

# INTRODUCTION TO DIGITAL STORYTELLING

UNC-Chapel Hill | MEJO 121.11 & 121.12

Syllabus online @ <https://tinyurl.com/121OwensBuck>



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

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

## Classroom and meeting times

Section 121.11 & 121.12 meets on Tuesdays and Thursdays in **CA 268 (web) and 132 (video)** from 2:00 - 3:15. When joint classes are held, they will be in CA 132.

## Instructors

### Dr. Lynn Owens

***(web and graphic instruction)***

Office: 325 Carroll Hall | E-mail: lynnowens@unc.edu

Office Hours: M/W 10-12 and by appointment

### Prof. Alan Buck

***(audio and video instruction)***

E-mail: dabuck@email.unc.edu

## 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*)

**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 useful links:**

- **Lynda.com 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:** <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 use a variety of strategies and tools to create a standards-based website.

## Attendance Policy

Similar to having personal time off (PTO) at work, you are allotted two absences without need to justify or explain your reasons for the missed class. Similar to extending beyond one's allotted PTO, any additional absence past the two allotted days will result in a half-grade deduction (e.g., a B becomes a B- at three absences) for each additional day of absence. As this course is project-based and cumulative in its delivery of technical information, it is important to attend each scheduled course day to receive new information and to practice new skills.

## Late Assignments

Accepting late assignments is unfair to the students who have sacrificed to turn theirs in on time. An automatic 10% deduction will be applied to each assignment turned in after the class period it is due, provided the assignment is turned in on the same day it is due. An additional 10% deduction will be applied for each subsequent 24 hours that pass after the due date/time (i.e., 10% is taken off for each day).

## Grading

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

- |   |  |
|---|--|
| <ul style="list-style-type: none"><li>• <b>A</b> = 93-100%,</li><li>• <b>A-</b> = 90-92%,</li><li>• <b>B+</b> = 87-89%,</li><li>• <b>B</b> = 83-86%,</li><li>• <b>B-</b> = 80-82%,</li><li>• <b>C+</b> = 77-79%,</li><li>• <b>C</b> = 73-76%,</li></ul> | <ul style="list-style-type: none"><li>• <b>C-</b> = 70-72%,</li><li>• <b>D+</b> = 67-69%,</li><li>• <b>D</b> = 60-66%,</li><li>• <b>F</b> = 59% or below</li></ul> |
|---|--|

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:** 5% of final grade
- **Video class homework:** 10% of final grade
- **Video interview project:** 15% of final grade
- **Video sequence (with natural sound) project:** 20% of final grade
- **Web Class In-Class Assignments/Homework:** 5% of final grade
- **Web project #1:** 10% of final grade
- **Web project #2:** 10% of final grade
- **Graphic project:** 10% of final grade
- **Final project:** 15% of final grade

Rubrics for each project are provided at the time each project is assigned. Aside from quizzes (which require completion of assigned reading/viewing), grades outside of the projects listed above (i.e., exercises, participation) are based on effort and completion. Note that the video interview and sequence projects will be embedded into the final project--a multimedia story delivered via a website.

## Honor Code

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

## Seeking Help

If you need individual assistance, it is your responsibility to meet with the instructor. If you are serious about wanting to improve your performance in the course, the time to seek help is as soon as you are aware of the problem, whether the problem is difficulty with course material, a

disability, or an illness. Please feel able to contact the course instructor as soon as you perceive any warning signs of things that might adversely affect your class performance or final grade.

## **Diversity**

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

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

## **Special Needs**

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

All accommodations are coordinated through the Accessibility Resources and Service (ARS) Office. In the first instance please visit their website at <http://accessibility.unc.edu>, call the office at 919-962-8300, or email [accessibility@unc.edu](mailto:accessibility@unc.edu). A student is welcome to initiate the registration process at any time. However, the process can take time. ARS is particularly busy in the run-up to Finals and during Finals. Students submitting Self-ID forms at that time are unlikely to have accommodations set until the following semester.

Please contact ARS as early in the semester as possible.

## Tentative Course Schedule (subject to change)

### Video Portion (might be first or second half of course)

Day	Topic
1	<p><b>Today's Goals</b></p> <ul style="list-style-type: none"> <li>• Think about the use of video as a storytelling medium within a larger multimedia project. What does video do best? What are the advantages and disadvantages of video storytelling?</li> <li>• <b>FOR STUDENTS IN THE FIRST HALF OF THE SEMESTER ONLY:</b> Take <a href="#">assessment quiz</a> (not for credit)</li> </ul> <p><b>Suggested Presentation</b></p> <ul style="list-style-type: none"> <li>• Review syllabus, required supplies</li> <li>• Review equipment policy</li> <li>• Assign camera teams</li> <li>• Get form for equipment checkout in Equipment Room (Carroll Rm 239 - equipment room hours posted on door)</li> <li>•</li> </ul> <p><b>Video Homework</b></p> <ul style="list-style-type: none"> <li>• Read (or review): <a href="#">Picking the right media for a story</a></li> <li>• Research for interview, begin to find and interviewee (<a href="#">interview rubric here</a>)</li> </ul>
2	<p><b>Today's Goals</b></p> <ul style="list-style-type: none"> <li>• Understand the rule of thirds</li> <li>• Think about visual framing as a conscious choice (wide shots, medium shots, tight or close-up shots, shots at a high and low angle)</li> </ul> <p><b>Suggested Presentation</b></p> <ul style="list-style-type: none"> <li>• <a href="#">Visual composition - Rule of Thirds and basic framing</a></li> </ul> <p><b>Video Homework</b></p> <ul style="list-style-type: none"> <li>• <b>FOR STUDENTS IN THE FIRST HALF OF THE SEMESTER ONLY:</b> Fill out <a href="#">Final Project Idea sheet</a> (download sheet and complete copy)</li> <li>• <b>CHECK OUT CAMERA KIT AND TRIPOD FOR NEXT CLASS</b></li> <li>• Read through the following websites</li> <li>• Composition and Graphics—Composition—Setting the Scene (<a href="http://www.cybercollege.com/tvp022.htm">http://www.cybercollege.com/tvp022.htm</a>)</li> <li>• Composition and Graphics—Elements of Composition I (<a href="http://www.cybercollege.com/tvp023.htm">http://www.cybercollege.com/tvp023.htm</a>)</li> <li>• Composition and Graphics—Elements of Composition II (<a href="http://www.cybercollege.com/tvp024.htm">http://www.cybercollege.com/tvp024.htm</a>)</li> <li>• Composition and Graphics—Elements of Composition III (<a href="http://www.cybercollege.com/tvp025.htm">http://www.cybercollege.com/tvp025.htm</a>)</li> </ul>

3	<p><b>Today's Goals</b></p> <ul style="list-style-type: none"> <li>• Get acquainted with the camera and tripod</li> <li>• See how camera and tripod can be used to capture different framing</li> </ul> <p><b>Suggested Presentation</b></p> <ul style="list-style-type: none"> <li>• Bring assigned camera kit with tripod <ul style="list-style-type: none"> <li>◦ <a href="#">Canon Vixia HF R500 manual here</a></li> <li>◦ Bring memory card and headphones</li> </ul> </li> <li>• <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>• <b>CHECK OUT CAMERA KIT AND TRIPOD FOR NEXT CLASS</b></li> <li>• Read through the following websites</li> <li>• Composition and Graphics—Elements of Composition II (<a href="http://www.cybercollege.com/tvp024.htm">http://www.cybercollege.com/tvp024.htm</a>)</li> <li>• Composition and Graphics—Elements of Composition III (<a href="http://www.cybercollege.com/tvp025.htm">http://www.cybercollege.com/tvp025.htm</a>)</li> </ul>
4	<p><b>Today's Goals</b></p> <ul style="list-style-type: none"> <li>• Begin to feel comfortable with the camera and tripod</li> <li>• Explore use of manual adjustments (focus, exposure, white-balance)</li> </ul> <p><b>Suggested Presentation</b></p> <ul style="list-style-type: none"> <li>• Bring assigned camera kit with tripod <ul style="list-style-type: none"> <li>◦ <a href="#">Canon Vixia HF R500 manual here</a></li> <li>◦ Bring memory card and headphones</li> </ul> </li> <li>• <a href="#">Camera orientation - Color and exposure</a> <ul style="list-style-type: none"> <li>◦ Review of 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>• <b>CHECK OUT CAMERA KIT AND TRIPOD FOR NEXT CLASS</b></li> <li>• <a href="#">Practice camera work, recording footage</a> with this exercise (linked here)</li> </ul>
5	<p><b>Today's Goals</b></p> <ul style="list-style-type: none"> <li>• Practice good framing, focus, exposure, white-balance</li> </ul>

	<ul style="list-style-type: none"> <li>• Explore use of on-board camera microphone and handheld microphone</li> </ul> <p><b>Suggested Presentation</b></p> <ul style="list-style-type: none"> <li>• Bring assigned camera kit with tripod <ul style="list-style-type: none"> <li>◦ <a href="#">Canon Vixia HF R500 manual here</a></li> <li>◦ Bring memory card and headphones</li> </ul> </li> <li>• <a href="#">Cameras for interviewing - Using the tripod, microphones</a> <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>• <b>CHECK OUT CAMERA KIT AND TRIPOD FOR NEXT CLASS</b></li> <li>• <a href="#">Practice camera work, recording footage</a> with this exercise (linked here)</li> </ul>
6	<p><b>Today's Goals</b></p> <ul style="list-style-type: none"> <li>• Feel comfortable recording an interview in inside and outside locations</li> <li>• Feel comfortable with wide, medium, and close-up (tight) shots</li> <li>• Feel comfortable with manual focus, exposure, white-balance</li> <li>• Feel comfortable using a handheld microphone and listening for ambient noise</li> </ul> <p><b>Suggested Presentation</b></p> <ul style="list-style-type: none"> <li>• <b>ASSIGN:</b> <a href="#">Video scavenger hunt</a> <ul style="list-style-type: none"> <li>◦ (<a href="#">grading rubric here</a>) <b>(due next class period)</b></li> <li>◦ Bring assigned camera kit and tripod</li> <li>◦ Bring memory card and headphones</li> </ul> </li> <li>• In-class video review and practice for recording interviews</li> <li>• Recording footage for “teeing up” or setting up interviews</li> </ul> <p><b>Video Homework</b></p> <ul style="list-style-type: none"> <li>• Complete <a href="#">scavenger hunt footage</a> on own memory card (scavenger hunt <a href="#">grading rubric here</a>)</li> <li>• Turn in Video Scavenger Hunt footage <b>by START OF CLASS next class period</b> (<a href="#">instructions for finding video files on the memory card is here</a>)</li> </ul>
7	<p><b>Today's Goals</b></p> <ul style="list-style-type: none"> <li>• Understand the idea of looking for good light</li> <li>• Be aware of using light (and shadow) on a subject</li> </ul> <p><b>Suggested Presentation</b></p> <ul style="list-style-type: none"> <li>• <b>ASSIGN:</b> <a href="#">Interview</a> <b>(due in four class periods)</b> <ul style="list-style-type: none"> <li>◦ (requirements and grading rubric in above link)</li> </ul> </li> <li>• <a href="#">Basic lighting</a> <ul style="list-style-type: none"> <li>◦ <a href="#">Finding the light</a></li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>○ Lighting techniques</li> <li>● Bring assigned camera kit and tripod</li> <li>● Bring memory card and headphones</li> </ul> <p><b>Video Homework</b></p> <ul style="list-style-type: none"> <li>● Contact and schedule Video Interview (<a href="#">interview rubric here</a>)</li> <li>● Note that you might be able to record the footage for the <a href="#">Video Sequence with Natural Sound project</a> at the same time as the interview</li> </ul>
8	<p><b>Today's Goals</b></p> <ul style="list-style-type: none"> <li>● Understand the idea of sequencing</li> <li>● Understand the need for shot variety and how to put different frames (wide shots, medium shots, close-ups) together</li> </ul> <p><b>Suggested Presentation</b></p> <ul style="list-style-type: none"> <li>● <b>ASSIGN:</b> Video Sequence with Natural Sound (<a href="#">requirements and rubric here</a>), <b>footage due in three class periods</b></li> <li>● <a href="#">Exploring story forms</a> <ul style="list-style-type: none"> <li>○ <a href="#">Sequencing</a> (and what is b-roll?)</li> <li>○ Thinking about continuity <ul style="list-style-type: none"> <li>■ Avoiding jump cuts</li> <li>■ 180-degree rule</li> <li>■ Shot variety</li> </ul> </li> </ul> </li> </ul> <p><b>Video Homework</b></p> <ul style="list-style-type: none"> <li>● <b>BRING MEMORY CARDS, HEADPHONES, EXTERNAL HARD DRIVE TO NEXT CLASS</b></li> </ul> <p>Read through the following websites</p> <ul style="list-style-type: none"> <li>● Video Editing—Continuity Editing (<a href="http://www.cybercollege.com/tpv050.htm">http://www.cybercollege.com/tpv050.htm</a>)</li> <li>● Video Editing—Solving Continuity Problems (<a href="http://www.cybercollege.com/tpv052.htm">http://www.cybercollege.com/tpv052.htm</a>)</li> <li>● Video Editing—Technical Continuity (<a href="http://www.cybercollege.com/tpv053.htm">http://www.cybercollege.com/tpv053.htm</a>)</li> </ul> <p><b>Interview and sequence footage due in three class periods</b></p>
9	<p><b>Today's Goals</b></p> <ul style="list-style-type: none"> <li>● Begin to become familiar with Adobe Premiere editing software</li> </ul> <p><b>Suggested Presentation</b></p> <ul style="list-style-type: none"> <li>● <a href="#">Editing orientation - Mechanics</a> <ul style="list-style-type: none"> <li>● Introduction to <a href="#">Adobe Premiere</a></li> <li>● Bring memory card, external drive, headphones</li> </ul> </li> </ul> <p><b>Video Homework</b></p> <ul style="list-style-type: none"> <li>● <b>BRING MEMORY CARDS, HEADPHONES, EXTERNAL HARD DRIVE TO NEXT CLASS</b></li> </ul>

	<ul style="list-style-type: none"> <li>Editing tutorials can be found on YouTube or through AdobeTV at <a href="http://tv.adobe.com/show/learn-premiere-pro-cs6/">http://tv.adobe.com/show/learn-premiere-pro-cs6/</a></li> </ul> <p><b>Interview and sequence footage due in two class periods</b></p>
10	<p><b>Today's Goals</b></p> <ul style="list-style-type: none"> <li>Continue becoming familiar with Adobe Premiere editing software</li> </ul> <p><b>Suggested Presentation</b></p> <ul style="list-style-type: none"> <li><a href="#">Editing continued - Transitions and color correction</a> <ul style="list-style-type: none"> <li>Continued introduction to <a href="#">Adobe Premiere</a></li> <li>Bring memory card, external drive, headphones</li> </ul> </li> </ul> <p><b>Video Homework</b></p> <ul style="list-style-type: none"> <li><b>BRING MEMORY CARDS, HEADPHONES, EXTERNAL HARD DRIVE TO NEXT CLASS</b></li> <li><b>Interview and sequence footage due by START OF CLASS next class period</b></li> <li>Review <a href="#">interview</a> footage at home to make decisions on content</li> </ul>
11	<p><b>Today's Goals</b></p> <ul style="list-style-type: none"> <li>Apply editing tools to edit and polish an interview</li> </ul> <p><b>Suggested Presentation</b></p> <ul style="list-style-type: none"> <li><a href="#">Editing continued - Audio levels and unlinking audio</a> <ul style="list-style-type: none"> <li>Continued introduction to <a href="#">Adobe Premiere</a></li> <li>Bring memory card, external drive, headphones</li> </ul> </li> <li>Begin editing the interview footage in class (<b>due in two class periods</b>)</li> </ul> <p><b>Video Homework</b></p> <ul style="list-style-type: none"> <li><b>BRING MEMORY CARDS, HEADPHONES, EXTERNAL HARD DRIVE TO NEXT CLASS</b></li> <li>Work on <a href="#">interview</a> edits</li> </ul>
12	<p><b>Today's Goals</b></p> <ul style="list-style-type: none"> <li>Apply editing tools to edit and polish an interview</li> </ul> <p><b>Suggested Presentation</b></p> <ul style="list-style-type: none"> <li><a href="#">Editing continued - Exporting video</a></li> <li>Work on editing the <a href="#">interview</a> footage in class (<b>due next class period</b>) <ul style="list-style-type: none"> <li>Bring memory card, external drive, headphones</li> </ul> </li> </ul> <p><b>Video Homework</b></p> <ul style="list-style-type: none"> <li><b>BRING MEMORY CARDS, HEADPHONES, EXTERNAL HARD DRIVE TO NEXT CLASS</b></li> <li><a href="#">Export</a> final edited <a href="#">interview</a> and upload to Vimeo by next class period <ul style="list-style-type: none"> <li>Export in .mov format, H.264 video codec</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>• Upload to personal Vimeo account</li> <li>• Share Vimeo link with instructor (ensure instructor is able to view the video with/without a password) <b>by START OF CLASS next class period</b></li> <li>• Turn in transcript of interview (document file) to instructor</li> </ul>
13	<p><b>Today's Goals</b></p> <ul style="list-style-type: none"> <li>• Apply editing tools to edit and polish a video sequence with natural sound</li> </ul> <p><b>Suggested Presentation</b></p> <ul style="list-style-type: none"> <li>• Work on editing the <a href="#">sequence</a> footage in class (<b>due in two class periods</b>) <ul style="list-style-type: none"> <li>• Bring memory card, external drive, headphones</li> </ul> </li> </ul> <p><b>Video Homework</b></p> <ul style="list-style-type: none"> <li>• <b>BRING MEMORY CARDS, HEADPHONES, EXTERNAL HARD DRIVE TO NEXT CLASS</b></li> <li>• Work on sequence edits</li> </ul>
14	<p><b>Today's Goals</b></p> <ul style="list-style-type: none"> <li>• Apply editing tools to edit and polish a video sequence with natural sound</li> </ul> <p><b>Suggested Presentation</b></p> <ul style="list-style-type: none"> <li>• Work on editing the <a href="#">sequence</a> in class (<b>due next class period</b>) <ul style="list-style-type: none"> <li>• Bring memory card, external drive, headphones</li> </ul> </li> </ul> <p><b>Video Homework</b></p> <ul style="list-style-type: none"> <li>• <b>BRING MEMORY CARDS, HEADPHONES, EXTERNAL HARD DRIVE TO NEXT CLASS</b></li> <li>• Work on sequence edits (<b>due by END OF DAY of next class</b>)</li> </ul>
15	<p><b>Today's Goals</b></p> <ul style="list-style-type: none"> <li>• Apply editing tools to edit and polish a video sequence with natural sound</li> <li>• <b>FOR STUDENTS IN THE <i>SECOND</i> HALF OF THE SEMESTER ONLY:</b> Re-take <a href="#">assessment quiz</a> (not for credit)</li> </ul> <p><b>Suggested Presentation</b></p> <ul style="list-style-type: none"> <li>• Finish editing the <a href="#">sequence</a> in class (<b>due by END OF DAY</b>) <ul style="list-style-type: none"> <li>• Bring memory card, external drive, headphones</li> </ul> </li> </ul> <p><b>Video Homework</b></p> <ul style="list-style-type: none"> <li>• <a href="#">Export</a> final edited <a href="#">sequence</a> and upload to Vimeo by next class period <ul style="list-style-type: none"> <li>• Export in .mov format, H.264 video codec</li> <li>• Upload to personal Vimeo account</li> <li>• Share Vimeo link with instructor (ensure instructor is able to view the video with/without a password) <b>by END OF DAY</b></li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>• <b>ENSURE INTERVIEW AND SEQUENCE VIDEOS ARE EMBEDDED INTO FINAL WEBSITE PROJECT</b></li> </ul>
After Day 15	<p>Use time for final project integrating graphics, text, and video into website</p> <p><b>SWITCH CLASSES ON 10/11 - Video students will attend Owens' Web Course in Carroll 268. Web students will attend Buck's Video Course in Carroll 132.</b></p>
<b>Sat 12/8 Noon FINAL EXAM PERIOD FOR CLASS</b>	<p><b>Joint class Viewing Session CA 132</b></p> <ul style="list-style-type: none"> <li>• <b>Final Project due at 2 p.m. 12/8</b></li> <li>• Multimedia storytelling--integrating graphics, video, text into website.</li> </ul>

## Web/Graphics Course Tentative Schedule (subject to change)

Week	Date	Topic
1	8/21	<p><b>Joint class</b></p> <ul style="list-style-type: none"> <li>Review syllabus <ul style="list-style-type: none"> <li>Discuss semester assignments and final project</li> </ul> </li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>Read: <a href="#">Picking the right media for a story</a></li> </ul>
1	8/23	<p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>Lecture: Understanding how the web works</li> <li>Discuss domain and hosting purchase</li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>Purchase Go Daddy domain and web hosting</li> </ul>
2	8/28	<p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>Checking your website setups</li> <li>Collect URLs</li> <li><b>ASSIGN:</b> <a href="#">Final project idea sheet</a></li> <li>Lecture: Web design Basics</li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>Read: <a href="#">Creating Content Wireframes For Responsive Design</a></li> </ul>
2	8/30	<p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>Lecture Working With HTML5</li> <li>Building a basic HTML page</li> <li>HTML reference document</li> <li>Download ATOM</li> <li>HTML In-Class Exercise 1</li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>Review <a href="#">Mozilla's HTML element reference</a></li> <li>Complete final project idea sheet</li> </ul>
3	9/4	<p><b>Web/graphics class</b></p>

		<ul style="list-style-type: none"> <li>● <b>DEADLINE:</b> Final Project Idea Sheet</li> <li>● In Class HTML Exercise 2</li> <li>● <b>ASSIGN:</b> Assignment 1 (Biographical Site)</li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>● Finish HTML Exercise</li> </ul>
3	9/6	<p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>● LECTURE: Working With CSS</li> <li>● In Class CSS Exercise</li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>● Continue work on Assignment 1</li> </ul>
4	9/11	<p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>● Lab time for Assignment 1</li> <li>● Discuss final project</li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>● Assignment 1 due next class</li> </ul>
4	9/13	<p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>● <b>DEADLINE:</b> Assignment 1 (Biographical site)</li> <li>● Lecture: Intro to Design AND Introducing WordPress</li> <li>● <b>ASSIGN:</b> Assignment 2 (Portfolio)</li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>● Begin work on assignment 2</li> </ul>
5	9/18	<p><b>Web/graphics class</b></p> <p>Work on Assignment 2</p> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>● Continue work on Assignment 2</li> </ul>
5	9/20	<p><b>Web/graphics class</b></p> <p>Work on Assignment 2</p> <p><b>Web/graphics homework</b></p>

		<ul style="list-style-type: none"> <li>• Assignment 2 due next class</li> </ul>
6	9/25	<p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>• Lecture: Infographics</li> <li>• <a href="#">Demo: Introduction to Illustrator</a></li> <li>• <b>DEADLINE:</b> Assignment 2 (Portfolio)</li> <li>• <b>ASSIGN:</b> Assignment 3 (Infographic)</li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>• Research / Sketch Your Infographic Ideas</li> <li>• Complete Lynda.com tutorial: <a href="#">Creating Infographics with Illustrator</a></li> </ul>
6	9/27	<p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>• Continue with Illustrator</li> <li>• Lab time for Assignment 3</li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>• Work on Assignment 3</li> </ul>
7	10/2	<p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>• Lab time for Assignment 3</li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>• Continue to work on Assignment 3</li> </ul>
7	10/4	<p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>• Lab time for Assignment 3</li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>• Assignment 3 due next class</li> </ul>
86   MEJO 120/9	Introduction to Digital Storytelling	<b>Web/graphics class</b>

		<ul style="list-style-type: none"> <li>● <b>DEADLINE:</b> Assignment 3 (Infographic)</li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>● Prepare (equipment, cards, etc.) for video section of class</li> <li>● Read: <a href="#">Picking the right media for a story</a></li> </ul>
8	10/11	<p><b>INSTRUCTORS SWITCH CLASSROOMS BEGIN PART TWO OF COURSE</b></p> <p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>● Lecture: Understanding how the web works</li> <li>● Discuss domain and hosting purchase</li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>● Purchase Go Daddy domain and web hosting</li> </ul>
9	10/16	<p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>● Checking your website setups</li> <li>● Collect URLs</li> <li>● <b>ASSIGN:</b> <a href="#">Final project idea sheet</a></li> <li>● Lecture: Web design Basics</li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>● Read: <a href="#">Creating Content Wireframes For Responsive Design</a></li> </ul>
9	10/18	<p><b>Fall break No class</b></p>
10	10/23	<p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>● Lecture Working With HTML5</li> <li>● Building a basic HTML page</li> <li>● HTML reference document</li> <li>● Download ATOM</li> <li>● In Class Exercise 1</li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>● Review <a href="#">Mozilla's HTML element reference</a></li> </ul>
10	10/25	<p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>● <b>DEADLINE:</b> Final Project Idea Sheet</li> </ul>

		<ul style="list-style-type: none"> <li>• In Class HTML Exercise 2</li> <li>• <b>ASSIGN:</b> Assignment 1 (Biographical Site)</li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>• Finish HTML Exercise</li> </ul>
11	10/30	<p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>• LECTURE: Working With CSS</li> <li>• In Class CSS Exercise</li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>• Continue work on Assignment 1</li> </ul>
11	11/1	<p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>• Lab time for Assignment 1</li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>• Continue Work Assignment 1</li> </ul>
12	11/6	<p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>• Lab time for Assignment 1</li> <li>• Discuss final project</li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>• Assignment 1 due next class</li> </ul>
	11/8	<p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>• <b>DEADLINE:</b> Assignment 1 (Biographical site)</li> <li>• Lecture: Intro to Design AND Introducing WordPress</li> <li>• <b>ASSIGN:</b> Assignment 2 (Portfolio)</li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>• Begin work on assignment 2</li> </ul>
13	11/13	<p><b>Web/graphics class</b> Work on Assignment 2</p> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>• Assignment 2 (portfolio) due next class</li> </ul>

	11/15	<p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>• Assignment 2 Due.</li> <li>• Assign Infographic Assignment</li> </ul>
14	11/20	<p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>• Introduction to Illustrator</li> <li>• Lab time for graphic assignment</li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>• Work on graphics assignment</li> </ul>
	11/22	<b>HAPPY THANKSGIVING</b>
16	11/27	<p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>• Lab time for Assignment 3</li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>• Continue to work on final project</li> </ul>
	11/29	<p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>• Lab time for final project</li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>• Continue to work on final project</li> </ul>
16	12/4	<p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>• Assignment 3 Due</li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>• Continue to work on final project</li> <li>• <b>Final project (website with video and infographic) due at 2 p.m. 12/8</b></li> </ul>

<b>Sat 12/8</b>	<b>Joint class Viewing Session CA 132</b>
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**Noon  
FINAL  
EXAM  
PERIOD**

- **Final Project due at 2 p.m. 12/8**
- Multimedia storytelling--integrating graphics, video, text into website.



