

MEJO 121: INTRODUCTION TO DIGITAL STORYTELLING

Fall 2018 | MEJO 121.01 & 121.02 | MW 8-9:15am | Carroll Hall 132 & 268

Instructors

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Course Overview

Welcome to this introductory media technology skills class at the UNC School of Media and Journalism. Our goal is to introduce you to some of the reporting and storytelling tools and skill sets that journalism and media professionals use in today's online environments. We aim to demystify the technical aspects of audiovisual production through hands-on video, graphic and web exercises. This team-taught course will provide you with familiarity, practice and insight into the current digital media landscape. However, what distinguishes this class from a skills-only course is its focus on **storytelling**. As we build new technical skills, we will focus on crafting compelling narratives using various media. We'll discuss the styles and strengths of each medium, and determine which best fits the particular story(ies) and pieces of information you wish to convey. Think of this class as an internship: Fast-paced with high expectations. Within the first two weeks, we'll ask you to choose a story topic. From there, you will create a website for your digital story that includes both an infographic and a video. This multimedia package will serve as your final project.

Class Meetings

- Are you in Section 1 or Section 2? Check the roster on Sakai!
- First half of semester: Section 1 = Wilson & Section 2 = Nelson
- Second half of semester: Section 1 = Nelson & Section 2 = Wilson
- Switch instructors on **Wednesday, October 17**

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/>

Software:

- Chrome Web Browser (**no Safari**):
<https://www.google.com/chrome/browser/desktop/index.html>
- **Adobe Premiere, Adobe Photoshop & Adobe Illustrator.**
All are available *free* from UNC with your Onyen. Follow the instructions here to create an Adobe ID and install these software packages:
<http://software.sites.unc.edu/software/adobe-creative-cloud/>
- Atom (IDE): <https://atom.io/>
- Vimeo account. <https://vimeo.com/>
- Text editor. Atom (IDE) is free & recommended: <https://atom.io/>

Course Goals

The accrediting body of the School of Media and Journalism 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.

Independent Online Research

There are several software tools and applications you'll need to learn in order to complete your assignments. This course combines in-class demonstrations with online tutorials and videos. You'll need to set some time aside each week to learn how to use these applications. As beginners, you'll inevitably encounter technical problems. While your instructor is available to answer questions and to clarify any topic, this course will challenge you to troubleshoot your technical problems and find the answers to your questions through independent online research. Before approaching your instructors about software-related issues (ie, "how do I..." or "... isn't working"), we expect that you will have first researched your question online and put some time into problem-solving the issue. This may include

looking at tutorials and manuals, and scrolling through forums and documentation sites to see if someone else has addressed your question or problem before. If you have conducted independent research online and still can't find your answer, reach out to your instructors during class, office hours or by email. Be prepared to share what you learned during your research, including a description of your problem and any relevant screenshots.

Equipment Policy

As a student in this class, you can borrow gear from the MEJO equipment room. Everyone must read the [Equipment Room Policy](#) and electronically sign the Terms and Conditions during each checkout process. 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 checked out in your name. Please be mindful of the contract you have with the equipment room. Failing to meet return deadlines and not communicating appropriately with Equipment Room manager [Matt Bachman](#) will affect your participation grade in the video portion of class. If equipment is not returned by the end of the semester, you will receive an Incomplete for the class until the situation is resolved. Equipment room hours for this semester are: **Monday-Thursday: 9 a.m. to 12 p.m. and 1 p.m. to 3:30 p.m. AND Friday: 12:30 p.m. to 3:30 p.m.**

Attendance/Tardiness Policy

Class will be handled like a job or an internship. You are responsible for being in class on time each day. If you are not, there are consequences that will be seen in your participation grade. Timeliness matters in journalism. 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.

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.

Class Participation

You are not only expected to be in class on time ready to learn, you are also expected to participate. Think of class as you would a job. Your participation grade is a reflection of how you handle yourself as a student for the semester. Violations of policy, tardiness and attitude will affect your participation grade. You have a participation grade in each half of the class.

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.

Screens/Computer Policy

Classroom time is for listening and learning. It is not a time to be on social media. Cell phone and non-class computer use in class is prohibited. Please silence your phone and put it away. Using the computer or phone inappropriately during class will negatively affect your participation grade. When we are critiquing work as a group with lights dim, all other screens must be closed.

Late Assignments

All assignments will be posted on Sakai. Check Sakai > Assignments for due date information. You are responsible for correctly submitting your work.

You must submit assignments **by 8AM on the day they are due** unless otherwise specified. We will deduct 10% from your grade if you submit work any later in the day. We will deduct an additional 10% for each day it is overdue. **We will not accept assignments more than 48 hours past 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:

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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%,● C = 73-76%, | <ul style="list-style-type: none">● 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	10% (5% video, 5% web)
Video Scavenger Hunt	5%
Video Interview Project	15%
Video Edited Story (Interview with supporting b-roll footage)	20%
Web In-Class Exercises/Homework	5%
Wordpress Assignment	15%
Graphics Assignment	15%
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.

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, December 7, from 8-11 AM in Carroll 305 (Freedom Forum). This time will be used for presentations of all final projects. Attendance for the entire three-hour exam period is mandatory for all 121.01 and 121.02 students. Details regarding final projects and presentations to follow.

MEJO 121.01/02 Video Section Schedule - Wilson - Fall 2018

(subject to change)

Class #	Date	Topic
1	8/22	<p>Joint class (Video/Design sections) in room 132</p> <ul style="list-style-type: none"> • Instructor intros • Review syllabus, required supplies • Discuss projects • Take assessment quiz (not graded) <p>Video Homework</p> <ul style="list-style-type: none"> • Email bio assignment to JohnWilsonProductions@gmail.com by tomorrow, 8/23, at 5pm (sooner is better!) • Watch Getting an Adobe ID and Logging in to Adobe • Create your Adobe ID and download Adobe Premiere Pro. If problems, visit jhelp.web.unc.edu • Purchase SD card, flash drive, and (highly recommended) external hard drive • Create a free account on Vimeo.com • Log in to Lynda.com and make sure you can access the tutorials. • Read: Picking the right media for a story • Complete 121 entrance survey Fall 2018 • FOR STUDENTS IN THE FIRST HALF OF THE SEMESTER ONLY: Read and begin thinking about Final Project Story Ideas
2	8/27	<p>Video Class</p> <ul style="list-style-type: none"> • Visual composition - Rule of Thirds and basic framing • Screen and discuss videos <p>Video Homework</p> <ul style="list-style-type: none"> • Check out camera kit and tripod and bring to next class. • Bring headphones & SDHC card to next class. • Do Introduction and Chapter 2 of Lynda.com tutorial, Premiere Pro CC 2018 Essential Training: The Basics • Work on Final Project Story Ideas <p>Read:</p> <ul style="list-style-type: none"> • Composition and Graphics—Composition—Setting the Scene (http://www.cybercollege.com/tvp022.htm) • Composition and Graphics—Elements of Composition I (http://www.cybercollege.com/tvp023.htm)
3	8/29	<p>Video Class</p> <ul style="list-style-type: none"> • Bring assigned camera kit with tripod

		<ul style="list-style-type: none"> ○ Canon Vixia HF R500 manual here ○ Bring memory card and headphones ● Camera orientation - Getting started <ul style="list-style-type: none"> ○ Setting up ○ Initializing memory cards (and what that means) ○ Battery charging ○ Putting camera on tripod, adjusting tripod ○ Recording and reviewing footage ○ Zooming in and out ○ Manual focus ○ Putting everything back in its place <p>Video Homework</p> <ul style="list-style-type: none"> ● Check out (or renew) camera kit and tripod and bring to next class. ● Bring headphones & SDHC card to next class. ● Chapter 3 (except “Performing Searches”) of Lynda.com tutorial, Premiere Pro CC 2018 Essential Training: The Basics ● Chapter 4 of Lynda.com tutorial, Premiere Pro CC 2018 Essential Training: The Basics ● Work on Final Project Story Ideas <p>Read:</p> <ul style="list-style-type: none"> ● Composition and Graphics—Elements of Composition II (http://www.cybercollege.com/tvp024.htm) ● Composition and Graphics—Elements of Composition III (http://www.cybercollege.com/tvp025.htm)
4	9/5	<p>Video Class</p> <ul style="list-style-type: none"> ● Bring assigned camera kit with tripod <ul style="list-style-type: none"> ○ Canon Vixia HF R500 manual here ○ Bring memory card and headphones ● Camera orientation - Color and exposure <ul style="list-style-type: none"> ○ Review of framing and manual focus ○ Manual exposure ○ Manual white-balancing <p>Video Homework</p> <ul style="list-style-type: none"> ● Practice camera work, recording footage in MP4 format/35 Mbps video quality with Video Exercise #1 ● Chapter 14 (do only “Exporting your project”) of Lynda.com tutorial, Premiere Pro CC 2018 Essential Training: The Basics ● If you’re able, export Video Exercise #1 from Premiere Pro in H.264 format and Vimeo 1080p preset. ● Upload to Vimeo by 8:00am on 9/10 (next class period). ● Email Vimeo link to instructor. If password protected, provide password!

		<ul style="list-style-type: none"> • If you have not yet learned how to export from Premiere Pro, you may share a link where I can find your Video Exercise #1 clips. As a last resort, bring me your (numbered) video clips on a thumb drive on 9/10. (instructions for finding video files on the memory card here) • Complete Final Project Story Ideas • Check out camera kit and tripod and bring to next class. • Bring headphones & SDHC card to next class.
5	9/10	<p>Video Class</p> <p>DUE 8:00am TODAY: Final Project Story Ideas</p> <ul style="list-style-type: none"> • ASSIGN Project 1: Video Scavenger Hunt_ DUE 9/17 by 8:00am <ul style="list-style-type: none"> ◦ (grading rubric here) • Bring assigned camera kit with tripod <ul style="list-style-type: none"> ◦ Canon Vixia HF R500 manual here ◦ Bring memory card and headphones • Cameras for interviewing - Using the tripod, microphones <ul style="list-style-type: none"> ◦ Optimal levels for recording audio ◦ Noticing and recording room tone (ambient noise) ◦ Recording natural sound <p>Video Homework</p> <ul style="list-style-type: none"> • Practice camera work, recording footage in MP4 format/35 Mbps video quality with Video Exercise #2 • If you're able, export Video Exercise #2 from Premiere Pro in H.264 format and Vimeo 1080p preset. • Upload to Vimeo by 8:00am on 9/12 (next class period). • Share Vimeo link with instructor. If password protected, provide password! • If you have not yet learned how to export from Premiere Pro, you may share a link where I can find your Video Exercise #1 clips. As a last resort, bring me your (numbered) video clips on a thumb drive on 9/12. (instructions for finding video files on the memory card here) • Check out camera kit and tripod and bring to next class. • Bring headphones & SDHC card to next class. • Chapter 6 (do only "Understanding track and clip behavior") of Lynda.com tutorial, Premiere Pro CC 2018 Essential Training: The Basics (Skip chapter 5.)
6	9/12	<p>Video Class</p> <ul style="list-style-type: none"> • Bring assigned camera kit and tripod • Bring memory card and headphones • In-class video review and practice for recording interviews • Recording footage for "teeing up" or setting up interviews

		<p>Video Homework</p> <ul style="list-style-type: none"> • Turn in Video Scavenger Hunt by 8:00am next class period (instructions for finding video files on the memory card here) • Scavenger hunt grading rubric here • Export Video Scavenger Hunt from Premiere Pro in H.264 format and Vimeo 1080p preset. • Upload to Vimeo by 8:00am on 9/17 (next class period). • Share Vimeo link with instructor. If password protected, provide password! • Chapter 7 (except “Working with double-system sound”) of Lynda.com tutorial, Premiere Pro CC 2018 Essential Training: The Basics
7	9/17	<p>Video Class</p> <p>DUE 8:00am TODAY: Project 1 - Video Scavenger Hunt</p> <ul style="list-style-type: none"> • ASSIGN Project 2: Video Interview DUE: 10/3 by 8:00am <ul style="list-style-type: none"> ◦ (requirements and grading rubric in above link) • Basic lighting <ul style="list-style-type: none"> ◦ Finding the light ◦ Lighting techniques • Bring assigned camera kit and tripod • Bring memory card and headphones <p>Video Homework</p> <ul style="list-style-type: none"> • Contact and schedule Video Interview (interview rubric here) • Note that you might be able to record the footage for the Video Sequence with Natural Sound project at the same time as the interview • Chapter 9 of Lynda.com tutorial, Premiere Pro CC 2018 Essential Training: The Basics
8	9/19	<p>Video Class</p> <ul style="list-style-type: none"> • ASSIGN Project 3: Video Sequence with Natural Sound DUE: 10/15 by 8:00am <ul style="list-style-type: none"> ◦ (requirements and grading rubric in above link) <p>Exploring story forms Sequencing (and what is b-roll?) Thinking about continuity Avoiding jump cuts 180-degree rule Shot variety</p> <p>Video Homework</p> <ul style="list-style-type: none"> • Chapter 10 (do only “Working with transition effects,” “Applying and modifying video effects,” and “Saving and sharing effects”)

		<p>of Lynda.com tutorial, Premiere Pro CC 2018 Essential Training: The Basics</p> <p>Read:</p> <ul style="list-style-type: none"> • Video Editing—Continuity Editing (http://www.cybercollege.com/tvp050.htm) • Video Editing—Continuity Editing 2 (http://www.cybercollege.com/tvp051.htm) • Video Editing—Solving Continuity Problems (http://www.cybercollege.com/tvp052.htm) • Video Editing—Technical Continuity (http://www.cybercollege.com/tvp053.htm)
9	9/24	<p>Video Class</p> <ul style="list-style-type: none"> • Continue discussion of Projects 2 and 3. <p>Video Homework</p> <ul style="list-style-type: none"> • Chapter 12 (do only “Color correction: Looking with your eyes” and “Using basic color correction tools”) of Lynda.com tutorial, Premiere Pro CC 2018 Essential Training: The Basics • Chapter 13 (do only “Doing more with the Graphics Titler”) of Lynda.com tutorial, Premiere Pro CC 2018 Essential Training: The Basics
10	9/26	<p>Video Class</p> <ul style="list-style-type: none"> • Continue discussion of Projects 2 and 3. <p>Video Homework</p> <ul style="list-style-type: none"> • Work on Project 2
11	10/1	<p>Video Class</p> <ul style="list-style-type: none"> • Discuss Project 3. <p>Video Homework</p> <ul style="list-style-type: none"> • Complete Project 2. • Export final Project 2 in H.264 format and Vimeo 1080p preset. • Upload to Vimeo by 8:00am on 10/3 (next class period). • AND: Upload to Google Drive by 8:00am on 10/3 (next class period). • Turn in Project 2 via Sakai by 8:00am on 10/3 (next class period), including all 3 of the following: <ul style="list-style-type: none"> 1) Vimeo link (and password if protected) 2) Google Drive (shareable) link 3) uploaded interview transcript(s) to Sakai as document file(s) <ul style="list-style-type: none"> • Work on Project 3.
12	10/3	<p>Video Class</p> <p>DUE 8:00am TODAY: Project 2 - Video Interview</p>

		<ul style="list-style-type: none"> • Discuss Project 3. <p>Video Homework</p> <ul style="list-style-type: none"> • Work on Project 3. • Email rough cut link to JohnWilsonProductions@gmail.com if you would like class screening & feedback on 10/8.
13	10/8	<p>Video Class</p> <ul style="list-style-type: none"> • Discuss Project 3. • Screen Project 3 rough cuts in class. <p>Video Homework</p> <ul style="list-style-type: none"> • Work on Project 3. • Email rough cut link to JohnWilsonProductions@gmail.com if you would like class screening & feedback on 10/10.
14	10/10	<p>Video Class</p> <ul style="list-style-type: none"> • Discuss Project 3. • Screen Project 3 rough cuts in class. <p>Video Homework</p> <ul style="list-style-type: none"> • Complete Project 3. • Export final Project 3 in H.264 format and Vimeo 1080p preset. • Upload to Vimeo by 8:00am on 10/15. • AND: Upload to Google Drive by 8:00am on 10/15. • Turn in Project 3 via Sakai by 8:00am on 10/15, including all 3 of the following: <ol style="list-style-type: none"> 1) Vimeo link (and password if protected) 2) Google Drive (shareable) link 3) uploaded interview transcript(s) to Sakai as document file(s)
15	10/15	<p>Video Class</p> <p>DUE 8:00am TODAY: Project 3 - Video Sequence</p> <ul style="list-style-type: none"> • In-class viewing, critiques, self-critiques
16 (2)	10/17	<ul style="list-style-type: none"> • STUDENTS SWITCH CLASSROOMS • BEGIN PART TWO OF COURSE <p>Video Class</p> <ul style="list-style-type: none"> • Visual composition - Rule of Thirds and basic framing • Screen and discuss videos <p>Video Homework</p> <ul style="list-style-type: none"> • Check out camera kit and tripod and bring to next class. • Bring headphones & SDHC card to next class.

		<ul style="list-style-type: none"> Do Introduction and Chapter 2 of Lynda.com tutorial, Premiere Pro CC 2018 Essential Training: The Basics <p>Read:</p> <ul style="list-style-type: none"> Composition and Graphics—Composition—Setting the Scene (http://www.cybercollege.com/tvp022.htm) Composition and Graphics—Elements of Composition I (http://www.cybercollege.com/tvp023.htm)
17 (3)	10/22	<p>Video Class</p> <ul style="list-style-type: none"> Bring assigned camera kit with tripod <ul style="list-style-type: none"> Canon Vixia HF R500 manual here Bring memory card and headphones Camera orientation - Getting started <ul style="list-style-type: none"> Setting up Initializing memory cards (and what that means) Battery charging Putting camera on tripod, adjusting tripod Recording and reviewing footage Zooming in and out Manual focus Putting everything back in its place <p>Video Homework</p> <ul style="list-style-type: none"> Check out (or renew) camera kit and tripod and bring to next class. Bring headphones & SDHC card to next class. Chapter 3 (except “Performing Searches”) of Lynda.com tutorial, Premiere Pro CC 2018 Essential Training: The Basics Chapter 4 of Lynda.com tutorial, Premiere Pro CC 2018 Essential Training: The Basics <p>Read:</p> <ul style="list-style-type: none"> Composition and Graphics—Elements of Composition II (http://www.cybercollege.com/tvp024.htm) Composition and Graphics—Elements of Composition III (http://www.cybercollege.com/tvp025.htm)
18 (4)	10/24	<p>Video Class</p> <ul style="list-style-type: none"> Bring assigned camera kit with tripod <ul style="list-style-type: none"> Canon Vixia HF R500 manual here Bring memory card and headphones Camera orientation - Color and exposure <ul style="list-style-type: none"> Review of framing and manual focus Manual exposure Manual white-balancing <p>Video Homework</p>

		<ul style="list-style-type: none"> • Practice camera work, recording footage in MP4 format/35 Mbps video quality with Video Exercise #1 • Chapter 14 (do only “Exporting your project”) of Lynda.com tutorial, Premiere Pro CC 2018 Essential Training: The Basics • If you’re able, export Video Exercise #1 from Premiere Pro in H.264 format and Vimeo 1080p preset. • Upload to Vimeo by 8:00am on 10/29 (next class period). • Email Vimeo link to instructor. If password protected, provide password! • If you have not yet learned how to export from Premiere Pro, you may share a link where I can find your Video Exercise #1 clips. As a last resort, bring me your (numbered) video clips on a thumb drive on 10/29. (instructions for finding video files on the memory card here) • Complete Final Project Story Ideas • Check out camera kit and tripod and bring to next class. • Bring headphones & SDHC card to next class.
19 (5)	10/29	<p>Video Class</p> <ul style="list-style-type: none"> • ASSIGN Project 1: Video Scavenger Hunt_ DUE 11/5 by 8:00am <ul style="list-style-type: none"> ◦ (grading rubric here) • Bring assigned camera kit with tripod <ul style="list-style-type: none"> ◦ Canon Vixia HF R500 manual here ◦ Bring memory card and headphones • Cameras for interviewing - Using the tripod, microphones <ul style="list-style-type: none"> ◦ Optimal levels for recording audio ◦ Noticing and recording room tone (ambient noise) ◦ Recording natural sound <p>Video Homework</p> <ul style="list-style-type: none"> • Practice camera work, recording footage in MP4 format/35 Mbps video quality with Video Exercise #2 • If you’re able, export Video Exercise #2 from Premiere Pro in H.264 format and Vimeo 1080p preset. • Upload to Vimeo by 8:00am on 9/12 (next class period). • Share Vimeo link with instructor. If password protected, provide password! • If you have not yet learned how to export from Premiere Pro, you may share a link where I can find your Video Exercise #1 clips. As a last resort, bring me your (numbered) video clips on a thumb drive on 9/12. (instructions for finding video files on the memory card here) • Check out camera kit and tripod and bring to next class. • Bring headphones & SDHC card to next class. • Chapter 6 (do only “Understanding track and clip behavior”) of Lynda.com tutorial, Premiere Pro CC 2018 Essential Training: The Basics (Skip chapter 5.)

20 (6)	10/31	<p>Video Class</p> <ul style="list-style-type: none"> • Bring assigned camera kit and tripod • Bring memory card and headphones • In-class video review and practice for recording interviews • Recording footage for “teeing up” or setting up interviews <p>Video Homework</p> <ul style="list-style-type: none"> • Turn in Video Scavenger Hunt by 8:00am next class period (instructions for finding video files on the memory card here) • Scavenger hunt grading rubric here • Export Video Scavenger Hunt from Premiere Pro in H.264 format and Vimeo 1080p preset. • Upload to Vimeo by 8:00am on 11/5 (next class period). • Share Vimeo link with instructor. If password protected, provide password! • Chapter 7 (except “Working with double-system sound”) of Lynda.com tutorial, Premiere Pro CC 2018 Essential Training: The Basics
21 (7)	11/5	<p>Video Class</p> <p>DUE 8:00am TODAY: Project 1 - Video Scavenger Hunt</p> <ul style="list-style-type: none"> • ASSIGN Project 2: Video Interview DUE: 11/26 by 8:00am <ul style="list-style-type: none"> ◦ (requirements and grading rubric in above link) • Basic lighting <ul style="list-style-type: none"> ◦ Finding the light ◦ Lighting techniques • Bring assigned camera kit and tripod • Bring memory card and headphones <p>Video Homework</p> <ul style="list-style-type: none"> • Contact and schedule Video Interview (interview rubric here) • Note that you might be able to record the footage for the Video Sequence with Natural Sound project at the same time as the interview • Chapter 9 of Lynda.com tutorial, Premiere Pro CC 2018 Essential Training: The Basics
22 (8)	11/7	<p>Video Class</p> <ul style="list-style-type: none"> • ASSIGN Project 3: Video Sequence with Natural Sound DUE: 12/5 by 8:00am <ul style="list-style-type: none"> ◦ (requirements and grading rubric in above link) <p>Exploring story forms Sequencing (and what is b-roll?) Thinking about continuity Avoiding jump cuts 180-degree rule Shot variety</p>

		<p>Video Homework</p> <ul style="list-style-type: none"> Chapter 10 (do only “Working with transition effects,” “Applying and modifying video effects,” and “Saving and sharing effects”) of Lynda.com tutorial, Premiere Pro CC 2018 Essential Training: The Basics <p>Read:</p> <ul style="list-style-type: none"> Video Editing—Continuity Editing (http://www.cybercollege.com/tvp050.htm) Video Editing—Continuity Editing 2 (http://www.cybercollege.com/tvp051.htm) Video Editing—Solving Continuity Problems (http://www.cybercollege.com/tvp052.htm) Video Editing—Technical Continuity (http://www.cybercollege.com/tvp053.htm)
23 (9)	11/12	<p>Video Class</p> <ul style="list-style-type: none"> Continue discussion of Projects 2 and 3. <p>Video Homework</p> <ul style="list-style-type: none"> Chapter 12 (do only “Color correction: Looking with your eyes” and “Using basic color correction tools”) of Lynda.com tutorial, Premiere Pro CC 2018 Essential Training: The Basics Chapter 13 (do only “Doing more with the Graphics Titler”) of Lynda.com tutorial, Premiere Pro CC 2018 Essential Training: The Basics
24 (10)	11/14	<p>Video Class</p> <ul style="list-style-type: none"> Continue discussion of Projects 2 and 3. <p>Video Homework</p> <ul style="list-style-type: none"> Work on Project 2
25 (11)	11/19	<p>Video Class</p> <ul style="list-style-type: none"> Discuss Project 3. <p>Video Homework</p> <ul style="list-style-type: none"> Complete Project 2. Export final Project 2 in H.264 format and Vimeo 1080p preset. Upload to Vimeo by 8:00am on 11/26 (next class period). AND: Upload to Google Drive by 8:00am on 11/26 (next class period). Turn in Project 2 via Sakai by 8:00am on 11/26 (next class period), including all 3 of the following: <ol style="list-style-type: none"> Vimeo link (and password if protected) Google Drive (shareable) link uploaded interview transcript(s) to Sakai as document file(s)

		<ul style="list-style-type: none"> • Work on Project 3.
26 (12)	11/26	<p>Video Class</p> <p>DUE 8:00am TODAY: Project 2 - Video Interview</p> <ul style="list-style-type: none"> • Discuss Project 3. <p>Video Homework</p> <ul style="list-style-type: none"> • Work on Project 3. • Email rough cut link to JohnWilsonProductions@gmail.com if you would like class screening & feedback on 11/28.
27 (13)	11/28	<p>Video Class</p> <ul style="list-style-type: none"> • Discuss Project 3. • Screen Project 3 rough cuts in class. <p>Video Homework</p> <ul style="list-style-type: none"> • Work on Project 3. • Email rough cut link to JohnWilsonProductions@gmail.com if you would like class screening & feedback on 12/3.
28 (14)	12/3	<p>Video Class</p> <ul style="list-style-type: none"> • Discuss Project 3. • Screen Project 3 rough cuts in class. <p>Video Homework</p> <ul style="list-style-type: none"> • Complete Project 3. • Export final Project 3 in H.264 format and Vimeo 1080p preset. • Upload to Vimeo by 8:00am on 12/5. • AND: Upload to Google Drive by 8:00am on 12/5. • Turn in Project 3 via Sakai by 8:00am on 12/5, including all 3 of the following: <ol style="list-style-type: none"> 1) Vimeo link (and password if protected) 2) Google Drive (shareable) link 3) uploaded interview transcript(s) to Sakai as document file(s)
29 (15)	12/5	<p>Video Class</p> <p>DUE 8:00am TODAY: Project 3 - Video Sequence</p> <ul style="list-style-type: none"> • In-class viewing, critiques, self-critiques
FINAL EXAM PERIOD FOR CLASS	12/7	<p>DUE 8:00am TODAY: Final Projects</p> <p>Joint class Final Project viewing session Fri., 12/7, from 8-11am in ROOM 305 (Freedom Forum)</p> <p>Final Project schedule of presentation here</p>

MEJO 121.01/02 Graphics Section Schedule - Nelson - Fall 2018

Class #	Date	Topic
1	8/22	<p>Joint class (Video/Design sections) in room 132</p> <ul style="list-style-type: none"> ● Instructor intros ● Review syllabus, required supplies ● Discuss projects ● Take assessment quiz (not graded) <p>Web Homework:</p> <ul style="list-style-type: none"> ● Download and install Atom.io
2	8/27	<p>Web Class:</p> <ul style="list-style-type: none"> ● Understanding how the web works ● Setting up your domain and server space ● Project expectations <p>Web Homework :</p> <ul style="list-style-type: none"> ● Complete Code Academy HTML ● Purchase domain and webhosting; finalize domain and server space set-up. ● Add URL to Google doc ● Work on story proposal; upload to shared Google doc by 8am, 8/29
3	8/29	<p>DUE 8am TODAY: Preliminary story proposal</p> <p>Web Class:</p> <ul style="list-style-type: none"> ● Web design basics ● Review and critique websites as a group ● Working with HTML <p>Homework:</p> <ul style="list-style-type: none"> ● HTML reading ● DUE by 8am 9/5: "About" Page in HTML
4	9/5	<p>DUE 8am TODAY: "About" Page (HTML)</p> <p>Web Class:</p> <ul style="list-style-type: none"> ● Working with CSS ● Critique of "About" pages <p>Web Homework:</p> <ul style="list-style-type: none"> ● Work on copy and HTML/CSS exercise ● Complete Code Academy CSS ● <i>FINAL PROJECT STORY IDEAS DUE NEXT CLASS</i> ● DUE by 8am 9/10: "About" Page in CSS
5	9/10	<p>DUE 8am TODAY</p> <ul style="list-style-type: none"> ● Final Project Story Ideas ● "About" Page (CSS)

		<p>Web Class:</p> <ul style="list-style-type: none"> • Adding pages to your site • Intro to WordPress <p>Web Homework:</p> <ul style="list-style-type: none"> • Lynda.com WordPress
6	9/12	<p>Web Class:</p> <ul style="list-style-type: none"> • Structuring content for the web • WordPress continued <p>Web Homework:</p> <ul style="list-style-type: none"> • Copy & sitemap for WordPress Assignment
7	9/17	<p>Web Class:</p> <ul style="list-style-type: none"> • WordPress continued • Lab time for WordPress Assignment <p>Web Homework:</p> <ul style="list-style-type: none"> • ROUGH DRAFT OF WORDPRESS ASSIGNMENT DUE NEXT CLASS, 8am: Upload link to shared Google Doc.
8	9/19	<p>DUE: WordPress "Rough" Drafts</p> <p>Web Class:</p> <ul style="list-style-type: none"> • Group Critiques of WordPress sites <p>Web Homework:</p> <ul style="list-style-type: none"> • <i>FINAL WORDPRESS ASSIGNMENT DUE NEXT CLASS</i>
9	9/24	<p>DUE 8:00am TODAY: WordPress Assignment</p> <p>Graphics Class:</p> <ul style="list-style-type: none"> • Introduction to Infographics • Types of Infographics • Discuss Graphic assignment <p>Graphics Homework:</p> <ul style="list-style-type: none"> • Adobe Illustrator Tutorial: Lynda.com • Creative brief for Graphic Assignment
10	9/26	<p>Graphics Class:</p> <ul style="list-style-type: none"> • Infographics cont'd: What is your graphic story? • Illustrator

		<p>Graphics Homework:</p> <ul style="list-style-type: none"> • Creative brief/proposal for Infographic Assignment
11	10/1	<p>Graphics Class:</p> <ul style="list-style-type: none"> • Illustrator cont'd <p>Graphics Homework:</p> <ul style="list-style-type: none"> • Starting draft of Infographic Assignment • Graphic research
12	10/3	<p>Graphics Class:</p> <ul style="list-style-type: none"> • Illustrator • Lab time <p>Graphics Homework:</p> <ul style="list-style-type: none"> • Work on your Infographic Assignment
13	10/8	<p>Graphics Class:</p> <ul style="list-style-type: none"> • Lab time <p>Graphics Homework:</p> <ul style="list-style-type: none"> • INFOGRAPHIC ROUGH DRAFTS DUE NEXT CLASS 10/10 by 8am
14	10/10	<p>DUE 8am: Infographic "Rough" Drafts</p> <p>Graphics Class:</p> <ul style="list-style-type: none"> • Group Critique of "Rough" Drafts <p>Graphics Homework:</p> <ul style="list-style-type: none"> • <i>FINAL INFOGRAPHIC ASSIGNMENT DUE NEXT CLASS</i>
15	10/15	<p>DUE 8am TODAY: Infographic Assignment</p> <p>Web AND Graphics Class:</p> <ul style="list-style-type: none"> • Group Critique: Take #2 • Looking toward the Final: Integrating your Infographic and WordPress Site
		<ul style="list-style-type: none"> • STUDENTS SWITCH CLASSROOMS / BEGIN PART TWO OF COURSE
16	10/17	<p>Web Class:</p> <ul style="list-style-type: none"> • Understanding how the web works • Setting up your domain and server space • Project expectations <p>Web Homework :</p> <ul style="list-style-type: none"> • Complete Code Academy HTML • Purchase domain and webhosting; finalize domain and server space set-up. • Add URL to Google doc • Work on story proposal; upload to shared Google doc by 8am, 8/29
17	10/22	<p>Web Class:</p>

		<ul style="list-style-type: none"> • Web design basics • Review and critique websites as a group • Working with HTML <p>Homework:</p> <ul style="list-style-type: none"> • HTML reading • DUE by 8am 9/5: "About" Page in HTML
18	10/24	<p>DUE 8am TODAY: "About" Page (HTML)</p> <p>Web Class:</p> <ul style="list-style-type: none"> • Working with CSS • Critique of "About" pages <p>Web Homework:</p> <ul style="list-style-type: none"> • Work on copy and HTML/CSS exercise • Complete Code Academy CSS • <i>FINAL PROJECT STORY IDEAS DUE NEXT CLASS</i> • DUE by 8am 9/10: "About" Page in CSS
19	10/29	<p>DUE 8am TODAY: "About" Page (CSS)</p> <p>Web Class:</p> <ul style="list-style-type: none"> • Adding pages to your site • Intro to WordPress <p>Web Homework:</p> <ul style="list-style-type: none"> • Lynda.com WordPress
20	10/31	<p>Web Class:</p> <ul style="list-style-type: none"> • Structuring content for the web • WordPress continued <p>Web Homework:</p> <ul style="list-style-type: none"> • Copy & sitemap for WordPress Assignment
21	11/5	<p>Web Class:</p> <ul style="list-style-type: none"> • WordPress continued • Lab time for WordPress Assignment <p>Web Homework:</p> <ul style="list-style-type: none"> • ROUGH DRAFT OF WORDPRESS ASSIGNMENT DUE NEXT CLASS, 8am: Upload link to shared Google Doc.
22	11/7	<p>DUE: WordPress "Rough" Drafts</p> <p>Web Class:</p> <ul style="list-style-type: none"> • Group Critiques of WordPress sites

		<p>Web Homework:</p> <ul style="list-style-type: none"> ● <i>FINAL WORDPRESS ASSIGNMENT DUE NEXT CLASS</i>
23	11/12	<p>DUE 8:00am TODAY: WordPress Assignment</p> <p>Graphics Class:</p> <ul style="list-style-type: none"> ● Introduction to Infographics ● Types of Infographics ● Discuss Graphic assignment <p>Graphics Homework:</p> <ul style="list-style-type: none"> ● Adobe Illustrator Tutorial: Lynda.com ● Creative brief for Graphic Assignment
24	11/14	<p>Graphics Class:</p> <ul style="list-style-type: none"> ● Infographics cont'd: What is your graphic story? ● Illustrator <p>Graphics Homework:</p> <ul style="list-style-type: none"> ● Creative brief/proposal for Infographic Assignment
25	11/19	<p>Graphics Class:</p> <ul style="list-style-type: none"> ● Illustrator cont'd <p>Graphics Homework:</p> <ul style="list-style-type: none"> ● Starting draft of Infographic Assignment ● Graphic research
	11/21	THANKSGIVING RECESS - NO CLASS
26	11/26	<p>Graphics Class:</p> <ul style="list-style-type: none"> ● Illustrator ● Lab time <p>Graphics Homework:</p> <ul style="list-style-type: none"> ● Work on your Infographic Assignment
27	11/28	<p>Graphics Class:</p> <ul style="list-style-type: none"> ● Lab time <p>Graphics Homework:</p> <ul style="list-style-type: none"> ● INFOGRAPHIC ROUGH DRAFTS DUE NEXT CLASS 10/10 by 8am
28	12/3	<p>DUE 8am: Infographic "Rough" Drafts</p> <p>Graphics Class:</p> <ul style="list-style-type: none"> ● Group Critique of "Rough" Drafts <p>Graphics Homework:</p> <ul style="list-style-type: none"> ● <i>FINAL INFOGRAPHIC ASSIGNMENT DUE NEXT CLASS</i>

29	12/5	<p>DUE 8am TODAY: Infographic Assignment</p> <p>Web AND Graphics Class:</p> <ul style="list-style-type: none">● Group Critiques● Looking toward the Final Project: Integrating your Infographic and WordPress Site
30	12/11	FINAL PRESENTATIONS / FINAL PROJECTS DUE / MANDATORY ATTENDANCE