

# MEJO 121: INTRODUCTION TO DIGITAL STORYTELLING

Fall 2018 | MEJO 121.03 & 121.04 | MW 11-12:15pm | Carroll Hall 132 & 268

## Instructors

### Katie King (Web/Graphics)

Classroom 268

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Office Hours: By appointment

### Amy Nelson (Video)

Classroom 132

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Office Hours: By appointment, Mondays & Wednesdays 9:30 - 10:30 AM

## Course Overview

Welcome to 121! 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 03 or Section 04? Check the roster on Sakai!**
- First half of semester: Section 03 = Nelson & Section 04 = King
- Second half of semester: Section 04 = Nelson & Section 03 = King
- Switch instructors on **Wednesday, Oct. 17**

## 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. By the end of this course, you will:

- Become familiar with the functions and limits of the equipment and software introduced in class.
- Develop an understanding of how to evaluate technical quality and story flow.
- Plan and execute a short, clean, logically-flowing video product.

- Use a variety of strategies and tools to create a standards-based website.

## **Attendance/Tardiness Policy**

As this course is project-based and cumulative in its delivery of technical information, it is important that you attend each scheduled course day to receive new information and to practice new skills. Timeliness matters in journalism. Class will be handled like a job or an internship. It starts on time, and tardiness is unacceptable. If you are tardy to class, it may count as an absence at the instructor's discretion.

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. If you have an appointment (such as, with student health) that is during class time, that counts towards the absence policy; it is not excused.

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.*

## **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 in class. When we are critiquing work as a group with lights dim, all other screens must be closed.

## **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.

## **Submission Policy & Late Work**

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 your 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.

## **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.

## Grading

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

- |                |                    |
|----------------|--------------------|
| ● A = 93-100%, | ● C = 73-76%,      |
| ● A- = 90-92%, | ● C- = 70-72%,     |
| ● B+ = 87-89%, | ● D+ = 67-69%,     |
| ● B = 83-86%,  | ● D = 60-66%,      |
| ● B- = 80-82%, | ● F = 59% or below |
| ● C+ = 77-79%, |                    |

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%
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 criterion will be provided at the time each project is assigned. Aside from quizzes (that will require you to have done the assigned reading/viewing), your in-class exercises and homework grades will be largely based on effort and completion.

## Required Supplies

There are no textbooks required for this course. Instead, you will need to purchase some digital storytelling equipment and install some software tools.

Equipment:

- **SDHC memory card** at least 16GB. 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. 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 (1/8").
- **Domain name & hosting space.** 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.*

Software:

- **Lynda.com** account.  
Available *free* from UNC with your Onyen. Instructions here: <http://software.sites.unc.edu/lynda/>
- **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/>
- **Text editor.** Atom (IDE) is free & recommended: <https://atom.io/>
- **Vimeo** account. <https://vimeo.com/>

## Computer Labs

You can download the required software to your own laptops for the projects required in this course. You may find that Adobe Premiere runs slowly on your laptop, depending on its hardware. As a student in this course, you have access to the MJ-School's computer labs, which have all necessary required software tools installed. Find details about accessing those computer labs here: <http://jomclabaccess.web.unc.edu/>

## 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.**

## Honor Code

It is expected that each student in this class will conduct him/herself within the guidelines of the Honor

System (<http://honor.unc.edu>). All academic work should be done with the high level of honesty and integrity that this University demands. If you have any questions about your responsibility or your instructor's responsibility as a faculty member under the Honor Code, please feel able to see the course instructor, speak with the senior associate dean of undergraduate studies in this school, and/or speak with a representative of the Student Attorney Office or the Office of the Dean of Students.

## Seeking Help

If you need individual assistance, it is your responsibility to meet with the instructor. If you are serious about wanting to improve your performance in the course, the time to seek help is as soon as you are aware of the problem, whether the problem is difficulty with course material, a disability, or an illness. Please feel able to contact the course instructor as soon as you perceive any warning signs of things that might adversely affect your class performance or final grade.

## Diversity and Inclusion

The University's policy on Prohibiting Harassment and Discrimination is outlined in the 2011-2012 Undergraduate Bulletin at <http://www.unc.edu/ugradbulletin/>. UNC is committed to providing an inclusive and welcoming environment for all members of our community and does not discriminate in offering access to its educational programs and activities on the basis of age, gender, race, color, national origin, religion, creed, disability, veteran's status, sexual orientation, gender identity, or gender expression.

In this course, you are encouraged to represent diverse populations, diverse viewpoints, and diversity of perspective in your own work. You are also asked to be sensitive to the various backgrounds, perspectives, origins, and situations represented by the students in the course, the students, faculty, and staff at this university, and the residents of this state.

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

UNC is committed to providing an inclusive and welcoming environment for all members of our community and does not discriminate in offering access to its educational programs and activities based on age, gender, race, color, national origin, religion, creed, disability, veteran's status, sexual orientation, gender identity, or gender expression.

## Special Needs

The University of North Carolina - Chapel Hill facilitates the implementation of reasonable accommodations, including resources and services, for students with disabilities, chronic medical conditions, a temporary disability or pregnancy complications resulting in difficulties with accessing learning opportunities.

All accommodations are coordinated through the Accessibility Resources and Service (ARS) Office. In the first instance please visit their website at <http://accessibility.unc.edu>, call the office at 919-962-8300, or email [accessibility@unc.edu](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. **You should also inform your professors as you make arrangements with ARS.**



		<ul style="list-style-type: none"> <li>○ Battery charging</li> <li>○ Putting camera on tripod, adjusting tripod</li> <li>○ Recording and reviewing footage</li> <li>○ Zooming in and out</li> <li>○ Manual focus</li> <li>○ Putting everything back in its place</li> </ul> <p><b>Video Homework</b></p> <ul style="list-style-type: none"> <li>● Check out (or renew) camera kit, tripod, and headphones and bring them to next class along with SDHC card.</li> <li>● Chapter 3 (except “Performing Searches”) of Lynda.com tutorial, <a href="#">Premiere Pro CC 2018 Essential Training: The Basics</a></li> <li>● Chapter 4 of Lynda.com tutorial, <a href="#">Premiere Pro CC 2018 Essential Training: The Basics</a></li> <li>● Readings: <ul style="list-style-type: none"> <li>○ Composition and Graphics continued.</li> </ul> </li> </ul>	<p><b>Homework:</b></p> <ul style="list-style-type: none"> <li>★ “About” HTML Page</li> </ul>
	<b>M: 9/3</b>	<b>LABOR DAY, CLASS DOES NOT MEET.</b>	
3	<b>W: 9/5</b>	<p><b>Video Class</b></p> <ul style="list-style-type: none"> <li>● <a href="#">Camera orientation - Color and exposure</a></li> <li>● Practice in class: <ul style="list-style-type: none"> <li>○ Framing and manual focus</li> <li>○ Manual exposure</li> <li>○ Manual white-balancing</li> </ul> </li> </ul> <p><b>Video Homework</b></p> <ul style="list-style-type: none"> <li>● Practice camera work, recording footage in MP4 format/35 Mbps video quality with <a href="#">VIDEO EXERCISE #1</a></li> <li>● Review <a href="#">Instructions for finding video files on the memory card</a></li> <li>● Review Chapter 14 (do only “Exporting your project”) of Lynda.com tutorial, <a href="#">Premiere Pro CC 2018 Essential Training: The Basics</a></li> <li>● Export Video Exercise #1 from Premiere Pro in H.264 format and Vimeo 1080p preset.</li> <li>● Upload to Vimeo by 8:00am on 9/10 and your Vimeo link to the shared Google Doc.</li> <li>● <b>Review instructor feedback</b> and complete you Final Project story idea, due by next class</li> <li>● Bring assigned camera kit, tripod, memory card and headphones to next class</li> </ul>	<p><b>Web Class:</b></p> <ul style="list-style-type: none"> <li>★ “Drawing” your content &amp; Wireframes</li> <li>★ Critique of “About” pages</li> <li>★ CSS</li> </ul> <p><b>Web Homework:</b></p> <ul style="list-style-type: none"> <li>★ Complete Code Academy CSS</li> <li>★ Editing your “About” page with CSS</li> <li>★ <i>FINAL PROJECT STORY IDEAS DUE NEXT CLASS</i></li> </ul>
4	<b>M: 9/10</b>	<p><b>DUE 8am TODAY:</b></p> <ul style="list-style-type: none"> <li>● <b>Final Project Story Ideas</b></li> <li>● <b>Video Exercise #1</b></li> </ul> <p><b>Video Class</b></p> <ul style="list-style-type: none"> <li>● <b>ASSIGN Project 1: <a href="#">Video Scavenger Hunt</a> DUE 9/17 by 8:00am</b></li> </ul>	<p><b>DUE 8:00am TODAY: Final Project Story Ideas</b></p> <p><b>Web Class:</b></p> <ul style="list-style-type: none"> <li>★ Your story on the web</li> <li>★ Intro to WordPress</li> </ul>

		<ul style="list-style-type: none"> <li>○ <a href="#">Grading rubric here</a></li> <li>○ <a href="#">Canon Vixia HF R500 manual here</a></li> <li>● <b>Cameras for interviewing - Using the tripod, microphones</b> <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> </ul> </li> </ul> <p><b>Video Homework</b></p> <ul style="list-style-type: none"> <li>● Practice camera work, recording footage in MP4 format/35 Mbps video quality with <a href="#">Video Exercise #2</a></li> <li>● Export Video Exercise #2 from Premiere Pro in H.264 format and Vimeo 1080p preset.</li> <li>● Upload to Vimeo by 8:00am on 9/12 (next class period) and add link to shared Google Doc.</li> <li>● Bring assigned camera kit, tripod, memory card and headphones to next class</li> <li>● Chapter 6 (do only "Understanding track and clip behavior") of Lynda.com tutorial, <a href="#">Premiere Pro CC 2018 Essential Training: The Basics</a></li> </ul>	<p><b>Web Homework:</b></p> <ul style="list-style-type: none"> <li>★ Lynda.com WordPress</li> </ul>
	<p><b>W: 9/12</b></p>	<p><b>DUE 8am TODAY: Video Exercise #2</b></p> <p><b>Video Class</b></p> <ul style="list-style-type: none"> <li>● <b>ASSIGN Project 2: Video Interview. DUE: 10/3 by 8:00am</b></li> <li>● Interview prep and teeing up</li> </ul> <p><b>Video Homework</b></p> <ul style="list-style-type: none"> <li>● Turn in Video Scavenger Hunt <b>by 8:00am next class period</b> (<a href="#">grading rubric here</a>):</li> <li>● Export Video Scavenger Hunt from Premiere Pro in H.264 format and Vimeo 1080p preset</li> <li>● Upload to Vimeo by 8:00am on 9/17 (next class period) then upload link and password to shared Google Doc</li> <li>● Chapter 7 (except "Working with double-system sound") of Lynda.com tutorial, <a href="#">Premiere Pro CC 2018 Essential Training: The Basics</a></li> <li>● Bring assigned camera kit, tripod, memory card and headphones to next class</li> </ul>	<p><b>Web Class:</b></p> <ul style="list-style-type: none"> <li>★ Structuring content for the web</li> <li>★ WordPress continued</li> </ul> <p><b>Web Homework:</b></p> <ul style="list-style-type: none"> <li>★ Copy &amp; sitemap for WordPress Assignment</li> </ul>
<p><b>5</b></p>	<p><b>M: 9/17</b></p>	<p><b>Video Class</b></p> <p><b>DUE 8am TODAY: Project 1 - Video Scavenger Hunt</b></p> <ul style="list-style-type: none"> <li>● <a href="#">Basic lighting</a>, <a href="#">Finding the light</a>, Lighting techniques</li> <li>● Interviewing tips</li> </ul> <p><b>Video Homework</b></p>	<p><b>Web Class:</b></p> <ul style="list-style-type: none"> <li>★ WordPress continued</li> <li>★ Lab time for WordPress Assignment</li> </ul> <p><b>Web Homework:</b></p> <ul style="list-style-type: none"> <li>★ ROUGH DRAFT OF WORDPRESS ASSIGNMENT DUE NEXT CLASS</li> </ul>

		<ul style="list-style-type: none"> <li>Contact and schedule your Video Interview</li> <li>Trint.com - get your free account</li> <li>Chapter 9 of Lynda.com tutorial, <a href="#">Premiere Pro CC 2018 Essential Training: The Basics</a></li> </ul>	
	W: 9/19	<p><b>Video Class</b></p> <ul style="list-style-type: none"> <li>In-class critiques: Scavenger Hunt</li> <li><b>ASSIGN Project 3: Video Sequence with Natural Sound DUE: 10/15 by 8:00am</b></li> <li>Exploring story forms, <a href="#">Sequencing</a>, and B-roll <ul style="list-style-type: none"> <li>Thinking about continuity</li> <li>Avoiding jump cuts</li> <li>180-degree rule</li> <li>Shot variety</li> </ul> </li> </ul> <p><b>Video Homework</b></p> <ul style="list-style-type: none"> <li>Chapter 10 (do only "Working with transition effects," "Applying and modifying video effects," and "Saving and sharing effects") of Lynda.com tutorial, <a href="#">Premiere Pro CC 2018 Essential Training: The Basics</a></li> <li><a href="#">Video Editing and Continuity</a></li> <li>DUE in class on Monday: Your raw interview footage</li> </ul>	<p><b>DUE: WordPress "Rough" Drafts</b> Your site must be accessible for group critique at this point.</p> <p><b>Web Class:</b></p> <ul style="list-style-type: none"> <li>★ Group Critiques of WordPress sites</li> </ul> <p><b>Web Homework:</b></p> <ul style="list-style-type: none"> <li>★ FINAL WORDPRESS ASSIGNMENT DUE NEXT CLASS</li> </ul>
6	M: 9/24	<p><b>Video Class</b></p> <ul style="list-style-type: none"> <li>Bring to class: Your raw interview footage on timeline for review with partner</li> <li>Transcriptions</li> <li><a href="#">Editing: Mechanics, audio levels and unlinking audio</a></li> </ul> <p><b>Video Homework</b></p> <ul style="list-style-type: none"> <li>Start logging interview to find your story or re-shoot.</li> <li>Planning and gathering B-roll</li> <li>Chapter 12 (do only "Color correction: Looking with your eyes" and "Using basic color correction tools") of Lynda.com tutorial, <a href="#">Premiere Pro CC 2018 Essential Training: The Basics</a></li> <li>Chapter 13 (do only "Doing more with the Graphics Titler") of Lynda.com tutorial, <a href="#">Premiere Pro CC 2018 Essential Training: The Basics</a></li> </ul>	<p><b>DUE 8:00am TODAY:</b> <b>WordPress Assignment (15% of final grade)</b></p> <p><b>Graphics Class:</b></p> <ul style="list-style-type: none"> <li>★ Introduction to Infographics</li> <li>★ Sources, ethics &amp; research</li> </ul> <p><b>Graphics Homework:</b></p> <ul style="list-style-type: none"> <li>★ Types of Infographics</li> <li>★ Adobe Illustrator Tutorial</li> </ul>
	W: 9/26	<p><b>Video Class</b></p> <ul style="list-style-type: none"> <li>Discuss Project 2: Story</li> <li><a href="#">Editing continued - Transitions and color correction, exporting video</a></li> </ul> <p><b>Video Homework</b></p> <ul style="list-style-type: none"> <li>Work on Project 2</li> </ul>	<p><b>Graphics Class:</b></p> <ul style="list-style-type: none"> <li>★ Data Visualization &amp; Interactivity</li> <li>★ What is your graphic story?</li> <li>★ Illustrator</li> </ul> <p><b>Graphics Homework:</b></p> <ul style="list-style-type: none"> <li>★ Illustrator task</li> <li>★ Creative brief/proposal for Infographic Assignment</li> </ul>

7	M: 10/1	<p><b>Video Class</b></p> <ul style="list-style-type: none"> <li>• Discuss Project 3</li> <li>• Fine-tune interview in class</li> </ul> <p><b>Video Homework</b></p> <ul style="list-style-type: none"> <li>• Complete Project 2.</li> <li>• Export final Project 2 in H.264 format and Vimeo 1080p preset.</li> <li>• Upload to Vimeo by 8:00am on 10/3 (next class period) AND: Upload to Google Drive by 8:00am on 10/3.</li> <li>• 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"> <li>○ Vimeo link (and password if protected)</li> <li>○ Google Drive (shareable) link</li> <li>○ Uploaded interview transcript(s) to Sakai as document file(s)</li> </ul> </li> <li>• Work on Project 3</li> </ul>	<p><b>Graphics Class:</b></p> <ul style="list-style-type: none"> <li>★ Color theory</li> <li>★ Group activity</li> <li>★ Illustrator cont'd</li> </ul> <p><b>Graphics Homework:</b></p> <ul style="list-style-type: none"> <li>★ Starting draft of Infographic Assignment</li> <li>★ Graphic research</li> </ul>
	W: 10/3	<p><b>DUE 8am TODAY: Project 2 - Video Interview</b></p> <p><b>Video Class</b></p> <ul style="list-style-type: none"> <li>• Discuss Project 3 B-roll</li> </ul> <p><b>Video Homework</b></p> <ul style="list-style-type: none"> <li>• Work on Project 3.</li> <li>• Email rough cut link to <a href="mailto:acnelson@unc.edu">acnelson@unc.edu</a> if you would like class screening &amp; feedback on 10/8.</li> </ul>	<p><b>Graphics Class:</b></p> <ul style="list-style-type: none"> <li>★ Illustrator</li> <li>★ Lab time</li> </ul> <p><b>Graphics Homework:</b></p> <ul style="list-style-type: none"> <li>★ Work on your Infographic Assignment</li> </ul>
8	M: 10/8	<p><b>Video Class</b></p> <ul style="list-style-type: none"> <li>• In-class editing time.</li> </ul> <p><b>Video Homework</b></p> <ul style="list-style-type: none"> <li>• Fine-tune Project 3.</li> <li>• Email rough cut link to <a href="mailto:acnelson@unc.edu">acnelson@unc.edu</a> if you would like class screening &amp; feedback on 10/10.</li> </ul>	<p><b>Graphics Class:</b></p> <ul style="list-style-type: none"> <li>★ Lab time</li> </ul> <p><b>Graphics Homework:</b></p> <ul style="list-style-type: none"> <li>★ INFOGRAPHIC ROUGH DRAFTS DUE NEXT CLASS</li> </ul>
	W: 10/10	<p><b>Video Class</b></p> <ul style="list-style-type: none"> <li>• Screen Project 3 rough cuts in class.</li> </ul> <p><b>Video Homework</b></p> <ul style="list-style-type: none"> <li>• Complete Project 3.</li> <li>• Export final Project 3 in H.264 format and Vimeo 1080p preset.</li> <li>• Upload to Vimeo by 8:00am on 10/15.</li> <li>• AND: Upload to Google Drive by 8:00am on 10/15.</li> <li>• Turn in Project 3 via Sakai by 8:00am on 10/15, including all 3 of the following: <ul style="list-style-type: none"> <li>○ Vimeo link (and password if protected)</li> <li>○ Google Drive (shareable) link</li> <li>○ Uploaded interview transcript(s) to Sakai as document file(s)</li> </ul> </li> </ul>	<p><b>DUE: Infographic "Rough" Drafts</b></p> <p><b>Graphics Class:</b></p> <ul style="list-style-type: none"> <li>★ Group Critique of "Rough" Drafts</li> </ul> <p><b>Graphics Homework:</b></p> <ul style="list-style-type: none"> <li>★ <b>FINAL INFOGRAPHIC ASSIGNMENT DUE NEXT CLASS</b></li> </ul>
9.1	M: 10/15	<p><b>Video Class</b></p> <p><b>DUE 8:00am TODAY: Project 3 - Video Sequence</b></p> <ul style="list-style-type: none"> <li>● In-class video viewing and critiques</li> </ul>	<p><b>DUE 8am TODAY:</b></p> <p><b>Infographic Assignment (15% of final grade)</b></p> <p><b>Web AND Graphics Class:</b></p>

			<ul style="list-style-type: none"> <li>★ Group Critique: Take #2</li> <li>★ Looking toward the Final: Integrating your Infographic and WordPress Site</li> </ul>
<b>SECTIONS SWITCH</b>			
9.2	W: 10/17	<p><b>Video Class:</b></p> <ul style="list-style-type: none"> <li>● Discuss homework</li> <li>● Composition: Rule of Thirds and basic framing.</li> <li>● Discuss Final Project expectations</li> </ul> <p><b>Video Homework:</b></p> <ul style="list-style-type: none"> <li>● Check out camera kit, tripod and headphones and bring these and your OPENED SDHC/memory card to next class.</li> <li>● Review <a href="#">Canon Vixia HF R500 manual here</a></li> <li>● Review: Introduction and Chapter 2 of Lynda.com tutorial, <a href="#">Premiere Pro CC 2018 Essential Training: The Basics</a></li> <li>● Work on Final Project story ideas. Upload your idea to the shared Google doc by 8a.m. 8/29.</li> <li>● Readings: <ul style="list-style-type: none"> <li>○ Composition and Graphics</li> </ul> </li> </ul>	<p><b>Web Class:</b></p> <ul style="list-style-type: none"> <li>★ How does the web work?</li> <li>★ "Hello, World!"</li> <li>★ Setting up domain and server space.</li> </ul> <p><b>Web Homework :</b></p> <ul style="list-style-type: none"> <li>★ Download Atom.io</li> <li>★ Complete Code Academy HTML</li> <li>★ Finalize domain and server space set-up.</li> </ul>
10	M: 10/22	<p><b>Video Class:</b></p> <ul style="list-style-type: none"> <li>● <a href="#">Camera orientation - Getting started</a> <ul style="list-style-type: none"> <li>○ Setting up</li> <li>○ Initializing memory cards (and what that means)</li> <li>○ Battery charging</li> <li>○ Putting camera on tripod, adjusting tripod</li> <li>○ Recording and reviewing footage</li> <li>○ Zooming in and out</li> <li>○ Manual focus</li> <li>○ Putting everything back in its place</li> </ul> </li> </ul> <p><b>Video Homework</b></p> <ul style="list-style-type: none"> <li>● Check out (or renew) camera kit, tripod, and headphones and bring them to next class along with SDHC card.</li> <li>● Chapter 3 (except "Performing Searches") of Lynda.com tutorial, <a href="#">Premiere Pro CC 2018 Essential Training: The Basics</a></li> <li>● Chapter 4 of Lynda.com tutorial, <a href="#">Premiere Pro CC 2018 Essential Training: The Basics</a></li> <li>● Readings: <ul style="list-style-type: none"> <li>○ Composition and Graphics continued.</li> </ul> </li> </ul>	<p><b>Web Class:</b></p> <ul style="list-style-type: none"> <li>★ Visual literacy</li> <li>★ Web design basics &amp; HTML</li> <li>★ The worst website you've ever seen.</li> </ul> <p><b>Homework:</b></p> <ul style="list-style-type: none"> <li>★ "About" HTML Page</li> </ul>
	W: 10/24	<p><b>Video Class</b></p> <ul style="list-style-type: none"> <li>● <a href="#">Camera orientation - Color and exposure</a></li> <li>● Practice in class:</li> </ul>	<p><b>Web Class:</b></p> <ul style="list-style-type: none"> <li>★ "Drawing" your content &amp; Wireframes</li> </ul>

		<ul style="list-style-type: none"> <li>○ Framing and manual focus</li> <li>○ Manual exposure</li> <li>○ Manual white-balancing</li> </ul> <p><b>Video Homework</b></p> <ul style="list-style-type: none"> <li>● Practice camera work, recording footage in MP4 format/35 Mbps video quality with <b>VIDEO EXERCISE #1</b></li> <li>● Review <a href="#">Instructions for finding video files on the memory card</a></li> <li>● Review Chapter 14 (do only “Exporting your project”) of Lynda.com tutorial, <a href="#">Premiere Pro CC 2018 Essential Training: The Basics</a></li> <li>● Export Video Exercise #1 from Premiere Pro in H.264 format and Vimeo 1080p preset.</li> <li>● Upload to Vimeo by 8:00am on 9/10 and your Vimeo link to the shared Google Doc.</li> <li>● <b>Review instructor feedback</b> and complete you Final Project story idea, due by next class</li> <li>● Bring assigned camera kit, tripod, memory card and headphones to next class</li> </ul>	<ul style="list-style-type: none"> <li>★ Critique of “About” pages</li> <li>★ CSS</li> </ul> <p><b>Web Homework:</b></p> <ul style="list-style-type: none"> <li>★ Complete Code Academy CSS</li> <li>★ Editing your “About” page with CSS</li> </ul>
11	M: 10/29	<p><b>DUE 8am TODAY: Video Exercise #1</b></p> <p><b>Video Class</b></p> <ul style="list-style-type: none"> <li>● <b>ASSIGN Project 1: Video Scavenger Hunt DUE 9/17 by 8:00am</b> <ul style="list-style-type: none"> <li>○ <a href="#">Grading rubric here</a></li> <li>○ <a href="#">Canon Vixia HF R500 manual here</a></li> </ul> </li> <li>● <b>Cameras for interviewing - Using the tripod, microphones</b> <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> </ul> </li> </ul> <p><b>Video Homework</b></p> <ul style="list-style-type: none"> <li>● Practice camera work, recording footage in MP4 format/35 Mbps video quality with <a href="#">Video Exercise #2</a></li> <li>● Export Video Exercise #2 from Premiere Pro in H.264 format and Vimeo 1080p preset.</li> <li>● Upload to Vimeo by 8:00am on 9/12 (next class period) and add link to shared Google Doc.</li> <li>● Bring assigned camera kit, tripod, memory card and headphones to next class</li> <li>● Chapter 6 (do only “Understanding track and clip behavior”) of Lynda.com tutorial, <a href="#">Premiere Pro CC 2018 Essential Training: The Basics</a></li> </ul>	<p><b>Web Class:</b></p> <ul style="list-style-type: none"> <li>★ Your story on the web</li> <li>★ Intro to WordPress</li> </ul> <p><b>Web Homework:</b></p> <ul style="list-style-type: none"> <li>★ Lynda.com WordPress</li> </ul>
	W: 10/31	<p><b>DUE 8am TODAY: Video Exercise #2</b></p> <p><b>Video Class</b></p>	<p><b>Web Class:</b></p> <ul style="list-style-type: none"> <li>★ Structuring content for the web</li> </ul>

		<ul style="list-style-type: none"> <li>● <b>ASSIGN Project 2: Video Interview, DUE: 10/3 by 8:00am</b></li> <li>● Interview prep and teeing up</li> </ul> <p><b>Video Homework</b></p> <ul style="list-style-type: none"> <li>● Turn in Video Scavenger Hunt <b>by 8:00am next class period</b> (<a href="#">grading rubric here</a>):</li> <li>● Export Video Scavenger Hunt from Premiere Pro in H.264 format and Vimeo 1080p preset</li> <li>● Upload to Vimeo by 8:00am on 9/17 (next class period) then upload link and password to shared Google Doc</li> <li>● Chapter 7 (except “Working with double-system sound”) of Lynda.com tutorial, <a href="#">Premiere Pro CC 2018 Essential Training: The Basics</a></li> <li>● Bring assigned camera kit, tripod, memory card and headphones to next class</li> </ul>	<ul style="list-style-type: none"> <li>★ WordPress continued</li> </ul> <p><b>Web Homework:</b></p> <ul style="list-style-type: none"> <li>★ Copy &amp; sitemap for WordPress Assignment</li> </ul>
12	M: 11/5	<p><b>Video Class</b></p> <p><b>DUE 8am TODAY: Project 1 - Video Scavenger Hunt</b></p> <ul style="list-style-type: none"> <li>● <a href="#">Basic lighting</a>, <a href="#">Finding the light</a>, Lighting techniques</li> <li>● Interviewing tips</li> </ul> <p><b>Video Homework</b></p> <ul style="list-style-type: none"> <li>● Contact and schedule your Video Interview</li> <li>● Trint.com - get your free account</li> <li>● Chapter 9 of Lynda.com tutorial, <a href="#">Premiere Pro CC 2018 Essential Training: The Basics</a></li> </ul>	<p><b>Web Class:</b></p> <ul style="list-style-type: none"> <li>★ WordPress continued</li> <li>★ Lab time for WordPress Assignment</li> </ul> <p><b>Web Homework:</b></p> <ul style="list-style-type: none"> <li>★ ROUGH DRAFT OF WORDPRESS ASSIGNMENT DUE NEXT CLASS</li> </ul>
	W: 11/7	<p><b>Video Class</b></p> <ul style="list-style-type: none"> <li>● In-class critiques: Scavenger Hunt</li> <li>● <b>ASSIGN Project 3: Video Sequence with Natural Sound DUE: 10/15 by 8:00am</b></li> <li>● <a href="#">Exploring story forms</a>, <a href="#">Sequencing</a>, and B-roll <ul style="list-style-type: none"> <li>○ Thinking about continuity</li> <li>○ Avoiding jump cuts</li> <li>○ 180-degree rule</li> <li>○ Shot variety</li> </ul> </li> </ul> <p><b>Video Homework</b></p> <ul style="list-style-type: none"> <li>● Chapter 10 (do only “Working with transition effects,” “Applying and modifying video effects,” and “Saving and sharing effects”) of Lynda.com tutorial, <a href="#">Premiere Pro CC 2018 Essential Training: The Basics</a></li> <li>● <a href="#">Video Editing and Continuity</a></li> <li>● DUE in class on Monday: Your raw interview footage</li> </ul>	<p><b>DUE: WordPress “Rough” Drafts</b> Your site <i>must</i> be accessible for group critique at this point.</p> <p><b>Web Class:</b></p> <ul style="list-style-type: none"> <li>★ Group Critiques of WordPress sites</li> </ul> <p><b>Web Homework:</b></p> <ul style="list-style-type: none"> <li>★ <b>FINAL WORDPRESS ASSIGNMENT DUE NEXT CLASS</b></li> </ul>
13	M: 11/12	<p><b>Video Class</b></p> <ul style="list-style-type: none"> <li>● Bring to class: Your raw interview footage on timeline for review with partner</li> <li>● Transcriptions</li> </ul>	<p><b>DUE 8:00am TODAY:</b> <b>WordPress Assignment (15% of final grade)</b></p>

		<ul style="list-style-type: none"> <li>• <a href="#">Editing: Mechanics, audio levels and unlinking audio</a></li> </ul> <p><b>Video Homework</b></p> <ul style="list-style-type: none"> <li>• Start logging interview to find your story or re-shoot.</li> <li>• Planning and gathering B-roll</li> <li>• Chapter 12 (do only “Color correction: Looking with your eyes” and “Using basic color correction tools”) of Lynda.com tutorial, <a href="#">Premiere Pro CC 2018 Essential Training: The Basics</a></li> <li>• Chapter 13 (do only “Doing more with the Graphics Titler”) of Lynda.com tutorial, <a href="#">Premiere Pro CC 2018 Essential Training: The Basics</a></li> </ul>	<p><b>Graphics Class:</b></p> <ul style="list-style-type: none"> <li>★ Introduction to Infographics</li> <li>★ Sources, ethics &amp; research</li> </ul> <p><b>Graphics Homework:</b></p> <ul style="list-style-type: none"> <li>★ Types of Infographics</li> <li>★ Adobe Illustrator Tutorial</li> </ul>
	<b>W: 11/14</b>	<p><b>Video Class</b></p> <ul style="list-style-type: none"> <li>• Discuss Project 2: Story</li> <li>• <a href="#">Editing continued - Transitions and color correction, exporting video</a></li> </ul> <p><b>Video Homework</b></p> <ul style="list-style-type: none"> <li>• Work on Project 2</li> </ul>	<p><b>Graphics Class:</b></p> <ul style="list-style-type: none"> <li>★ Data Visualization &amp; Interactivity</li> <li>★ What is your graphic story?</li> <li>★ Illustrator</li> </ul> <p><b>Graphics Homework:</b></p> <ul style="list-style-type: none"> <li>★ Illustrator task</li> <li>★ Creative brief/proposal for Infographic Assignment</li> </ul>
14	<b>M: 11/19</b>	<p><b>Video Class</b></p> <ul style="list-style-type: none"> <li>• Discuss Project 3</li> <li>• Fine-tune interview in class</li> </ul> <p><b>Video Homework</b></p> <ul style="list-style-type: none"> <li>• Complete Project 2.</li> <li>• Export final Project 2 in H.264 format and Vimeo 1080p preset.</li> <li>• Upload to Vimeo by 8:00am on 10/3 (next class period) AND: Upload to Google Drive by 8:00am on 10/3.</li> <li>• 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"> <li>○ Vimeo link (and password if protected)</li> <li>○ Google Drive (shareable) link</li> <li>○ Uploaded interview transcript(s) to Sakai as document file(s)</li> </ul> </li> <li>• Work on Project 3</li> </ul>	<p><b>Graphics Class:</b></p> <ul style="list-style-type: none"> <li>★ Color theory</li> <li>★ Group activity</li> <li>★ Illustrator cont'd</li> </ul> <p><b>Graphics Homework:</b></p> <ul style="list-style-type: none"> <li>★ Starting draft of Infographic Assignment</li> <li>★ Graphic research</li> </ul>
	<b>W: 11/21</b>	<b>THANKSGIVING RECESS, CLASS DOES NOT MEET.</b>	
15	<b>M: 11/26</b>	<p><b>DUE 8am TODAY: Project 2 - Video Interview</b></p> <p><b>Video Class</b></p> <ul style="list-style-type: none"> <li>• Discuss Project 3 B-roll</li> </ul> <p><b>Video Homework</b></p> <ul style="list-style-type: none"> <li>• Work on Project 3.</li> </ul>	<p><b>Graphics Class:</b></p> <ul style="list-style-type: none"> <li>★ Illustrator</li> <li>★ Lab time</li> </ul> <p><b>Graphics Homework:</b></p> <ul style="list-style-type: none"> <li>★ Work on your Infographic Assignment</li> </ul>

		<ul style="list-style-type: none"> <li>Email rough cut link to <a href="mailto:acnelson@unc.edu">acnelson@unc.edu</a> if you would like class screening &amp; feedback on 11/28.</li> </ul>	
	<b>W: 11/28</b>	<p><b>Video Class</b></p> <ul style="list-style-type: none"> <li>In-class editing time.</li> </ul> <p><b>Video Homework</b></p> <ul style="list-style-type: none"> <li>Fine-tune Project 3.</li> <li>Email rough cut link to <a href="mailto:acnelson@unc.edu">acnelson@unc.edu</a> if you would like class screening &amp; feedback on 12/3.</li> </ul>	<p><b>Graphics Class:</b></p> <ul style="list-style-type: none"> <li>★ Lab time</li> </ul> <p><b>Graphics Homework:</b></p> <ul style="list-style-type: none"> <li>★ INFOGRAPHIC ROUGH DRAFTS DUE NEXT CLASS</li> </ul>
16	<b>M: 12/3</b>	<p><b>Video Class</b></p> <ul style="list-style-type: none"> <li>Screen Project 3 rough cuts in class.</li> </ul> <p><b>Video Homework</b></p> <ul style="list-style-type: none"> <li>Complete Project 3.</li> <li>Export final Project 3 in H.264 format and Vimeo 1080p preset.</li> <li>Upload to Vimeo by 8:00am on 10/15.</li> <li>AND: Upload to Google Drive by 8:00am on 10/15.</li> <li>Turn in Project 3 via Sakai by 8:00am on 10/15, including all 3 of the following: <ul style="list-style-type: none"> <li>Vimeo link (and password if protected)</li> <li>Google Drive (shareable) link</li> <li>Uploaded interview transcript(s) to Sakai as document file(s)</li> </ul> </li> </ul>	<p><b>DUE: Infographic "Rough" Drafts</b></p> <p><b>Graphics Class:</b></p> <ul style="list-style-type: none"> <li>★ Group Critique of "Rough" Drafts</li> </ul> <p><b>Graphics Homework:</b></p> <ul style="list-style-type: none"> <li>★ <b>FINAL INFOGRAPHIC ASSIGNMENT DUE NEXT CLASS</b></li> </ul>
	<b>W: 12/5</b>	<p><b>Video Class</b></p> <p><b>DUE 8:00am TODAY: Project 3 - Video Sequence</b></p> <ul style="list-style-type: none"> <li>In-class video viewing and critiques</li> <li>Looking toward the Final Presentation</li> </ul>	<p><b>DUE 8am TODAY:</b> <b>Infographic Assignment (15% of final grade)</b></p> <p><b>Web AND Graphics Class:</b></p> <ul style="list-style-type: none"> <li>★ Group Critique: Take #2</li> <li>★ Looking toward the Final Presentation</li> </ul>
17	<b>Tu: 12/11</b>	<i>Final Presentations 12pm</i>	