

# INTRODUCTION TO DIGITAL STORYTELLING

## *Spring 2019 SEMESTER*



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

## **Introduction**

Welcome to this introductory media technology skills class at the UNC School of Media and Journalism. Our simple goals are to give you overview of reporting and storytelling using video and graphics, and to introduce you to how to present your stories online.

This course introduces students to some of the tools and skills needed to engage in multimedia storytelling in online environments. Emphasis is placed on demystifying the technical aspects of audiovisual information packaging by engaging in hands-on video, graphic and web exercises. This course is ultimately intended to give students insight into the skill sets needed for the various professions in media and journalism. Think of this class similar to an internship. It is fast-paced, and the expectations are high. You need to be mindful in choosing your story topic for the semester. Make sure the

video aspect of your story lines up with when you will be filming in class. Upon completion of the course you will have created a website for your digital story that has both an infographic and an edited video.

## Classrooms and time

Section 121.05/ 121.07 will begin the semester meeting in CA 132

Section 121.06/ 121.08 will begin the semester meeting in CA 268.

Students will switch classrooms midway through the semester. When joint classes are held, they will be in CA 132.

## Professors

### Heather Stevenson

*(audio and video instruction)*

E-mail: [hsteven@email.unc.edu](mailto:hsteven@email.unc.edu)

Office Hours: Tuesday/Thursday 11:00-12:00PM by appointment

### Katie Malloy

*(web and graphics instruction)*

Email: [kmalloy@unc.edu](mailto:kmalloy@unc.edu)

Office Hours: Tuesday/Thursday 11:00-12:00PM (please inform if planning to come) and by appointment

## Required Supplies



**SDHC memory card** at least 16GB (can use 8GB if necessary). Should be Class 10 and say it can store HD video **NEED THIS FOR THE VIDEO PORTION OF THE CLASS**



**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 will do).

**Domain name and website hosting.** You will need to purchase a domain name for the Web/Graphics part of this class. You also will need to purchase server space/website hosting long enough to cover the semester. More details will be provided in class. (*around \$50 a year*)

**NOTE THAT textbooks** are not required for this class. For the Web/Graphics section of the course, the **technical** lessons will be primarily based on the [Web Design and Development program](#) from the University of Washington as well as tutorials from [Lynda.com](#) and articles, lessons from selected online sources.

**Other useful links:**

- **Lynda.com tutorial access for UNC students:** <http://software.sites.unc.edu/lynda/>
- **Free trials of Adobe software (including Illustrator and Premiere):** <http://www.adobe.com/downloads.html>
- **UNC lab access for MJ School:** <http://jomclabaccess.web.unc.edu/>
- **UNC virtual lab:** <https://virtuallab.unc.edu/vpn/index.html>
- **UNC Adobe Premiere Tutorials** <https://www.premiumbeat.com/blog/15-premiere-pro-tutorials-every-video-editor-watch/>

## 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 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.

In particular, we will be focused on the last competency listed, regarding the application of tools and technologies.

- You will learn to recognize, use, and know the functions and limitations of the equipment and software introduced in class.
- You will be able to critique others' work based on technical quality, aesthetics, and story flow.

- You will be able to plan and execute a short, clean, logically-flowing product.
- You gain a number of the skills and experience needed for entry level web design and development careers.
- You will be able to use a variety of the strategies and tools to create websites.
- You will develop awareness and appreciation of the many ways people access the web and will be able to create a standards-based website that can be accessed by the full spectrum of web access technologies.

Throughout this class, we will discuss how to best engage audiences using the tools you are learning. Clear, ethical and engaging storytelling is the ultimate course goal.

## Equipment Policy

As a student in this class, you can borrow gear from the equipment room. Everyone must read the Equipment Room Policy and electronically sign the Terms and Conditions during the checkout process. The full text is available at [equipmentroom.mj.unc.edu](http://equipmentroom.mj.unc.edu). Under the Policies section. 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 that is 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 with Matt will affect your participation grade in the video portion of class. He always notifies me of all issues that happen to arise. **If equipment is not returned by the end of the semester you will receive an Incomplete for the class until the situation is resolved.**

## Attendance/Tardiness Policy:

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

Similar to having personal time off (PTO) at work, you are allotted two absences — **total**, across both sections — without need to justify or explain your reasons for 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.** 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.

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. Please be advised you are expected to be in

class on time each day as well. Tardiness will count against your class participation grade. If you need to leave early or arrive late — for whatever reason — it needs to be cleared with the professor ahead of time.

Attendance and tardiness questions need to be dealt with at the time of the occurrence and not at the end of the semester. It is your responsibility to make your professor aware of an extenuating circumstance when it arises.

## Late Assignments

Accepting late assignments is unfair to the students who have sacrificed to turn theirs in on time. Even if you are absent on the day an assignment is due, you are still expected to turn in that assignment. An automatic 10% deduction will be applied to each assignment turned in after 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

You are graded according to the highest professional standards. Completion of an assignment and meeting the expectations will result in a C+/B-, as declared in the grade guidelines below. The breakdown in percentages is as follows:

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

Below is a guideline for how grades are described within this course:

- **D or F**, needs to consider a different field
- **D+**, did not demonstrate understanding of the basics but tried
- **C-**, has glimpses of potential in a limited range
- **C**, acceptable work, follows instructions, understands basics, does the minimum to pass
- **C+**, good in one area of work, but consistent problems with another area
- **B-**, needs a bit more polish, pretty good handle on things, participates in class, does more than the minimum
- **B**, solid effort, would have no problem recommending this person
- **B+**, very good performance, consistently does more than required, a self-starter, would get an unqualified job recommendation
- **A-**, stands out, good attitude, work is impressive in quality, very few problems, works like career depends on it

- A, nearly perfect in execution, quality of work is exceptional

**Rounding grades:** We will round the individual project grades up, but not final grades. Final grades will only be rounded up if the grade is a .9. For example, an 84.9 would round up to an 85, but an 84.8 would not round up.

**Grading Standard:** We use the above descriptions as an outline for all grades. To achieve an A, you will need to go above and beyond the assignment's minimum requirements, and it will involve planning and thought. You will need to spend time outside of class practicing your skills. Questions or issues with assignments should be posed ASAP — do not wait until the end of the semester.

## **Computer Policy:**

Classroom time is for lecturing and learning, it is not a time to be on social media. Cell phone 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.

## **Email Policy:**

Email is a form of communication that we use as a learning tool. Anything in email is considered just as important as what is shared in class. It is your responsibility to check your email daily to receive instruction and timely information from your instructor.

## **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 — both in class and through your assignments. Violations of policy, tardiness and attitude will affect your participation grade. You have a participation grade in each half of the class.

## **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 free 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/Questions:

If you need individual assistance, it is your responsibility to meet with the instructor. This class is fast-paced, and it is expected that you will have questions along the way. With that said, we also hope to teach you to find many answers for yourself — and will provide the resources and steps for you to do so (Sakai, classmates, google search). If you still need help, we always try to respond within 24 hours of your email.

Please come to us if you are having problems. 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

If you have special needs or need assistance in class please let us know either by talking to or emailing one of us. It is your responsibility to reach out to us as soon as an issue arises. 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.

## Grading Criteria

- **Participation:** 10% of final grade (5% video, 5% web/graphics)
- **Video In Class Exercises/Homework:** 5% of final grade
- **Video interview project:** 15% of final grade
- **Video edited story (interview with supporting b-roll footage):** 20% of final grade
- **Web In Class Exercises/Homework:** 5% of final grade
- **WordPress Assignment:** 15% of final grade
- **Graphic Assignment:** 15% of final grade
- **Final project:** 15% of final grade

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

## Final Project Planning:

This class will culminate with a final digital story web page that includes a video portion and a graphic portion. The story can be on any topic you like, but it needs to be a new idea. This topic will require outside research and a lot of planning. It is your responsibility to plan your semester. Waiting until the last minute to plan your story will be detrimental to your grade.



# Tentative Course Schedule: *(subject to change)*

*(Homework/Readings listed on each day is DUE the following class period)*

Week	Date	Video Topic	Web Topic
1	1/10	<p><b>Joint class in ROOM 132</b></p> <ul style="list-style-type: none"> <li>• Review syllabus</li> <li>• Take <a href="#">assessment quiz (not for credit)</a></li> <li>• Pitch a story idea for the final project. Fill out the Final Project Idea Sheet Found in Sakai. <b>This sheet is due at the START of class on 1/17.</b></li> <li>• <b>Assign Story Project Outline:</b></li> </ul> <p><b>HOMEWORK:</b> Picking the right media for the story (Link found in Resources in Sakai)</p>	<p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>• Mindset reading</li> </ul>
	1/15	<p><b>Video class</b></p> <ul style="list-style-type: none"> <li>• Review equipment policy</li> <li>• Get form for equipment checkout in Equipment Room (Carroll Rm 239 -</li> <li>• Visual composition - Rule of Thirds and basic framing</li> </ul> <p><b>Video homework</b></p> <ul style="list-style-type: none"> <li>• Continue to plan story idea for the semester. Planning is Key</li> <li>• Watch TV, Consume Media</li> </ul> <p>Sign up for equipment room</p> <ul style="list-style-type: none"> <li>• Turn in form for equipment checkout in Equipment Room (Carroll Rm 239 - equipment room hours posted on door)</li> </ul>	<p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>• Understanding how the web works</li> <li>• Your own domain – getting things set up</li> <li>• Project expectations</li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>• Set up and submit URL in Sakai— Purchase domain and web hosting (Go Daddy). Complete setup (when complete you should reach the dummy landing page)</li> <li>• Web Design reading</li> </ul>
2	1/17	<p><b>Video class</b></p> <ul style="list-style-type: none"> <li>• Exploring story forms <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>■ Cutaways and insert shots</li> </ul> </li> </ul> </li> </ul> <p><b>Video class homework</b></p>	<p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>• Web design basics</li> </ul> <p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>• Download and install <a href="#">Atom</a></li> <li>• HTML reading</li> </ul>

		<ul style="list-style-type: none"> <li>• Work through Camera Orientation PPT found in Sakai</li> <li>• Come to class with camera on correct settings, charged and ready to shoot.</li> <li>• <b>Bring CHARGED BATTERY, tripod, OPENED SD card)</b></li> <li>• <b>Be ready to shoot in class on Thursday</b></li> </ul>	
	1/22	<p><b>Video class</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 OPENED memory card and headphones</li> </ul> </li> <li>• Camera orientation - Getting started <ul style="list-style-type: none"> <li>◦ Setting up</li> <li>◦ Recording and reviewing footage</li> <li>◦ Manual focus, exposure, white-balance</li> </ul> </li> </ul> <p><b>Video homework</b></p> <ul style="list-style-type: none"> <li>• <b>Video and Light Assignment</b></li> <li>• <b>Due 1/24 By Start of Class</b></li> <li>• Exercise found in Sakai under Video Folder</li> <li>• Upload shots to SharePoint Group (Instructions to follow)</li> <li>• <b>Fill out Reflection Assignment in Sakai</b></li> </ul>	<p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>• Working with HTML</li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>• HTML practice</li> <li>• CSS reading</li> </ul>
3	1/24	<p><b>Video class</b></p> <ul style="list-style-type: none"> <li>• Cameras for interviewing - Using the tripod, microphones <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> <li>◦ Watch Video/Light Homework</li> </ul> </li> </ul> <p><b>Video homework</b></p> <ul style="list-style-type: none"> <li>• <b>Audio Homework Assignment Due 1/29 By Start of Class</b></li> <li>• Exercise found in Sakai under Resources</li> <li>• Upload shots to Assigned folder in SharePoint Group (Instructions to follow)</li> <li>• Upload the specified shots to our Channel in Microsoft Stream</li> <li>• Comment on two shots in each channel</li> </ul>	<p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>• Working with CSS</li> <li>• Adding pages to your site</li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>• HTML/CSS practice due 1/29</li> </ul>

		<ul style="list-style-type: none"> <li>• Fill out Reflection in Assignments in Sakai</li> </ul>	
	1/29	<p><b>Video class</b></p> <ul style="list-style-type: none"> <li>• JOINT CLASS</li> </ul> <p><b>Video homework</b></p> <ul style="list-style-type: none"> <li>• Bring light kit to class on 1/31</li> <li>• Semester Story Outline Due 1/31</li> </ul>	<p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>• HTML/CSS practice due</li> <li>• JOINT CLASS</li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>• Web Page exercise due 1/31 at start of class (one page site on your final story idea)</li> </ul>
4	1/31	<p><b>Video class</b></p> <ul style="list-style-type: none"> <li>• Basic lighting <ul style="list-style-type: none"> <li>○ <a href="#">Finding the light</a></li> <li>○ Single-light and two-point lighting techniques</li> </ul> </li> <li>• Bring assigned camera kit and tripod</li> <li>• Bring Light kits to class (either is fine)</li> <li>• Bring memory card and headphones</li> <li>• Practicing Teeing up Shots in class</li> </ul> <p><b>Video homework</b></p> <ul style="list-style-type: none"> <li>• <b>ASSIGN: MOS Shots DUE 2/05 By start of class</b></li> <li>• Bring Lights to class 2/5</li> </ul>	<p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>• Web Page exercise due</li> <li>• HTML/CSS continued</li> <li>• Introduction to WordPress</li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>• WordPress Reading</li> </ul>
	2/5	<p><b>Video class</b></p> <p><b>MOS Assignment Due Beginning of Class</b></p> <ul style="list-style-type: none"> <li>• Review Lighting Set up again</li> <li>• Review Interview Rubric (Found in Sakai)</li> <li>• What makes good b-roll?</li> <li>• Shooting a Sequence?</li> <li>• Focus Questions for your interview?</li> </ul> <p><b>Video class homework</b></p> <ul style="list-style-type: none"> <li>• Begin Watching Adobe Premiere Tutorials: <ul style="list-style-type: none"> <li>• <a href="#">Adobe Premiere</a></li> </ul> </li> </ul>	<p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>• WordPress continued</li> <li>• Discuss WordPress Assignment</li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>• WordPress Assignment</li> </ul>
5	2/7	<p><b>Video class</b></p> <ul style="list-style-type: none"> <li>• Editing your MOS</li> <li>• How to Edit PPT</li> <li>• Intro to Premiere</li> </ul>	<p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>• WordPress continued</li> </ul>

		<p><b>Video class homework</b></p> <ul style="list-style-type: none"> <li>• Focus Questions for Interview</li> <li>• Do you need to reshoot?</li> <li>• Continue Watching Adobe Premiere Tutorials:</li> <li>• <a href="#">Adobe Premiere</a></li> </ul>	<p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>• Continue work on WordPress Assignment</li> </ul>
	2/12	<p><b>Video class</b></p> <ul style="list-style-type: none"> <li>• Day to Edit MOS assignment</li> <li>• Ask Questions</li> <li>• Discuss Expectations of Final Edited Video</li> <li>• Shooting to Edit</li> </ul> <p><b>Video class homework</b></p> <ul style="list-style-type: none"> <li>• Log your Interview to find "your story"</li> <li>• Choose your sound bites start building your story in Premiere</li> </ul>	<p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>• Lab time for WordPress</li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>• WordPress Assignment due 2/14 beginning of class</li> </ul>
6	2/14	<p><b>Video class</b></p> <ul style="list-style-type: none"> <li>• <b>Raw Interview Due by start of class</b></li> <li>• In class plan and shoot a sequence</li> <li>• Shooting to Edit</li> </ul> <p><b>Video class homework</b></p> <ul style="list-style-type: none"> <li>• Polish interview</li> <li>• Planning and Gathering B-roll</li> <li>• Finish editing MOS Assignments</li> <li>• <b>MOS Edit due by 2/15 @11:59pm to Warpwire</b></li> </ul>	<p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>• <b>WordPress Assignment due</b></li> <li>• Introduction to Infographics &amp; Storytelling</li> <li>• Discuss Graphic Assignment</li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>• Graphics and Illustrator reading</li> <li>• Illustrator practice</li> </ul>
	2/19	<p><b>Video class</b></p> <ul style="list-style-type: none"> <li>• Watching the Edited MOS</li> <li>• What worked what didn't and why</li> </ul> <p><b>Video class homework</b></p> <ul style="list-style-type: none"> <li>• Polish Interview should have A roll complete</li> <li>• Integrate b-roll with interview</li> </ul>	<p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>• Infographics continued</li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>• Illustrator practice</li> </ul>
7	2/21	<p><b>Video class</b></p> <ul style="list-style-type: none"> <li>• In Class time to work on the Final Project</li> </ul>	<p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>• Illustrator &amp; Infographics continued</li> </ul>

		<ul style="list-style-type: none"> <li>● <b>B-roll should be shot and ready to edit in final story by start of class. You do not need to turn it into me today.</b></li> </ul> <p><b>Video class homework</b></p> <ul style="list-style-type: none"> <li>● FINAL EDITED VIDEO PROJECT DUE BY START OF CLASS ON 2/28. TIME STAMP IN Warpwire</li> </ul>	<p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>● Illustrator practice due 2/26</li> </ul>
	2/26	<p><b>Video class</b></p> <ul style="list-style-type: none"> <li>● In class editing time to work on Final Edited Video</li> </ul> <p><b>Video class homework</b></p> <ul style="list-style-type: none"> <li>● Final Edited Video Due by start of class 2/28.</li> <li>● Make sure you meet all the requirements on the rubric.</li> </ul>	<p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>● <b>Illustrator Practice due</b></li> <li>● Illustrator &amp; Infographics continued</li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>● Continue work on Graphic Assignment</li> </ul>
8	2/28	<p><b>Video class</b></p> <ul style="list-style-type: none"> <li>● In-class video viewing and critiques</li> <li>● <b>DEADLINE: FINAL VIDEO PROJECT DUE BY START OF CLASS. I WILL USE TIME STAMP IN Warpwire</b></li> <li>● <b>UPLOAD TO CORRECT "Media Library"</b></li> <li>● <b>In Class, self-critiques</b></li> </ul>	<p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>● Lab time for Assignment 3/Final Project – <b>Graphic Assignment due by end of day (uploaded to Sakai)</b></li> </ul>
	3/5	<p><b>STUDENTS SWITCH CLASSROOMS BEGIN PART TWO OF COURSE</b></p> <p><b>Video class</b></p> <ul style="list-style-type: none"> <li>● Equipment Room Policy</li> <li>● Project expectations</li> <li>● Visual Composition: Rule of Thirds/Basic Framing</li> <li>● Start on Final Website for Class Now</li> </ul> <p><b>Video homework</b></p> <p>Read through the following websites</p> <ul style="list-style-type: none"> <li>● Composition and Graphics—Composition—Setting the Scene (<a href="http://www.cybercollege.com/typ022.htm">http://www.cybercollege.com/typ022.htm</a>)</li> <li>● Composition and Graphics—Elements of Composition I (<a href="http://www.cybercollege.com/typ023.htm">http://www.cybercollege.com/typ023.htm</a>)</li> </ul>	<p><b>Prior to first web class:</b></p> <ul style="list-style-type: none"> <li>● Mindset reading</li> </ul> <p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>● Understanding how the web works</li> <li>● Your own domain – getting things set up</li> <li>● Project expectations</li> </ul>

		<ul style="list-style-type: none"> <li>• Composition and Graphics—Elements of Composition II (<a href="http://www.cybercollege.com/typ024.htm">http://www.cybercollege.com/typ024.htm</a>)</li> <li>• Composition and Graphics—Elements of Composition III (<a href="http://www.cybercollege.com/typ025.htm">http://www.cybercollege.com/typ025.htm</a>)</li> </ul> <p>Sign up for equipment room</p> <ul style="list-style-type: none"> <li>• Turn in form for equipment checkout in Equipment Room (Carroll Rm 239 - equipment room hours posted on door)</li> </ul>	<p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>• <b>Set up and submit URL in sakai by next class</b> — Purchase domain and web hosting (Go Daddy). Complete setup (when complete you should reach the dummy landing page)</li> <li>• Add to URL Google Doc</li> <li>• Web Design reading</li> </ul>
9	3/7	<p><b>Video class</b></p> <ul style="list-style-type: none"> <li>• Exploring story forms (e.g., narrative arc, diamond format) <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>■ Cutaways and insert shots</li> </ul> </li> </ul> </li> </ul> <p><b>Video class homework</b></p> <ul style="list-style-type: none"> <li>• <b>Work through Camera Orientation PPT found in Sakai</b></li> <li>• Come to class with camera on correct settings</li> <li>• Bring CHARGED BATTERY, tripod, OPENED SD card)</li> <li>• Be ready to shoot by start of class</li> </ul>	<p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>• Web design basics</li> </ul> <p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>• Download and install <a href="#">Atom</a></li> <li>• HTML reading</li> </ul>
	3/11-3/15	<b>SPRNG BREAK</b>	
10	3/19	<p><b>Video class</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>• Camera orientation - Getting started <ul style="list-style-type: none"> <li>◦ Setting up</li> <li>◦ Recording and reviewing footage</li> <li>◦ Manual focus, exposure, white-balance</li> </ul> </li> </ul> <p><b>Video homework</b></p>	<p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>• Lecture: Working with HTML</li> <li>• Discuss HTML/CSS exercise</li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>• HTML practice</li> <li>• CSS Reading</li> </ul>

		<ul style="list-style-type: none"> <li>● Practice camera work: Video and Light Assignment</li> <li>● Due 10/25 By start of Class</li> <li>● Exercise found in Sakai under Resources Folder</li> <li>● Upload to Assigned Folder in Microsoft 365 Group</li> </ul>	
	3/21	<p><b>Video class</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>● Cameras for interviewing - Using the tripod, microphones <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> <li>○ Watch Video/Light Exercises Review</li> </ul> </li> </ul> <p><b>Video homework</b></p> <ul style="list-style-type: none"> <li>● Practice camera work: Audio Scavenger Hunt found in Sakai</li> <li>● DUE: 10/30 By start of class</li> <li>● Upload to correct folder in our Microsoft Group</li> <li>● Exercise found in Sakai under Resources</li> </ul>	<p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>● Working with CSS</li> <li>● Adding pages to your site</li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>● HTML/CSS practice due 3/26</li> </ul>
11	3/26	<p><b>Video class</b></p> <ul style="list-style-type: none"> <li>● Basic lighting <ul style="list-style-type: none"> <li>○ <a href="#">Finding the light</a></li> <li>○ Single-light and two-point lighting techniques</li> </ul> </li> <li>● Bring assigned camera kit and tripod</li> <li>● Bring Light kits to class (either is fine)</li> <li>● Bring memory card and headphones</li> <li>● Practicing Teeing up Shots in class</li> </ul> <p><b>Video homework</b></p> <ul style="list-style-type: none"> <li>● <b>ASSIGN: MOS Shots DUE 3/28 By start of class</b></li> </ul> <p>Bring Lights to class 3/28</p>	<p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>● HTML/CSS practice due</li> <li>● HTML/CSS continued</li> <li>● Introducing WordPress</li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>● Web Page exercise due 3/28 (single page on your story topic)</li> </ul>

	3/28	<p><b>Video class</b></p> <p><b>MOS Assignment Due Beginning of Class</b></p> <ul style="list-style-type: none"> <li>• Review Lighting Set up again</li> <li>• Review Interview Rubric (Found in Sakai)</li> <li>• What makes good b-roll?</li> <li>• Shooting a Sequence?</li> <li>• Focus Questions for your interview?</li> </ul> <p><b>Video class homework</b></p> <ul style="list-style-type: none"> <li>• Begin Watching Adobe Premiere Tutorials: <ul style="list-style-type: none"> <li>• <a href="#">Adobe Premiere</a></li> </ul> </li> </ul>	<p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>• <b>Web Page exercise due</b></li> <li>• WordPress continued</li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>• WordPress reading</li> </ul>
12	4/2	<p><b>Video class</b></p> <ul style="list-style-type: none"> <li>• Editing your MOS</li> <li>• How to Edit PPT</li> <li>• Intro to Premiere</li> </ul> <p><b>Video class homework</b></p> <ul style="list-style-type: none"> <li>• Focus Questions for Interview</li> <li>• Do you need to reshoot?</li> <li>• Continue Watching Adobe Premiere Tutorials: <ul style="list-style-type: none"> <li>• <a href="#">Adobe Premiere</a></li> </ul> </li> </ul>	<p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>• WordPress continued</li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>• WordPress Assignment</li> </ul>
	4/4	<p><b>Video class</b></p> <ul style="list-style-type: none"> <li>• Day to Edit MOS assignment</li> <li>• Ask Questions</li> <li>• Discuss Expectations of Final Edited Video</li> <li>• Shooting to Edit</li> </ul> <p><b>Video class homework</b></p> <ul style="list-style-type: none"> <li>• Log your Interview to find "your story"</li> <li>• Choose your sound bites start building your story in Premiere</li> </ul>	<p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>• WordPress continued</li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>• WordPress Assignment due 4/9</li> </ul>
13	4/9	<p><b>Video class</b></p> <ul style="list-style-type: none"> <li>• <b>Raw Interview Due by start of class</b></li> <li>• In class plan and shoot a sequence</li> <li>• Shooting to Edit</li> </ul>	<p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>• <b>WordPress Assignment due</b></li> <li>• Introduction to Infographics &amp; Graphic storytelling</li> <li>• Discuss Graphic Assignment</li> </ul>



		<p><b>Video class homework</b></p> <ul style="list-style-type: none"> <li>Polish interview</li> <li>Planning and Gathering B-roll</li> <li>Finish editing MOS Assignments</li> <li><b>MOS Edit due by 4/9 @11:59pm to Warpwire</b></li> </ul>	<p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>Illustrator Practice</li> </ul>
	4/11	<p><b>Video class</b></p> <ul style="list-style-type: none"> <li>Watching the Edited MOS</li> <li>What worked what didn't and why</li> </ul> <p><b>Video class homework</b></p> <ul style="list-style-type: none"> <li>Polish Interview should have A roll complete</li> <li>Integrate b-roll with interview</li> </ul>	<p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>Infographics &amp; Graphic storytelling continued</li> <li>Discuss Final Project</li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>Illustrator Practice</li> </ul>
14	4/16	<p><b>Video class</b></p> <ul style="list-style-type: none"> <li>Class time to work on Final Edited Video</li> </ul> <p><b>Video class homework</b></p> <ul style="list-style-type: none"> <li>Finish Edited of Final Video</li> </ul>	<p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>Illustrator &amp; Infographics continued</li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>Continue work on Graphic Assignment</li> </ul>
15	4/18	<p><b>Video class</b></p> <ul style="list-style-type: none"> <li><b>B-roll should be shot and ready to use for editing by start of class. YOU ARE NOT TURNING THIS INTO ME.</b></li> <li>Class time to work on Final Edited Video</li> </ul> <p><b>Video class homework</b></p> <ul style="list-style-type: none"> <li>Finish Edited of Final Video</li> </ul>	<p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li><b>Illustrator Practice Due</b></li> <li>Illustrator &amp; Infographics continued</li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>Continue work on Graphic Assignment</li> </ul>

4/23	<p><b>Video class</b></p> <ul style="list-style-type: none"> <li>• In-class video viewing and critiques</li> <li>• <b>DEADLINE: FINAL EDITED VIDEO PROJECT DUE BY START OF CLASS. I WILL USE TIME STAMP IN Warpwire</b></li> <li>• UPLOAD TO CORRECT "Media Library"</li> <li>• <b>In Class, self-critiques</b></li> <li>• Take <a href="#">assessment quiz (not for credit)</a></li> <li>•</li> </ul> <p><b>Video class homework</b> Working on Final Web Story</p>	<p><b>Web/graphics class</b></p> <ul style="list-style-type: none"> <li>• Lab time for Graphic Assignment – due by end of day (uploaded to Sakai)</li> <li>• Take <a href="#">assessment quiz (not for credit)</a></li> </ul> <p><b>Web/graphics homework</b></p> <ul style="list-style-type: none"> <li>• FINAL PROJECT DUE Monday, April 29<sup>th</sup> at 11:59PM (add link to Sakai)</li> </ul>
4/25	<p><b>Video class</b> In Class Lab day for final project</p> <p><b>Video homework</b></p> <ul style="list-style-type: none"> <li>• FINISH FINAL WEBSTORY PROJECT</li> <li>• Due MONDAY, April 29<sup>th</sup> at 11:59PM</li> <li>• Link Posted to SAKAI</li> </ul>	<p><b>Web class</b> In Class Lab day for final project</p> <p><b>Web homework</b></p> <ul style="list-style-type: none"> <li>• FINISH FINAL WEBSTORY PROJECT</li> <li>• Due MONDAY, April 29<sup>th</sup> at 11:59PM</li> <li>• Link Posted to SAKAI</li> </ul>
15	<p><b>FINAL EXAM:</b> MANDATORY ATTENDANCE</p> <p>9:30AM Sections Exam: Friday May 3 at 8AM 12:30 PM Section Exam: Friday May 3, 12:00PM</p>	