MULTIMEDIA STORYTELLING

Fall 2017 semester | syllabus online @ tinyurl.com/782fall18

Introduction

Welcome to Fall 2018 semester! Telling stories is the basis of what we do as communicators. Learning how to do this well requires a thorough understanding of the tools available and the strengths and weaknesses of each one. The objective of this course is to introduce you to the theories and practices of multimedia content creation. We will read and view scholarly and professional works that address these presentation methods. You will be expected to gain a critical understanding of the value of each one.

Recognition of the benefits and drawbacks of the written word, photography, audio, video, animated graphics, interactive applications, virtual reality and augmented reality will be addressed in class discussions and assigned projects. You will acquire knowledge about how to choose presentation methods based on a project's audience and communication goals. You also will learn how to apply this knowledge by creating a multimedia storytelling project.

The essentials

- **Class time and location:** Tuesdays and Thursdays, 3:30–5:15 p.m., 60 Carroll Hall
- **Instructor:** Associate Professor Laura Ruel, Carroll 212,, 919-448-8864, lruel@unc.edu
- **Office hours:** Wednesdays, 10 a.m.–Noon, and by appointment
- **Teaching assistant:** Andi Rea, andierea@live.unc.edu

Required supplies

Portable hard drive (320 GB minimum with USB3 connection) to save your work. Please be aware that you are responsible for backing up your own work – approximately $30.

URL an personal hosting space – about $20 (with coupon)

Personal headphones. You will supply your own headphones in the lab for viewing digital presentations.

2 SDHC cards (4 GB minimum each) for recording audio and video – approximately $10-$20 each.

Other materials

You also will want view courses from the **Lynda.com training library** for the semester, which you can access free as a UNC student. by going to http://software.sites.unc.edu/lynda/.

Software: Access to Adobe Creative Cloud is available to all UNC students. You you can get it by going to: http://software.sites.unc.edu/adobe/.

Textbook: There is not textbook for this course. Much of the material for this class is through online links (see tinyurl.com/782materials).

Equipment Room

To access many of the items you will need for this class, you will have to register with UNC's MJ equipment room. In addition to the Sony video cameras, you have access to Zoom audio recorders,, Canon DSLR Rebel cameras, canon camera lenses and 360 video cameras. Some AR and/or VR devices also may be available. Matt Bachman runs the equipment room. Be sure to adhere to all checkout policies to ensure your access to this equipment throughout the semester. You can register for equipment check out here.

Description

The School of Media and Journalism's accrediting body outlines a number of values you should be aware of and competencies you should be able to demonstrate by the time you graduate from our program. Learn more about them here: http://www2.ku.edu/~acejmc/PROGRAM/PRINCIPLES.SHTML - vals&comps

No single course could possibly give you all of these values and competencies, but collectively, our classes are designed to build your abilities in each of these areas. In this class, we will address a number of the values and competencies, with special emphasis ohe last six bullet dots under "Professional values and competencies" in the link above. This course will introduce you to the basics of multimedia storytelling and help you develop some expertise in their application.

By reading, viewing and discussing the writings and works of media professionals, journalists, artists, Web developers, photographers, usability experts, graphic designers, educators and researchers you will deepen your appreciation for each distinct media form. Through original creations and exercises, you will work to expertly integrate all this knowledge into well-designed packages.

Important policies

Simply put, deadlines are absolute. All assignments are due as stated on the course calendar (see tinyurl.com/782materials). **NO LATE ASSIGNMENTS WILL BE ACCEPTED.**

It is expected that each student in this course will conduct himself or herself within the guidelines of the UNC honor code. All academic work should be done with the high level of honesty and integrity this university demands.

It also is expected that students attend ALL classes, even classes that are primarily lab time. Lack of attendance and engagement with the material will affect your course grade.

Organization of class time

Classes will consist of lecture/discussion, critiques as well as hands-on lab time. In most cases students will use lab time to work on an assignment and practice multimedia techniques.. Students should plan to spend additional time outside of class to complete these all assignments. The minimum equivalent of "reading time" for a traditional graduate course should be spent working on exercises/projects for this class.

Grading

You are graded according to the highest professional standards. Your assignments will be evaluated according the rubrics distributed with assignments. The breakdown for your final grade in percentages is:

- 63% or below = F
- 64–72% = L
- 73–94% = P
- 95–100% = H

Grading components

Your overall grade for this course will be based on the following components. Specifics for each element will be distributed at the time of the assignment.

- **Participation/exercises:** 20% of final grade
- **Video project:** 20% of final grade
- **Graphic project:** 20% of final grade
- **Final project (website and content):** 40% of final grade

During the semester, you will be assigned **multiple exercises** to develop your skills. Completion of each ›of these exercises to the best of your abilities will result in a passing grade. Your effort will be considered when grading exercises. **Each** *project* **will be formally graded and quality as well as effort will be considered.** Specific rubrics for each assignment will be provided at the time each assignment is distributed.

Grading criteria

There are basic expectations that any supervisor or project manager would have for a project undertaken by a multimedia storyteller. Regardless of your skill level, all of your assignments must meet the following minimum basic standards:

- completed according to the assignment specifications.
- completed on time.

- free of typographical, grammatical and mechanical errors.
- completed so as to evidence a clear grasp of multimedia production standards.

Specific rubrics for each assignment will be provided when the assignment is distributed.

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 graduate 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 2017-2018 Undergraduate Bulletin at http://catalog.unc.edu/about/introduction//. In addition, the School of Media and Journalism also has its own policy that can be found here: http://www.mj.unc.edu/diversity-and-inclusion. 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 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.

Semester topics

Links to online readings, viewings, presentations, assignments and rubrics @ tinyurl.com/782materials

Week of August 19
- Welcome, ideation, final project ideas
- Student survey due

Week of August 26
- The future of storytelling, video editing
- Final project idea due

Week of September 2
- Shooting video
- Music video exercise due

Week of September 9
- Editing video and transcripts
- Truth, Lies and Haiku exercise due

Week of September 16
- Editing video
- Transcript exercise due

Week of September 23
- Video editing
- Moment of clarity exercise due

Week of September 30
- Graphic storytelling
- Graphic exercise due

Week of October 7
- Graphic research
- Telling stories with interactivity

Week of October 14
- Overview of photo, audio storytelling

Week of October 21
- Digital design
- Graphic exercise due

Week of October 28
- Web design
- Wordpress exercise due

Week of November 4
- Web design, ideation revisited

Week of November 11
- Final project work

Week of November 11
- Final project work

Week of November 18
- Final project work

Week of November 25
- Final project work

Week of December 2
- Final project work

Final exam period, Dec. 13, 4-7 pm)
- Final project presentations