

INTRODUCTION TO DIGITAL STORYTELLING

Spring 2019 | MEJO 121.01 & 121.02 | Mon.Wed. 8:00 am-9:15am | Carroll Hall 132 & 268

Instructors

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Office Hours: By appointment.

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Course Overview

Welcome to 121! Our main goal is to introduce you to some of the storytelling and reporting tools and skills that journalism and media professionals use in today's online environments. We aim to demystify the technical aspects of audiovisual production through basic hands-on video, graphic and web exercises. This team-taught course will provide you with familiarity, practice and insight into the current digital storytelling 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 one best fits the particular story(ies) and pieces of information you want to convey. Think of this class as an internship: Fast-paced with high expectations. Within the first few 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 01 or Section 02? Check the roster on Sakai!**
- First half of semester: Section 01 = Kavlie & Section 02 = Smith
- Second half of semester: Section 01 = Smith & Section 02 = Kavlie
- Switch instructors on **Monday, March 3**

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 Policy

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.

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.

Please note: If you are tardy to class, it may be counted as an absence at the instructor's discretion.

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 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. You are responsible for assignments being submitted to Sakai correctly.

Independent Online Research

To teach you the necessary software tools to create your stories, this course will combine in-class demonstrations with online tutorials and videos. As beginners, it is inevitable that questions and technical problems will arise as you work with these tools. It is also not possible to cover every detail of a tool through in-class demos or assigned videos. The assignments will require you to learn how to learn new things independently, outside of direct instruction. While your instructor is always available to answer your questions and clarify any topic, this course will challenge you to troubleshoot your technical problems and figure out answers to your questions through independent online research. Before asking your question a technical or software-related question like "how do I..." or "... isn't working," it is expected that you will research your question online. Invest some time looking at manuals, 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 instructor through email, in class, or during office hours. In addition to asking your question, share what you learned during your research, 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	5%
Video Class Homework (Practices)	10%
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 ($\frac{1}{8}$ ").
- **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/>

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](#).

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Accreditation

The School of Journalism and Mass Communication'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 on the last six bullet dots under "Professional values and competencies" in the link above.

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 **SCHEDULED FOR MAY 3 at 4pm**. Further location and examination details to follow.

TENTATIVE COURSE SCHEDULE: (subject to change)

DATE	VIDEO	WEB / GRAPHICS
<p>Wed: 1/9</p>	<p>Both sections meet together in Room 132.</p> <p>Today's Topic Presentation ALL Introductions, icebreaker, review of syllabus, digital storytelling overview and a look toward your final projects.</p> <p>ALL Sections:</p> <ul style="list-style-type: none"> ● Log in to Lynda.com and make sure you can access the tutorials. ● Complete 121 entrance survey Spring 2019 ● User Interface Design ● Overview of resources & software 	
<p>Mon: 1/14</p>		<p>Web Class What is the web? BRING CREDIT CARD TO CLASS Add to URL Google Doc</p> <p>TOPICS:</p> <ul style="list-style-type: none"> ● Setting up domain name and server space ● Look at Wordpress Theme Kale ● Overview of interface, media files and dashboard <p>HOMEWORK: Lynda.com - WordPress Essential Training Preliminary story proposal</p>

Wed: 1/16		<p>Web Class</p> <p>TOPICS: Cont. How the Web Works and UX Design</p> <ul style="list-style-type: none"> • Sketching before WireFraming • Review Peer Websites • Download and install Atom <p>BEGIN ASSIGNMENT 1: HTML & CSS EXERCISE</p> <p>HOMEWORK</p> <p>Lynda.com - WordPress Essential Training</p>
Mon: 1/21		NO CLASS-MLK DAY
Wed: 1/23		<p>Web Class</p> <p>TOPICS: Styling in Wordpress, CSS, Hex Color, Color Theory & Design, Adding Pages to your site</p>
Mon: 1/28		<p>Web Class</p> <p>Due: ASSIGNMENT 1: HTML & CSS (Link in google doc)</p> <p>Introduction to Wordpress (ASSIGNMENT 2) WORDPRESS WORKFLOW Portfolio</p>
Wed: 1/30		<p>Web Class</p> <p>DUE TODAY: Final Project Story Ideas</p> <p>TOPICS: Wordpress, plugins, extensions, HTML, CSS</p> <p>WORK ON: Final project portfolio</p> <p>Recommended reading: Read 2 HTML articles, "Getting started with HTML" and "HTML Text Fundamentals"</p> <p>LAB: Wordpress & Design, Start Site-Map Conceptualize and build ROUGH WORDPRESS WORKFLOW/WIREFRAME</p>
Mon: 2/4		<p>Web Class</p> <p>LAB: Wordpress & Design Cont.</p>

<p>Wed: 2/6</p>		<p>DUE: ASSIGNMENT 2-(Wordpress portfolio)</p> <p>Introduction to Infographics Discuss Graphic ASSIGNMENT 3</p>
<p>Mon: 2/11</p>		<p>Graphics Class TOPICS: Graphic research, forms of graphic storytelling Peer review</p> <p>WORK ON: Infographic design exercise BEGIN LYNDA TUTORIALS FOR ILLUSTRATOR</p>
<p>Wed: 2/13</p>		<p>Graphics Class</p> <p>DEADLINE: Infographic design exercise</p> <p>TOPICS: Graphic research, determining your story graphics, Illustrator</p> <p>ASSIGN & WORK ON: Graphics project</p>
<p>Mon: 2/18</p>		<p>Graphics Class Graphics Assignment Cont.</p>
<p>Wed: 2/20</p>		<p>Graphics Class ASSIGN & WORK ON: Graphics project</p>
<p>Mon: 2/25</p>		<p>Open LAB Graphics Assignment</p>
<p>Wed: 2/27</p>		<p>FINAL EXAM PERIOD DEADLINE: ASSIGNMENT 3 (INFOGRAPHICS)</p>
CLASS SWITCH		
<p>Mon: 3/4</p>		<p>Web Class What is the web? BRING CREDIT CARD TO CLASS Add to URL Google Doc</p>

		<p>TOPICS:</p> <ul style="list-style-type: none"> • Setting up domain name and server space • Look at Wordpress Theme Kale • Overview of interface, media files and dashboard <p>HOMEWORK: Lynda.com - WordPress Essential Training</p>
Wed: 3/6		
WEEK 10 SPRING BREAK		
Mon: 3/18		<p>Web Class</p> <p>TOPICS: Cont. How the Web Works and UX Design</p> <ul style="list-style-type: none"> • Sketching before WireFraming • Peer Review Websites • Download and install Atom <p>BEGIN ASSIGNMENT 1: HTML & CSS EXERCISE</p> <p>HOMEWORK</p> <p>Lynda.com - WordPress Essential Training</p>
Wed: 3/20		<p>Web Class</p> <p>TOPICS: Styling in Wordpress, CSS, Hex Color, Color Theory & Design</p>
Mon: 3/25		<p>TOPICS: Wordpress, plugins, extensions, HTML, CSS</p> <p>WORK ON: Final project portfolio</p> <p>Recommended reading: Read 2 HTML articles, "Getting started with HTML" and "HTML Text Fundamentals"</p> <p>LAB: Wordpress & Design</p> <p>Conceptualize and build ROUGH WORDPRESS WORKFLOW/WIREFRAME</p>

Wed: 3/27		Web Class LAB: Wordpress & Design
Mon: 4/1		DUE: ASSIGNMENT 2-Wordpress portfolio Introduction to Infographics Discuss Graphic ASSIGNMENT 3
Wed: 4/3		Graphics Class TOPICS: Graphic research, forms of graphic storytelling Peer review WORK ON: Infographic design exercise BEGIN LYNDA TUTORIALS FOR ILLUSTRATOR
Mon: 4/8		Graphics Class DEADLINE: Infographic design exercise TOPICS: Graphic research, determining your story graphics, Illustrator ASSIGN & WORK ON: Graphics project
Wed: 4/10		Graphics Class Graphics Assignment Cont.
Mon: 4/15		Graphics Class ASSIGN & WORK ON: Graphics project
Wed: 4/17		Open LAB Graphics Assignment
Mon: 4/22	Open LAB	
Wed: 4/24		FINAL Mult-Media Package Due

