

INTRODUCTION TO DIGITAL STORYTELLING

UNC-Chapel Hill | MEJO 121 | syllabus online @ tinyurl.com/summer1-121

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.

However, what distinguishes this class from a skills-only course is its focus on **storytelling**. We ultimately intend to provide familiarity with the tools and an understanding of how to develop a narrative story with all these tools. These are the skill sets needed for various professions in media and journalism.

Classroom and meeting time

Monday – Friday | 1:45-2:15 pm | Carroll Hall , Room 59

Instructor

Laura Ruel

Associate Professor, UNC-Chapel Hill

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Office Hours: Wednesday and Thursday, 11 a.m. – 1 p.m. and 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 should work).

Domain name. You will need to purchase a domain name for the Web/Graphics part of this class.
(approximately \$10 for one year)

Server space: You also will need to purchase server space. More details will be provided in class.
(approximately \$15 a month with a 3-month minimum or about \$45)



Optional Supplies

Tripod with smartphone mount For your assignments, you have the option of recording with your smartphone. More information will be provided in class.

NOTE THAT textbooks are not required for this class. Tutorials from [Lynda.com](http://www.lynda.com), [Code Academy](http://www.codecademy.com) and [W3Schools](http://www.w3schools.com) are suggested to reinforce or enhance the knowledge you gain in class.

Other necessary items

- **Tutorial access for UNC students:** <http://software.sites.unc.edu/lynda/>
 - **Adobe Creative Cloud software (including Illustrator and Premiere)**
- for UNC students:** : <http://software.sites.unc.edu/software/adobe-creative-cloud/>
- **UNC lab access for MJ School** (optionL) <http://jomclabaccess.web.unc.edu/>

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 understand the tools needed to create a graphic story
- You will be able to use a variety of strategies and tools to create a standards-based website and multimedia package.

Attendance Policy

Similar to having personal time off (PTO) at work, you are allotted ONE absence 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 one allotted day will result in a half-grade deduction (e.g., a B becomes a B- at two 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. Students who choose to miss class are responsible for understanding the TOPICS taught that day.

Late Assignments

Accepting late assignments is unfair to the students who have sacrificed to turn their work in on time. An automatic 10 percent deduction will be applied to each assignment turned in after the time 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 percent is taken off for each day).

Grading

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

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| <ul style="list-style-type: none">• A = 93-100%,• A- = 90-92%,• B+ = 87-89%,• B = 83-86%,• B- = 80-82%,• C+ = 77-79%, | <ul style="list-style-type: none">• 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, solid 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:** 5 percent of final grade
- **Exercises & quizzes** 20 percent of final grade
- **Video project:** 25 percent of final grade
- **Graphic project:** 25 percent of final grade
- **Final project:** 20 percent of final grade

Rubrics for each project are provided at the time each project is assigned. **Exercises** are assigned to familiarize you with skills needed to complete the projects and are graded on completion and execution quality. **Projects** are assigned for you to demonstrate a mastery of the skills and storytelling techniques learned in class and with the exercises.

The **final project** is an integrated multimedia package delivered via your portfolio website. The multimedia package must contain integrated story elements (introductory text, video, graphic and/or any additional elements you may choose).

Aside from quizzes and exercises and projects will require completion of assigned readings/viewings as well as information covered during class periods.

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. 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, Summer session 1 (subject to change)

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
13 May 2018	14	15	16 FIRST DAY OF CLASS TOPICS: Introduction to the course exploring new technologies ASSIGN & WORK ON: Music video exercise	17 BEFORE CLASS: Pick up camera equipment TOPICS: Equipment overviews setting up interview shots editing in class WORK ON:: Music video exercise	18 DEADLINE:: Music video exercise TOPICS: interview shots lav mics video sequences ASSIGN & WORK ON: Truth, Lies & Haiku exercise	19
20	21 DEADLINE:: Truth, Lies & Haiku exercise TOPICS: Review exercise Finding the story real research ASSIGN & WORK ON: Radio cut exercise	22 TOPICS: Interviewing interview prep interview do and don'ts WORK ON: Radio cut exercise	23 TOPICS: Shooting interviews, thinking about b-roll WORK ON: Radio cut exercise	24 TOPICS: Shooting interviews, continued WORK ON: Radio cut exercise	25 DEADLINE: Interview transcription TOPICS: Crafting a story from a transcript WORK ON: Radio cut exercise, Video project	26
27	28 MEMORIAL DAY HOLIDAY – NO CLASS MEETING	29 DEADLINE: Radio cut exercise TOPICS: Finding broll, brainstorming broll, shooting broll WORK ON: Video project, broll	30 TOPICS: Finding broll, brainstorming broll, shooting broll, continued WORK ON: Video project, broll, sequencing	31 TOPICS: Shooting broll, Putting together a rough cut WORK ON: Video project, broll, rough cut	1 Jun DEADLINE: Rough cut of final video TOPICS: Review rough cut in class WORK ON: Video projet, final cut	2
3	4 DEADLINE: Video project TOPICS: Graphic storytelling WORK ON: Infographic design exercise	5 TOPICS: Graphic research, forms of graphic storytelling WORK ON: Infographic design exercise	6 DEADLINE: Infographic design exercise TOPICS: Graphic research, determining your story graphic ASSIGN & WORK ON: Graphic project	7 TOPICS: Graphic research, determining your story graphic WORK ON: Graphic project research	8 TOPICS: Graphic research, determining your story graphic WORK ON: Graphic project	9
10	11 DEADLINE: Graphic project TOPICS: How the web works ASSIGN & WORK ON: Final project portfolio	12 TOPICS: Web quiz, setting up domain name and server space WORK ON: Final project portfolio	13 TOPICS: Planning your site TOPICS, choosing a template WORK ON: Final project portfolio	14 TOPICS: Wordpress, plugins, extensions WORK ON: Final project portfolio	15 TOPICS: In class work on final portfolio site and final project story page WORK ON: Final project portfolio	16
17	18 LAST DAY OF CLASS TOPICS: Visiting UNC's Maker Space, 360 video and AR/VR storytelling WORK ON: Final project portfolio	19	20	21 11:30 am –2:30 pm: DEADLINE: Final project FINAL PROJECT PRESENTATIONS	22	23