# Carolina Interactive Media Workshop
## MEJO 390, CA 268
## MAYMESTER 2019
## Syllabus

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## Instructor

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## Course Description

Students will learn how to produce cutting edge digital stories.  We will partner with Pat Davison's CPJW class to add graphic elements to their stories and house the whole project on the web.  We will explore  UX Design, Wordpress, Data Viz, Branding, Infographics, and front-end coding.

The class will meet in Carroll Hall, but we will partner with the on-location CPJW team to gather content and coordinate with the photo/video journalists.

Students will gain valuable experience with Interactive Media and produce portfolio pieces while telling stories of North Carolinians.  Students who are successful in this course are encouraged to continue in this field by taking MEJO 584 - International Multimedia Projects offered each Spring.

# TOPICS: Week 1

**Wordpress**
- What is a CMS?  Why Wordpress?
- wordpress.com vs. wordpress.org
- Basic Interaface
- Guttenberg

**Client/Server**

**Local Development**
- Flywheel Local
- Avada Theme
    - Child Theme
    - Global Elements
    - Page templates
    - Demo Content

# TOPICS: Week 2

**CPJW**
- Review past sites and current site content

**Logo Design**
- Logo Types: Symbol, Wordmark, Lettermark, Combination Mark, Emblem
- Color and Type
- Logo variations: background options, black and white, favicon,

**Canva**
- Inspiration
- Production

**Wordpress Multisite**
- Web.unc
- CPJW
- Creating a Child Theme

# TOPICS: Week 3

**Storytelling with Graphics**
- <u>New York Times Example</u>
- <u>New York Times Example</u>

**Graphic Storytelling types**
Infographics, Data Viz, Motion Graphics, Scrolly Telly, Quiz, Map, etc.

**Tools**
- Canva
- Flourish
- Google Maps

**Publication**
- FTP
- Testing
- Analytics

# Grading Scale

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|---|---|---|
| **Project 1** | 20% | 94% and higher: A |
| **Project 2** | 20% | 90-93: A- |
| | | 87-89: B+ |
| **Project 3** | 20% | 84-86: B |
| **Project 4** | 20% | 80-83: B- |
| | | 77-79: C+ |
| **Attendance/Participation** | 20% | 74-76: C |
| | | 70-73: C- |
| **TOTAL** | **100%** | 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](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.