style="list-style-type: none"> <li>● <b>Audio Homework Assignment Due 1/30 By Start of Class</b></li> <li>● Exercise found in Sakai under Resources</li> <li>● Upload shots to Assigned folder (Instructions to follow)</li> </ul> <p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>● Adding pages to your site (HTML exercise – add link to <a href="#">Google Doc</a>)</li> <li>● Lecture: working with CSS</li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>● Complete CSS Exercise (add link to <a href="#">Google Doc</a>)</li> </ul>
	1/30	<p><b>Video class</b></p> <ul style="list-style-type: none"> <li>● <b>ASSIGN: Video scavenger hunt_ DUE 2/6 By Start of Class</b> <ul style="list-style-type: none"> <li>○ Bring assigned camera kit and tripod</li> <li>○ Bring memory card and headphones</li> </ul> </li> </ul>

		<ul style="list-style-type: none"> <li>● In-class video review and practice for recording interviews</li> <li>● Recording footage for “teeing up” or setting up interviews</li> <li>● Who are you interviewing? Don't wait!</li> </ul> <p><b>Video homework</b></p> <ul style="list-style-type: none"> <li>● Complete scavenger hunt assignment Due 2/6 By start of class</li> <li>● It is a part of your homework grade</li> <li>● In your best interest to do your best; you need practice for your final assignment</li> <li>● Sign up to Meet with me for review!</li> </ul> <p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>● CSS continued</li> <li>● Assignment 1 lab time</li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>● Continue work on Assignment 1</li> </ul>
4	2/1	<p><b>Video class</b></p> <ul style="list-style-type: none"> <li>● Basic lighting <ul style="list-style-type: none"> <li>○ <a href="#">Finding the light</a></li> <li>○ Single-light and two-point lighting techniques</li> </ul> </li> <li>● Bring assigned camera kit and tripod</li> <li>● Bring Light kits to class</li> <li>● Bring memory card and headphones</li> </ul> <p><b>Video homework</b></p> <ul style="list-style-type: none"> <li>● Complete video scavenger hunt Due 2/6 by start of class</li> <li>● Upload to assigned folder (Instructions to follow)</li> <li>● Research for interview, contact interviewee</li> </ul> <p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>● <b>Assignment 1 due at beginning of class (add link to <a href="#">Google Doc</a>)</b></li> <li>● Lecture: Introducing WordPress</li> <li>● Discuss assignment 2</li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>● Begin work on assignment 2</li> </ul>
	2/6	<p><b>Video class</b></p> <ul style="list-style-type: none"> <li>● In-class practice of recording interviews <ul style="list-style-type: none"> <li>○ Pay special attention to audio</li> </ul> </li> </ul>

		<ul style="list-style-type: none"> <li>● Bring assigned camera kit and tripod with microphone cable and microphone, <b>light kits</b>, memory card, headphones</li> <li>● <b>DEADLINE: Turn in video scavenger hunt in by START OF CLASS</b></li> <li>● Review Interview Rubric (Found in Sakai)</li> </ul> <p><b>Video class homework</b></p> <ul style="list-style-type: none"> <li>● <b>ASSIGN:</b> Schedule and shoot interview <b>DUE 2/13 By start of class</b></li> <li>● Begin Watching Adobe Premiere Tutorials: <ul style="list-style-type: none"> <li>● <a href="#">Adobe Premiere</a></li> </ul> </li> </ul> <p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>● Review assignment 1</li> <li>● WordPress continued</li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>● Assignment 2</li> </ul>
	2/8	<p><b>Video class</b></p> <ul style="list-style-type: none"> <li>● In-class video scavenger hunt critiques</li> <li>● What makes good b-roll?</li> <li>● Practice Shooting</li> </ul> <p><b>Video class homework</b></p> <ul style="list-style-type: none"> <li>● Complete interview for story Raw Footage Due 2/13 By start of class</li> <li>● Turned into Assigned Folder</li> <li>● Continue Watching Adobe Premiere Tutorials: <ul style="list-style-type: none"> <li>● <a href="#">Adobe Premiere</a></li> </ul> </li> </ul> <p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>● Lab Time for Assignment 2</li> </ul>
5	2/13	<p><b>Video class</b></p> <ul style="list-style-type: none"> <li>● <b>DEADLINE: Turn in interview footage to Assigned Folder by START OF CLASS</b></li> <li>● Assign and shoot your MOS (Man on the Street) story with a partner</li> <li>● Discuss Expectations of Final Edited Video</li> </ul> <p><b>Video class homework</b></p> <ul style="list-style-type: none"> <li>● Log your Interview to find "your story"</li> </ul>

		<ul style="list-style-type: none"> <li>Choose your sound bites start building your story in Premiere</li> </ul> <p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>Assignment 2 due at beginning of class (add link to <a href="#">Google Doc</a>)</li> <li>Introduction to Infographics &amp; Illustrator</li> <li>Discuss Assignment 3</li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>Creative Brief for Assignment 3</li> </ul>
	2/15	<p><b>Video class</b></p> <ul style="list-style-type: none"> <li>Editing Individual MOS in class</li> <li>Cutting Shots/Building Sequence</li> <li>Minor effect changes</li> </ul> <p><b>Video class homework</b></p> <ul style="list-style-type: none"> <li>Polish interview</li> <li>Planning and Gathering B-roll</li> <li>Finish editing MOS Assignments</li> </ul> <p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>Illustrator Continued</li> <li>One on ones to discuss Assignment 3 creative brief</li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>Continue work on Assignment 3</li> </ul>
6	2/20	<p><b>Video class</b></p> <ul style="list-style-type: none"> <li>Finalize MOS Editing Project in class</li> <li>Export and upload to Warpwire</li> <li>Preview and Critique in class</li> </ul> <p><b>Video class homework</b></p> <ul style="list-style-type: none"> <li>Polish Interview should have A roll complete</li> <li>Integrate b-roll with interview</li> </ul> <p><b>Web/graphics class</b></p>

		<ul style="list-style-type: none"> <li>• Illustrator continued</li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>• Continue work on Assignment 3</li> </ul>
	2/22	<p><b>Video class</b></p> <ul style="list-style-type: none"> <li>• In Class editing time on Final Project</li> <li>• <b>DEADLINE: B-roll should be shot and ready to edit in final story by start of class</b></li> </ul> <p><b>Video class homework</b></p> <ul style="list-style-type: none"> <li>• FINAL VIDEO PROJECT DUE BY START OF CLASS ON 3/1. TIME STAMP IN Warpwire</li> </ul> <p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>• Lab time for Assignment 3</li> <li>• Discuss Final Project</li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>• Continue to work on Assignment 3</li> </ul>
7	2/27	<p><b>Video class</b></p> <ul style="list-style-type: none"> <li>• In class editing time to work on Final Edited Video</li> </ul> <p><b>Video class homework</b></p> <ul style="list-style-type: none"> <li>• Final Edited Video Due by start of class 3/1.</li> <li>• Make sure you meet all the requirements on the rubric.</li> </ul> <p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>• Lab time for Assignment 3/Final Project (assignment 3 due next class)</li> </ul>
	3/1	<p><b>Video class</b></p> <ul style="list-style-type: none"> <li>• In-class video viewing and critiques</li> <li>• <b>DEADLINE: FINAL VIDEO PROJECT DUE BY START OF CLASS. I WILL USE TIME STAMP IN Warpwire</b></li> <li>• <b>UPLOAD TO CORRECT "Media Library"</b></li> <li>• <b>In Class, self-critiques</b></li> </ul>

		<p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>• Lab time for Assignment 3/Final Project – <b>Assignment 3 due by end of class (uploaded to Sakai)</b></li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>• Prepare for video portion of the course</li> </ul>
8	3/6	<p><b>STUDENTS SWITCH CLASSROOMS BEGIN PART TWO OF COURSE</b></p> <p><b>Video class</b></p> <ul style="list-style-type: none"> <li>• Equipment Room Policy</li> <li>• Project expectations</li> <li>• Visual Composition: Rule of Thirds/Basic Framing</li> <li>• Start on Final Website for Class Now</li> </ul> <p><b>Video homework</b></p> <p>Read through the following websites</p> <ul style="list-style-type: none"> <li>• Composition and Graphics—Composition—Setting the Scene (<a href="http://www.cybercollege.com/tvp022.htm">http://www.cybercollege.com/tvp022.htm</a>)</li> <li>• Composition and Graphics—Elements of Composition I (<a href="http://www.cybercollege.com/tvp023.htm">http://www.cybercollege.com/tvp023.htm</a>)</li> <li>• Composition and Graphics—Elements of Composition II (<a href="http://www.cybercollege.com/tvp024.htm">http://www.cybercollege.com/tvp024.htm</a>)</li> <li>• Composition and Graphics—Elements of Composition III (<a href="http://www.cybercollege.com/tvp025.htm">http://www.cybercollege.com/tvp025.htm</a>)</li> </ul> <p>Sign up for equipment room</p> <ul style="list-style-type: none"> <li>• Turn in form for equipment checkout in Equipment Room (Carroll Rm 239 - equipment room hours posted on door)</li> </ul> <p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>• Lecture: Understanding how the web works</li> <li>• Your own domain – getting things set up</li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>• Purchase domain and web hosting (Go Daddy)</li> <li>• Add to URL <a href="#">Google Doc</a></li> </ul>

	3/8	<p><b>Video class</b></p> <ul style="list-style-type: none"> <li>● Exploring story forms (e.g., narrative arc, diamond format) <ul style="list-style-type: none"> <li>○ <a href="#">Sequencing</a> (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>● <b>Work through Camera Orientation PPT found in Sakai</b></li> <li>● Come to class with camera on correct settings</li> <li>● Bring CHARGED BATTERY, tripod, OPENED SD card)</li> <li>● Be ready to shoot by start of class</li> </ul> <p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>● Lecture: Web design basics</li> <li>● Check domains &amp; Logging into Go Daddy gateway</li> </ul>
	3/9-3/16	<b>SPRING BREAK</b>
9	3/20	<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> </ul> <p><b>Video homework</b></p> <ul style="list-style-type: none"> <li>● <b>Practice camera work: Video and Light Assignment</b></li> <li>● <b>Due 3/22 By start of Class</b></li> <li>● Exercise found in Sakai under Resources Folder</li> <li>● Upload to Assigned Folder (Instructions to Follow)</li> </ul> <p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>● Lecture: Working with HTML</li> <li>● Download and install <a href="#">Atom</a></li> <li>● Discuss Assignment 1</li> </ul> <p><b>Web/graphics homework</b></p>

		<ul style="list-style-type: none"> <li>● Complete HTML Exercise</li> <li>● Begin work on Assignment 1</li> </ul>
	3/22	<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>● Cameras for interviewing - Using the tripod, microphones <ul style="list-style-type: none"> <li>○ Optimal levels for recording audio</li> <li>○ Noticing and recording room tone (ambient noise)</li> <li>○ Recording natural sound</li> <li>○ Watch Video/Light Exercises Review</li> </ul> </li> </ul> <p><b>Video homework</b></p> <ul style="list-style-type: none"> <li>● Practice camera work: Audio Scavenger Hunt found in Sakai</li> <li>● DUE: 3/27 By start of class</li> <li>● Exercise found in Sakai under Resources</li> <li>● Upload to Assigned Folder (Instructions to follow)</li> </ul> <p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>● Adding pages to your site (HTML exercise – add link to <a href="#">Google Doc</a>)</li> <li>● Lecture: working with CSS</li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>● Complete CSS Exercise (add link to <a href="#">Google Doc</a>)</li> </ul>
10	3/27	<p><b>Video class</b></p> <ul style="list-style-type: none"> <li>● Bring assigned camera kit and tripod, memory card and headphones</li> <li>● In-class video review and practice for recording interviews</li> <li>● Recording footage for “teeing up” or setting up interviews</li> <li>● Assign: Video Scavenger Hunt Due 4/3 Start of class</li> <li>● Who are you interviewing? Don't wait.</li> </ul>

		<p><b>Video homework</b></p> <ul style="list-style-type: none"> <li>• Complete scavenger hunt assignment</li> <li>• Assignment found in Sakai under Resources</li> <li>• Due 4/3 By Start of Class</li> <li>• It is a part of your homework grade</li> <li>• In your best interest to do your best; you need practice for your final assignment</li> <li>• Sign up to Meet with me for review!</li> </ul> <p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>• CSS continued</li> <li>• Assignment 1 lab time</li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>• Continue work on Assignment 1</li> </ul>
3/29		<p><b>Video class</b></p> <ul style="list-style-type: none"> <li>• Basic lighting <ul style="list-style-type: none"> <li>◦ <a href="#">Finding the light</a></li> <li>◦ Single-light and two-point lighting techniques</li> </ul> </li> <li>• Bring assigned camera kit and tripod</li> <li>• Bring Light kits to class</li> <li>• Bring memory card and headphones</li> </ul> <p><b>Video homework</b></p> <ul style="list-style-type: none"> <li>• Complete video scavenger hunt</li> <li>• Upload to assigned folder (Instructions to follow)</li> <li>• Research for interview, contact interviewee</li> </ul> <p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>• <b>Assignment 1 due at beginning of class (add link to <a href="#">Google Doc</a>)</b></li> <li>• Lecture: Introducing WordPress</li> <li>• Discuss assignment 2</li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>• Begin work on assignment 2</li> </ul>

11	4/3	<p><b>Video class</b></p> <ul style="list-style-type: none"> <li>● In-class practice of recording interviews <ul style="list-style-type: none"> <li>○ Pay special attention to audio</li> </ul> </li> <li>● Bring assigned camera kit and tripod with microphone cable and microphone, <b>light kits</b>, memory card, headphones</li> <li>● <b>DEADLINE: Turn in video scavenger hunt in by START OF CLASS</b></li> <li>● Review Interview Rubric (Found in Sakai)</li> </ul> <p><b>Video class homework</b></p> <ul style="list-style-type: none"> <li>● Schedule and shoot interview DUE 4/10 By start of class</li> <li>● Begin Watching Adobe Premiere Tutorials: <ul style="list-style-type: none"> <li>● <a href="#">Adobe Premiere</a></li> </ul> </li> </ul> <p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>● Review assignment 1</li> <li>● WordPress continued</li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>● Assignment 2</li> </ul>
	4/5	<p><b>Video class</b></p> <ul style="list-style-type: none"> <li>● In-class video scavenger hunt critiques</li> <li>● What makes good b-roll?</li> </ul> <p><b>Video class homework</b></p> <ul style="list-style-type: none"> <li>● Complete interview for story</li> <li>● Continue Watching Adobe Premiere Tutorials: <ul style="list-style-type: none"> <li>● <a href="#">Adobe Premiere</a></li> </ul> </li> </ul> <p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>● Lab time for assignment 2</li> </ul>
12	4/10	<p><b>Video class</b></p> <ul style="list-style-type: none"> <li>● <b>DEADLINE: Turn in interview footage to Assigned Folder by START OF CLASS</b></li> <li>● Assign and shoot your MOS (Man on the Street) story with a partner</li> <li>● Discuss What makes good B-roll</li> <li>● Discuss Expectations of Final Edited Video</li> </ul>

		<p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>• Assignment 2 due at beginning of class (add link to <a href="#">Google Doc</a>)</li> <li>• Introduction to Infographics &amp;Illustrator</li> <li>• Discuss Assignment 3</li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>• Creative Brief for Assignment 3</li> </ul>
	4/12	<p><b>Video class</b></p> <ul style="list-style-type: none"> <li>• Editing Individual MOS</li> <li>• Cutting your shots/Building your sequence</li> <li>• Minor Effects in Premiere</li> </ul> <p><b>Video class homework</b></p> <ul style="list-style-type: none"> <li>• Continue Logging Interview</li> <li>• Planning and Gathering B-roll</li> </ul> <p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>• Illustrator Continued</li> <li>• One on ones as needed to discuss Assignment 3 creative brief</li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>• Continue work on Assignment 3</li> </ul>
13	4/17	<p><b>Video class</b></p> <ul style="list-style-type: none"> <li>• Finalize MOS Editing Project in class</li> <li>• Export and upload to Warpwire</li> <li>• Preview and Critique</li> </ul> <p><b>Video class homework</b></p> <ul style="list-style-type: none"> <li>• Polish interview</li> <li>• Complete gathering b-roll</li> <li>• To stay on target you should have b-roll shot by start of next class</li> </ul> <p><b>Web/graphics class</b></p>

		<ul style="list-style-type: none"> <li>• Illustrator continued</li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>• Continue work on Assignment 3</li> </ul>
	4/19	<p><b>Video class</b></p> <ul style="list-style-type: none"> <li>• <b>DEADLINE: B-roll should be shot and ready to use for editing by start of class</b></li> <li>• Class time to work on Final Edited Video</li> </ul> <p><b>Video class homework</b></p> <ul style="list-style-type: none"> <li>• Finish interview</li> </ul> <p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>• Lab time for Assignment 3</li> <li>• Discuss Final Project</li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>• Continue to work on Assignment 3</li> </ul>
14	4/24	<p><b>Video class</b></p> <ul style="list-style-type: none"> <li>• Class time to work on Final Edited Video</li> </ul> <p><b>Video class homework</b></p> <ul style="list-style-type: none"> <li>• Final Edited Video Due by start of class 4/26.</li> <li>• Make sure you meet all the requirements on the rubric.</li> </ul> <p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>• Lab time for Assignment 3/Final Project (Assignment 3 due next class)</li> </ul>

4/26		<p><b>Video class</b></p> <ul style="list-style-type: none"> <li>• In-class video viewing and critiques</li> <li>• <b>DEADLINE: FINAL VIDEO PROJECT DUE BY START OF CLASS. I WILL USE TIME STAMP IN Warpwire</b></li> <li>• <b>UPLOAD TO CORRECT "Media Library"</b></li> <li>• <b>In Class self-critiques</b></li> <li>• Take <a href="#">assessment quiz</a> (not for credit)</li> </ul> <p><b>Video homework</b></p> <ul style="list-style-type: none"> <li>• FINISH FINAL WEBSITE</li> <li>• Due at Final Exam</li> <li>• Be prepared to present</li> </ul> <p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>• Lab time for Assignment 3/Final Project – <b>Assignment 3 due by end of class (uploaded to Sakai)</b></li> <li>• Take <a href="#">assessment quiz</a> (not for credit)</li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>• FINAL WEBSITE DUE AT EXAM TIME( add link to <a href="#">Google Doc</a>)</li> <li>• Be prepared to present</li> </ul>
15	<b>FINAL EXAM:</b>	<p><b>Final Project Due FINAL EXAM TIME</b>  <b>Mandatory attendance for all students.</b>  <b>Final Project Presentations</b>  Sections 5/6: Friday May 4 at 8AM  Sections 7/8: Friday May 4 at 12PM</p>