Foundations of Interactive Media
584.002 SPRING 2019
MW 10:00 a.m. to 11:45 p.m. | Classroom: 221
Final Screening: Date TBD

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Instructor

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Office Hours

Before class and by appointment

Course Description

In this class you will be a member of a multimedia content gathering, editing, design and programming team that will explore how Colombia is dealing with the influx on migrants from neighboring Venezuela. We will travel to Medellin over spring break. Our project must appeal to a range of potential target audiences, with a premium on producing story packages that reach into the hearts and minds of the audience, opens them up to the connectedness of humankind and pushes them to see, feel and connect with these people a half a world away. We will also work as a team build the project's reach through legacy media, social media, data visualization, motion graphics and new technologies.

During the course you will work on the Design/Dev team but will also be engaged in other parts of the project based on your interest and skills and team needs. There will be three primary teams - Video, Design/Dev, and Reporting. Pat Davison will lead the Video team. Kate Sheppard will lead the Reporting Team.

General topics will include:

- Traveling and working internationally
- Researching to understand the culture and strengthen the storytelling
- Working with a team of journalists to create a multidimensional web experience

- Interactive storytelling
- Collaborating with an organization
- Focusing on audience

Design/Dev Team Schedule

Pre Production Phase - January 9 - March 6
Pre-production will include design workshops, prototyping and design presentations to the larger group. We will hone our storytelling skills as we choose and develop an approach to the final deliverable.

Production Phase - March 7 -17
Time on the ground in Colombia will include content gathering for text, graphics, data interactives and design.

Post Production Phase - March 18 - April 26
Final production will include finalizing all content edits and presentation, implementing final site design, uploading all content, promoting the project, and planning/conducting a public screening. This will require much out-of-class work time, so be prepared to spend as much time as it takes to make this the best project possible. Also, this is a time in which you really need to be a team player and participate in all facets of production. We will have 3-4 organized 6-7 hour editing sessions at night during post-production.

Grading & Expectations
We will function as a multimedia team, and as such your grade will be based on the work you produce for the project and how you function as a member of the team. Each team member will have assignments based on their specialty, but you will also be expected to help the team in a variety of ways that may change based on the dynamic nature of the project. Managing your time, meeting deadlines, following directions and proactively volunteering to help or lead in whatever ways possible will be important, especially in the final production phase. All of your assignments must meet the following minimum basic standards to be considered for a grade of "B" or better.

The project must be:

- Completed according to the assignment specifications.
- Completed on time
- Free of typographical, grammatical and mechanical errors.
- Completed so as to evidence a clear grasp of interactive storytelling standards and design concepts.

When appropriate your multimedia work also will be evaluated for

- consumer value
- storytelling quality
- creativity and innovation

Pre-Production (research, pre-production interactive exercises, deadlines) 30% Final
Projects (final interactives, design assets, development) 50%
Team Player (effort, teamwork, project promotion, proactivity) 20%

Grading Scale

94% and higher: A
90-93: A-
87-89: B+
84-86: B
80-83: B-
77-79: C+
74-76: C
70-73: C-
69-60: D
59% or below: F

Honor Code

I expect that each student will conduct himself or herself within the guidelines of the [University Honor System](). All academic work should be done with the high levels of honesty and integrity that this University demands. You are expected to produce your own work in this class. If you have any questions about your responsibility or your instructor's responsibility as a faculty member under the Honor Code, please see the course instructor or Senior Associate Dean Charlie Tuggle, or you may 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's 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.

Diversity

The University's policy on Prohibiting Harassment and Discrimination is outlined in the 2011-2012 Undergraduate Bulletin 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.

Special Accommodations

If you require special accommodations to attend or participate in this course, please let the instructor know as soon as possible. If you need information about disabilities visit the Accessibility Services website at https://accessibility.unc.edu/

Accreditation

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.