

introduction to digital STORYTELLING

Welcome to Spring '19 Semester!

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

Sections 121.9 & 121.10 meet on Tuesdays and Thursdays in **CA 132 (video) & CA 268 (web/graphics)** from 5:45 – 7:00 p.m. When joint classes are held, they will be in CA 132.

Instructors

Chris Kirkman

(web and graphic instruction)

Phone: 919.260.8029 | E-mail: chris.kirkman@gmail.com

Office Hours: By appointment

Katie King

(audio and video instruction)

E-mail: kking7@email.unc.edu

Office Hours: 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.

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 \$5 a month with a 3-month minimum*)

NOTE THAT textbooks are not required for this class. Tutorials from Lynda.com, Code Academy and W3Schools are suggested to reinforce or enhance the knowledge you gain in class.

Other useful links:

- **RECOMMENDED PURCHASE: 1 TB Portable External Hard Drive**
- **Equipment room primer**
- **Equipment checkout online**
- **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/>**

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Descriptions & Policies

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 (*one during the video session and one during the web/graphics session*) 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).

Screens/Computer Policy

Classroom time is for listening and learning. It is not a time to be on social media.

Cell phone and non-class computer use in class is prohibited. Please silence your phone and put it away. Using the computer or phone inappropriately during class will negatively affect your participation grade in class. When we are critiquing work as a group with lights dim, all other screens must be closed.

Independent Online Research

There are several software tools and applications you'll need to learn in order to complete your assignments. This course combines in-class demonstrations with online tutorials and videos. You'll need to set some time aside each week to learn how to use these applications. As beginners, you'll inevitably encounter technical problems. While your instructor is available to answer questions and to clarify any topic, this course will challenge you to troubleshoot your technical problems and find the answers to your questions through independent online

research. Before approaching your instructors about software-related issues (ie, “how do I...” or “ ... isn’t working”), we expect that you will have first researched your question online and put some time into problem-solving the issue. This may include looking at tutorials and manuals, and scrolling through forums and documentation sites to see if someone else has addressed your question or problem before. If you have conducted independent research online and still can’t find your answer, reach out to your instructors during class, office hours or by email. Be prepared to share what you learned during your research, including a description of your problem and any relevant screenshots.

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. 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.

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Assignments & Grading

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

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

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, exercises, quizzes:** 10% of final grade (5% video, 5% web/graphics)
- **Video in-class exercises/homework:** 10% of final grade
- **Video interview project:** 10% of final grade
- **Video edited story (interview with supporting b-roll footage):** 20% of final grade
- **Web in-class exercise/homework** 5% of final grade
- **WordPress assignment:** 15% of final grade
- **Graphic project:** 15% 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.

Final Project Examples

<http://alexisbarnes.com/221/story/>

<http://madisonwalls.org/story/>

<http://ashleybaich.com/story/>

<http://benaijian.com/story/>

<http://www.delaneydodge.com/story/>

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Course Calendars

Content

Below is a month-by-month calendar with upcoming class notes and deadlines. You will find links to class assignments, readings, and presentations in the details for each class day. Information in this calendar is live, and may change throughout the semester.

If assignment dates/deadlines change, the changes will be announced in class and updated on this calendar.

Calendar for section 121.9

MEJO 121.9 - Spring 2019

Today

December 2018

 Print [Week](#) [Month](#) [Agenda](#)

| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|-----|-----|-------|-----|-----|-----|-------|
| 25 | 26 | 27 | 28 | 29 | 30 | Dec 1 |
| 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 |
| 30 | 31 | Jan 1 | 2 | 3 | 4 | 5 |

Events shown in time zone: Eastern Time - New York

Calendar

Calendar for section 121.10

MEJO 121.10 - Spring 2019

Today

December 2018

 Print [Week](#) [Month](#) [Agenda](#)

| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|-----|-----|-------|-----|-----|-----|-------|
| 25 | 26 | 27 | 28 | 29 | 30 | Dec 1 |
| 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 |
| 30 | 31 | Jan 1 | 2 | 3 | 4 | 5 |

Events shown in time zone: Eastern Time - New York

Calendar

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About the Instructors

Katie King

Katie is a documentary photographer, filmmaker, and installation artist based in Durham, NC.

In past lives, she has studied English Literature, dabbled in Internet Marketing, and worked as a digital storyteller at WABE in Atlanta. In 2018, she received her MFA in Experimental and Documentary Arts from Duke University for her two-part thesis work *Inscription* and *A tangle of branches*.

Currently, she is an adjunct professor at Duke University and UNC-Chapel Hill, teaching a variety of storytelling-based courses ranging from Contemporary Documentary Film to Web-Based Multimedia Communications to Digital Storytelling.

Always, she is a lover of stories, and is deeply inspired by the work of others. Recent and forever-favorites include the speculative fiction of N.K. Jemisin, films of Deborah Stratman, and photographs of Sally Mann.

E-mail: kking7@email.unc.edu



Chris Kirkman



Chris has had a love affair with paper and cardboard since his childhood, first with board games and later with newspapers and journalism. With 16 years experience in news venues such as Washington, D.C. and Boston, Chris has channeled his talents for writing and graphic design into promoting his passion by founding the game evangelism blog Dice Hate Me, and then later the innovative publishing studio, Dice Hate Me Games. He is now co-

owner of Greater Than Games where he serves as Game Development Director, working closely with talented designers to make awesome board games.

Chris is a Tar Heel born and bred, graduating from UNC with a BA in Journalism & Visual Communications. He worked in newspapers for many years as a lead graphic artist and reporter, as well as four years at The Washington Post as daily art director. He has also served as an adjunct professor of graphic design and multimedia at UNC School of Media and Journalism for the past 11 years.

Chris was an Olympic alternate in archery, really likes whiskey, and says ‘y’all’ a lot.

Phone: 919.260.8029 | E-mail: chris.kirkman@gmail.com

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| | | <ul style="list-style-type: none"> ○ Putting everything back in its place <p>Video Homework</p> <ul style="list-style-type: none"> ● Check out (or renew) camera kit, tripod, and headphones and bring them to next class along with SDHC card. ● Chapter 3 (except “Performing Searches”) of Lynda.com tutorial, Premiere Pro CC 2018 Essential Training: The Basics ● Chapter 4 of Lynda.com tutorial, Premiere Pro CC 2018 Essential Training: The Basics ● Readings: <ul style="list-style-type: none"> ○ Composition and Graphics continued. | |
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| 3 | T: 1/22 | <p>Video Class</p> <ul style="list-style-type: none"> ● Camera orientation - Color and exposure ● Practice in class: <ul style="list-style-type: none"> ○ Framing and manual focus ○ Manual exposure ○ Manual white-balancing <p>Video Homework</p> <ul style="list-style-type: none"> ● Practice camera work, recording footage in MP4 format/35 Mbps video quality with VIDEO EXERCISE #1 ● Review Instructions for finding video files on the memory card ● Review Chapter 14 (do only “Exporting your project”) of Lynda.com tutorial, Premiere Pro CC 2018 Essential Training: The Basics ● Export Video Exercise #1 from Premiere Pro in H.264 format and Vimeo 1080p preset. ● Upload to Vimeo by 8:00am on 9/10 and your Vimeo link to the shared Google Doc. ● Review instructor feedback and complete you Final Project story idea, due by next class ● Bring assigned camera kit, tripod, memory card and headphones to next class | <p>Web Class:</p> <ul style="list-style-type: none"> ★ “Drawing” your content & Wireframes ★ Critique of “About” pages ★ CSS <p>Web Homework:</p> <ul style="list-style-type: none"> ★ Complete Code Academy CSS ★ Editing your “About” page with CSS ★ <i>FINAL PROJECT STORY IDEAS DUE NEXT CLASS</i> |
| 4 | Th: 1/24 | <p>DUE 8am TODAY:</p> <ul style="list-style-type: none"> ● Final Project Story Ideas ● Video Exercise #1 <p>Video Class</p> <ul style="list-style-type: none"> ● ASSIGN Project 1: Video Scavenger Hunt DUE 9/17 by 8:00am <ul style="list-style-type: none"> ○ Grading rubric here ○ Canon Vixia HF R500 manual here ● Cameras for interviewing - Using the tripod, microphones | <p>DUE 8:00am TODAY: Final Project Story Ideas</p> <p>Web Class:</p> <ul style="list-style-type: none"> ★ Your story on the web ★ Intro to WordPress <p>Web Homework:</p> <ul style="list-style-type: none"> ★ Lynda.com WordPress |

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| | | <ul style="list-style-type: none"> ○ Optimal levels for recording audio ○ Noticing and recording room tone (ambient noise) ○ Recording natural sound <p>Video Homework</p> <ul style="list-style-type: none"> ● Practice camera work, recording footage in MP4 format/35 Mbps video quality with Video Exercise #2 ● Export Video Exercise #2 from Premiere Pro in H.264 format and Vimeo 1080p preset. ● Upload to Vimeo by 8:00am on 9/12 (next class period) and add link to shared Google Doc. ● Bring assigned camera kit, tripod, memory card and headphones to next class ● Chapter 6 (do only “Understanding track and clip behavior”) of Lynda.com tutorial, Premiere Pro CC 2018 Essential Training: The Basics | |
| T: 1/29 | | <p>DUE 8am TODAY: Video Exercise #2</p> <p>Video Class</p> <ul style="list-style-type: none"> ● ASSIGN Project 2: Video Interview. DUE: 10/3 by 8:00am ● Interview prep and teeing up <p>Video Homework</p> <ul style="list-style-type: none"> ● Turn in Video Scavenger Hunt by 8:00am next class period (grading rubric here): ● Export Video Scavenger Hunt from Premiere Pro in H.264 format and Vimeo 1080p preset ● Upload to Vimeo by 8:00am on 9/17 (next class period) then upload link and password to shared Google Doc ● Chapter 7 (except “Working with double-system sound”) of Lynda.com tutorial, Premiere Pro CC 2018 Essential Training: The Basics ● Bring assigned camera kit, tripod, memory card and headphones to next class | <p>Web Class:</p> <ul style="list-style-type: none"> ★ Structuring content for the web ★ WordPress continued <p>Web Homework:</p> <ul style="list-style-type: none"> ★ Copy & sitemap for WordPress Assignment |
| 5 | Th: 1/31 | <p>Video Class</p> <p>DUE 8am TODAY: Project 1 - Video Scavenger Hunt</p> <ul style="list-style-type: none"> ● Basic lighting, Finding the light, Lighting techniques ● Interviewing tips <p>Video Homework</p> <ul style="list-style-type: none"> ● Contact and schedule your Video Interview ● Trint.com - get your free account ● Chapter 9 of Lynda.com tutorial, Premiere Pro CC 2018 Essential Training: The Basics | <p>Web Class:</p> <ul style="list-style-type: none"> ★ WordPress continued ★ Lab time for WordPress Assignment <p>Web Homework:</p> <ul style="list-style-type: none"> ★ ROUGH DRAFT OF WORDPRESS ASSIGNMENT DUE NEXT CLASS |

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| | T: 2/5 | <p>Video Class</p> <ul style="list-style-type: none"> ● In-class critiques: Scavenger Hunt ● ASSIGN Project 3: Video Sequence with Natural Sound DUE: 10/15 by 8:00am ● Exploring story forms, Sequencing, and B-roll <ul style="list-style-type: none"> ○ Thinking about continuity ○ Avoiding jump cuts ○ 180-degree rule ○ Shot variety <p>Video Homework</p> <ul style="list-style-type: none"> ● Chapter 10 (do only “Working with transition effects,” “Applying and modifying video effects,” and “Saving and sharing effects”) of Lynda.com tutorial, Premiere Pro CC 2018 Essential Training: The Basics ● Video Editing and Continuity ● DUE in class on Monday: Your raw interview footage | <p>DUE: WordPress “Rough” Drafts Your site must be accessible for group critique at this point.</p> <p>Web Class:</p> <ul style="list-style-type: none"> ★ Group Critiques of WordPress sites <p>Web Homework:</p> <ul style="list-style-type: none"> ★ FINAL WORDPRESS ASSIGNMENT DUE NEXT CLASS |
| 6 | Th: 2/7 | <p>Video Class</p> <ul style="list-style-type: none"> ● Bring to class: Your raw interview footage on timeline for review with partner ● Transcriptions ● Editing: Mechanics, audio levels and unlinking audio <p>Video Homework</p> <ul style="list-style-type: none"> ● Start logging interview to find your story or re-shoot. ● Planning and gathering B-roll ● Chapter 12 (do only “Color correction: Looking with your eyes” and “Using basic color correction tools”) of Lynda.com tutorial, Premiere Pro CC 2018 Essential Training: The Basics ● Chapter 13 (do only “Doing more with the Graphics Titler”) of Lynda.com tutorial, Premiere Pro CC 2018 Essential Training: The Basics | <p>DUE 8:00am TODAY: WordPress Assignment (15% of final grade)</p> <p>Graphics Class:</p> <ul style="list-style-type: none"> ★ Introduction to Infographics ★ Sources, ethics & research <p>Graphics Homework:</p> <ul style="list-style-type: none"> ★ Types of Infographics ★ Adobe Illustrator Tutorial |
| | T: 2/12 | <p>Video Class</p> <ul style="list-style-type: none"> ● Discuss Project 2: Story ● Editing continued - Transitions and color correction, exporting video <p>Video Homework</p> <ul style="list-style-type: none"> ● Work on Project 2 | <p>Graphics Class:</p> <ul style="list-style-type: none"> ★ Data Visualization & Interactivity ★ What is your graphic story? ★ Illustrator <p>Graphics Homework:</p> <ul style="list-style-type: none"> ★ Illustrator task ★ Creative brief/proposal for Infographic Assignment |
| 7 | Th: 2/14 | <p>Video Class</p> <ul style="list-style-type: none"> ● Discuss Project 3 ● Fine-tune interview in class <p>Video Homework</p> | <p>Graphics Class:</p> <ul style="list-style-type: none"> ★ Color theory ★ Group activity ★ Illustrator cont'd |

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| | | <ul style="list-style-type: none"> • Complete Project 2. • Export final Project 2 in H.264 format and Vimeo 1080p preset. • Upload to Vimeo by 8:00am on 10/3 (next class period) AND: Upload to Google Drive by 8:00am on 10/3. • Turn in Project 2 via Sakai by 8:00am on 10/3 (next class period), including all 3 of the following: <ul style="list-style-type: none"> ○ Vimeo link (and password if protected) ○ Google Drive (shareable) link ○ Uploaded interview transcript(s) to Sakai as document file(s) • Work on Project 3 | Graphics Homework: <ul style="list-style-type: none"> ★ Starting draft of Infographic Assignment ★ Graphic research |
| | T: 2/19 | <p>DUE 8am TODAY: Project 2 - Video Interview</p> <p>Video Class</p> <ul style="list-style-type: none"> • Discuss Project 3 B-roll <p>Video Homework</p> <ul style="list-style-type: none"> • Work on Project 3. • Email rough cut link to acnelson@unc.edu if you would like class screening & feedback on 10/8. | <p>Graphics Class:</p> <ul style="list-style-type: none"> ★ Illustrator ★ Lab time <p>Graphics Homework:</p> <ul style="list-style-type: none"> ★ Work on your Infographic Assignment |
| 8 | Th: 2/21 | <p>Video Class</p> <ul style="list-style-type: none"> • In-class editing time. <p>Video Homework</p> <ul style="list-style-type: none"> • Fine-tune Project 3. • Email rough cut link to acnelson@unc.edu if you would like class screening & feedback on 10/10. | <p>Graphics Class:</p> <ul style="list-style-type: none"> ★ Lab time <p>Graphics Homework:</p> <ul style="list-style-type: none"> ★ INFOGRAPHIC ROUGH DRAFTS DUE NEXT CLASS |
| | T: 2/26 | <p>Video Class</p> <ul style="list-style-type: none"> • Screen Project 3 rough cuts in class. <p>Video Homework</p> <ul style="list-style-type: none"> • Complete Project 3. • Export final Project 3 in H.264 format and Vimeo 1080p preset. • Upload to Vimeo by 8:00am on 10/15. • AND: Upload to Google Drive by 8:00am on 10/15. • Turn in Project 3 via Sakai by 8:00am on 10/15, including all 3 of the following: <ul style="list-style-type: none"> ○ Vimeo link (and password if protected) ○ Google Drive (shareable) link ○ Uploaded interview transcript(s) to Sakai as document file(s) | <p>DUE: Infographic “Rough” Drafts</p> <p>Graphics Class:</p> <ul style="list-style-type: none"> ★ Group Critique of “Rough” Drafts <p>Graphics Homework:</p> <ul style="list-style-type: none"> ★ FINAL INFOGRAPHIC ASSIGNMENT DUE NEXT CLASS |
| 9.1 | Th: 2/28 | <p>Video Class</p> <p>DUE 8:00am TODAY: Project 3 - Video Sequence</p> <ul style="list-style-type: none"> • In-class video viewing and critiques | <p>DUE 8am TODAY:</p> <p>Infographic Assignment (15% of final grade)</p> <p>Web AND Graphics Class:</p> <ul style="list-style-type: none"> ★ Group Critique: Take #2 ★ Looking toward the Final: Integrating your Infographic and WordPress Site |

| | | SECTIONS SWITCH | |
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| 9.2 | T: 3/5 | <p>Video Class:</p> <ul style="list-style-type: none"> • Discuss homework • Composition: Rule of Thirds and basic framing. • Discuss Final Project expectations <p>Video Homework:</p> <ul style="list-style-type: none"> • Check out camera kit, tripod and headphones and bring these and your OPENED SDHC/memory card to next class. • Review Canon Vixia HF R500 manual here • Review: Introduction and Chapter 2 of Lynda.com tutorial, Premiere Pro CC 2018 Essential Training: The Basics • Work on Final Project story ideas. Upload your idea to the shared Google doc by 8a.m. 8/29. • Readings: <ul style="list-style-type: none"> ◦ Composition and Graphics | <p>Web Class:</p> <ul style="list-style-type: none"> ★ How does the web work? ★ “Hello, World!” ★ Setting up domain and server space. <p>Web Homework :</p> <ul style="list-style-type: none"> ★ Download Atom.io ★ Complete Code Academy HTML ★ Finalize domain and server space set-up. |
| | 10 | Th: 3/7 | <p>Video Class:</p> <ul style="list-style-type: none"> • Camera orientation - Getting started <ul style="list-style-type: none"> ◦ Setting up ◦ Initializing memory cards (and what that means) ◦ Battery charging ◦ Putting camera on tripod, adjusting tripod ◦ Recording and reviewing footage ◦ Zooming in and out ◦ Manual focus ◦ Putting everything back in its place <p>Video Homework</p> <ul style="list-style-type: none"> • Check out (or renew) camera kit, tripod, and headphones and bring them to next class along with SDHC card. • Chapter 3 (except “Performing Searches”) of Lynda.com tutorial, Premiere Pro CC 2018 Essential Training: The Basics • Chapter 4 of Lynda.com tutorial, Premiere Pro CC 2018 Essential Training: The Basics • Readings: <ul style="list-style-type: none"> ◦ Composition and Graphics continued. |
| | T: 3/19 | <p>Video Class</p> <ul style="list-style-type: none"> • Camera orientation - Color and exposure • Practice in class: <ul style="list-style-type: none"> ◦ Framing and manual focus ◦ Manual exposure ◦ Manual white-balancing <p>Video Homework</p> | <p>Web Class:</p> <ul style="list-style-type: none"> ★ “Drawing” your content & Wireframes ★ Critique of “About” pages ★ CSS <p>Web Homework:</p> <ul style="list-style-type: none"> ★ Complete Code Academy CSS |

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|----|----------|---|---|
| | | <ul style="list-style-type: none"> ● Practice camera work, recording footage in MP4 format/35 Mbps video quality with VIDEO EXERCISE #1 ● Review Instructions for finding video files on the memory card ● Review Chapter 14 (do only “Exporting your project”) of Lynda.com tutorial, Premiere Pro CC 2018 Essential Training: The Basics ● Export Video Exercise #1 from Premiere Pro in H.264 format and Vimeo 1080p preset. ● Upload to Vimeo by 8:00am on 9/10 and your Vimeo link to the shared Google Doc. ● Review instructor feedback and complete you Final Project story idea, due by next class ● Bring assigned camera kit, tripod, memory card and headphones to next class | <ul style="list-style-type: none"> ★ Editing your “About” page with CSS |
| 11 | Th: 3/21 | <p>DUE 8am TODAY: Video Exercise #1</p> <p>Video Class</p> <ul style="list-style-type: none"> ● ASSIGN Project 1: Video Scavenger Hunt DUE 9/17 by 8:00am <ul style="list-style-type: none"> ○ Grading rubric here ○ Canon Vixia HF R500 manual here ● Cameras for interviewing - Using the tripod, microphones <ul style="list-style-type: none"> ○ Optimal levels for recording audio ○ Noticing and recording room tone (ambient noise) ○ Recording natural sound <p>Video Homework</p> <ul style="list-style-type: none"> ● Practice camera work, recording footage in MP4 format/35 Mbps video quality with Video Exercise #2 ● Export Video Exercise #2 from Premiere Pro in H.264 format and Vimeo 1080p preset. ● Upload to Vimeo by 8:00am on 9/12 (next class period) and add link to shared Google Doc. ● Bring assigned camera kit, tripod, memory card and headphones to next class ● Chapter 6 (do only “Understanding track and clip behavior”) of Lynda.com tutorial, Premiere Pro CC 2018 Essential Training: The Basics | <p>Web Class:</p> <ul style="list-style-type: none"> ★ Your story on the web ★ Intro to WordPress <p>Web Homework:</p> <ul style="list-style-type: none"> ★ Lynda.com WordPress |
| | T: 3/26 | <p>DUE 8am TODAY: Video Exercise #2</p> <p>Video Class</p> <ul style="list-style-type: none"> ● ASSIGN Project 2: Video Interview. DUE: 10/3 by 8:00am ● Interview prep and teeing up <p>Video Homework</p> | <p>Web Class:</p> <ul style="list-style-type: none"> ★ Structuring content for the web ★ WordPress continued <p>Web Homework:</p> <ul style="list-style-type: none"> ★ Copy & sitemap for WordPress Assignment |

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| | | <ul style="list-style-type: none"> • Turn in Video Scavenger Hunt by 8:00am next class period (grading rubric here): • Export Video Scavenger Hunt from Premiere Pro in H.264 format and Vimeo 1080p preset • Upload to Vimeo by 8:00am on 9/17 (next class period) then upload link and password to shared Google Doc • Chapter 7 (except “Working with double-system sound”) of Lynda.com tutorial, Premiere Pro CC 2018 Essential Training: The Basics • Bring assigned camera kit, tripod, memory card and headphones to next class | |
| 12 | Th: 3/28 | <p>Video Class</p> <p>DUE 8am TODAY: Project 1 - Video Scavenger Hunt</p> <ul style="list-style-type: none"> • Basic lighting, Finding the light, Lighting techniques • Interviewing tips <p>Video Homework</p> <ul style="list-style-type: none"> • Contact and schedule your Video Interview • Trint.com - get your free account • Chapter 9 of Lynda.com tutorial, Premiere Pro CC 2018 Essential Training: The Basics | <p>Web Class:</p> <ul style="list-style-type: none"> ★ WordPress continued ★ Lab time for WordPress Assignment <p>Web Homework:</p> <ul style="list-style-type: none"> ★ ROUGH DRAFT OF WORDPRESS ASSIGNMENT DUE NEXT CLASS |
| | T: 4/2 | <p>Video Class</p> <ul style="list-style-type: none"> • In-class critiques: Scavenger Hunt • ASSIGN Project 3: Video Sequence with Natural Sound DUE: 10/15 by 8:00am • Exploring story forms, Sequencing, and B-roll <ul style="list-style-type: none"> ○ Thinking about continuity ○ Avoiding jump cuts ○ 180-degree rule ○ Shot variety <p>Video Homework</p> <ul style="list-style-type: none"> • Chapter 10 (do only “Working with transition effects,” “Applying and modifying video effects,” and “Saving and sharing effects”) of Lynda.com tutorial, Premiere Pro CC 2018 Essential Training: The Basics • Video Editing and Continuity • DUE in class on Monday: Your raw interview footage | <p>DUE: WordPress “Rough” Drafts Your site <i>must</i> be accessible for group critique at this point.</p> <p>Web Class:</p> <ul style="list-style-type: none"> ★ Group Critiques of WordPress sites <p>Web Homework:</p> <ul style="list-style-type: none"> ★ FINAL WORDPRESS ASSIGNMENT DUE NEXT CLASS |
| 13 | Th: 4/4 | <p>Video Class</p> <ul style="list-style-type: none"> • Bring to class: Your raw interview footage on timeline for review with partner • Transcriptions • Editing: Mechanics, audio levels and unlinking audio <p>Video Homework</p> | <p>DUE 8:00am TODAY: WordPress Assignment (15% of final grade)</p> <p>Graphics Class:</p> <ul style="list-style-type: none"> ★ Introduction to Infographics ★ Sources, ethics & research <p>Graphics Homework:</p> |

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| | | <ul style="list-style-type: none"> Start logging interview to find your story or re-shoot. Planning and gathering B-roll Chapter 12 (do only “Color correction: Looking with your eyes” and “Using basic color correction tools”) of Lynda.com tutorial, Premiere Pro CC 2018 Essential Training: The Basics Chapter 13 (do only “Doing more with the Graphics Titler”) of Lynda.com tutorial, Premiere Pro CC 2018 Essential Training: The Basics | <ul style="list-style-type: none"> ★ Types of Infographics ★ Adobe Illustrator Tutorial |
| | T 4/9 | <p>Video Class</p> <ul style="list-style-type: none"> Discuss Project 2: Story Editing continued - Transitions and color correction, exporting video <p>Video Homework</p> <ul style="list-style-type: none"> Work on Project 2 | <p>Graphics Class:</p> <ul style="list-style-type: none"> ★ Data Visualization & Interactivity ★ What is your graphic story? ★ Illustrator <p>Graphics Homework:</p> <ul style="list-style-type: none"> ★ Illustrator task ★ Creative brief/proposal for Infographic Assignment |
| 14 | Th: 4/11 | <p>Video Class</p> <ul style="list-style-type: none"> Discuss Project 3 Fine-tune interview in class <p>Video Homework</p> <ul style="list-style-type: none"> Complete Project 2. Export final Project 2 in H.264 format and Vimeo 1080p preset. Upload to Vimeo by 8:00am on 10/3 (next class period) AND: Upload to Google Drive by 8:00am on 10/3. Turn in Project 2 via Sakai by 8:00am on 10/3 (next class period), including all 3 of the following: <ul style="list-style-type: none"> Vimeo link (and password if protected) Google Drive (shareable) link Uploaded interview transcript(s) to Sakai as document file(s) Work on Project 3 | <p>Graphics Class:</p> <ul style="list-style-type: none"> ★ Color theory ★ Group activity ★ Illustrator cont'd <p>Graphics Homework:</p> <ul style="list-style-type: none"> ★ Starting draft of Infographic Assignment ★ Graphic research |
| | | | |
| 15 | T: 4/16 | <p>DUE 8am TODAY: Project 2 - Video Interview</p> <p>Video Class</p> <ul style="list-style-type: none"> Discuss Project 3 B-roll <p>Video Homework</p> <ul style="list-style-type: none"> Work on Project 3. Email rough cut link to acnelson@unc.edu if you would like class screening & feedback on 11/28. | <p>Graphics Class:</p> <ul style="list-style-type: none"> ★ Illustrator ★ Lab time <p>Graphics Homework:</p> <ul style="list-style-type: none"> ★ Work on your Infographic Assignment |
| | Th: 4/18 | <p>Video Class</p> <ul style="list-style-type: none"> In-class editing time. | <p>Graphics Class:</p> |

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| | | <p>Video Homework</p> <ul style="list-style-type: none"> ● Fine-tune Project 3. ● Email rough cut link to acnelson@unc.edu if you would like class screening & feedback on 12/3. | <p>★ Lab time</p> <p>Graphics Homework:</p> <p>★ INFOGRAPHIC ROUGH DRAFTS DUE NEXT CLASS</p> |
| 16 | T: 4/23 | <p>Video Class</p> <ul style="list-style-type: none"> ● Screen Project 3 rough cuts in class. <p>Video Homework</p> <ul style="list-style-type: none"> ● Complete Project 3. ● Export final Project 3 in H.264 format and Vimeo 1080p preset. ● Upload to Vimeo by 8:00am on 10/15. ● AND: Upload to Google Drive by 8:00am on 10/15. ● Turn in Project 3 via Sakai by 8:00am on 10/15, including all 3 of the following: <ul style="list-style-type: none"> ○ Vimeo link (and password if protected) ○ Google Drive (shareable) link ○ Uploaded interview transcript(s) to Sakai as document file(s) | <p>DUE: Infographic “Rough” Drafts</p> <p>Graphics Class:</p> <p>★ Group Critique of “Rough” Drafts</p> <p>Graphics Homework:</p> <p>★ FINAL INFOGRAPHIC ASSIGNMENT DUE NEXT CLASS</p> |
| | Th: 4/25 | <p>Video Class</p> <p>DUE 8:00am TODAY: Project 3 - Video Sequence</p> <ul style="list-style-type: none"> ● In-class video viewing and critiques ● Looking toward the Final Presentation | <p>DUE 8am TODAY: Infographic Assignment (15% of final grade)</p> <p>Web AND Graphics Class:</p> <p>★ Group Critique: Take #2</p> <p>★ Looking toward the Final Presentation</p> |
| 17 | F: 5/3 | <i>Final Presentations</i> | |