

MEJO 587: CPJW
Summer 2018
Carroll Hall 59

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Carolina Photojournalism Workshop 2019

Course Description

The Carolina Photojournalism Workshop (CPJW) is an intensive, on-location multimedia project in which students complete a multimedia project in about two weeks.

Students will produce one story each or work on design and building the site. Everyone will turn in a set of deliverables that may include video, photo, text, or graphics. All gear will be available through MEJO checkout system.

We will start with a two-day video crash course in which we will cover finding the narrative, interviewing, shooting interviews and b-roll, and video editing. By the end of the second day everyone will screen completed video exercises. After the crash course, we meet on location.

Expect to work long hours, shooting and editing every day, and attending team sessions every night for critiques and updates. Your project will have three firm deadlines. We will screen the final projects on Sunday evening, open to the public. Monday is travel, Tuesday and Wednesday we will be back in Carroll for uploading content to the web site and turning in final deliverables. Except for graduation Sunday, there is no time off. Students are expected to maximize their time.

The work produced in this hot-house environment is exceptional. Students are expected to approach this as an opportunity. Last year's project won SXSW Interactive and was nominated for a Webby. Past projects have also been recognized in SNDies, Best of Photojournalism, Horizon Interactive, AEJMC Best of the Web, and College Photographer of the Year competitions, among others.

To see last year's project, visit:

<https://carolinaphotojournalism.unc.edu/>

Objectives

Specifically, in this class we will learn how to:

- Research, find, and gain access to a compelling documentary video story
- Light and shoot excellent video interviews with quality audio
- Conduct video interviews, asking the right questions to obtain compelling material
- Transcribe interviews and create a non-narrated script from the interview
- Edit video using industry standard software and meet Interview cut, rough cut and final cut deadlines
- Produce a polished, short form documentary video in one week. Also produce a set of deliverables including text, titles, still images and more on deadline
- Work with a video editing coach to produce your best work
- Think critically and make decisions on content and ethics in the field.

Core Competencies

- The School of Journalism and Mass Communication's accrediting body has developed a set of values and competencies. Learn about them here: <http://bit.ly/1dk0dom>
- JOMC courses are designed to build your abilities in each of these areas. In this class, we will address several of the values and competencies under "Professional values and competencies" in the link above.

Schedule

May 10: Gear checkout

May 10-11: 8-5:30, Carroll Hall

May 12-13: off for graduation

May 14: Travel to location, story contact, Meeting at 8

May 15-18: Production

May 19: Public Screening

May 20: travel back

May 21-22: Deliverables and website, Carroll Hall

Attendance

Is absolutely necessary if you are to succeed in this class. It is not simply a trip to the location; we will be working as a team and as such will depend on each

member to carry their share of the workload. Attendance, effort and participation will be recorded and will be taken into account for your grade.

Deadlines

For this project to be successful, production deadlines must be met consistently.

Deadlines:

- Boot Camp exercises
- Interview Cut
- Rough Cut
- Final Cut
- Upload and deliverables

Each deadline is worth points towards your final grade.

Grading & Expectations

This class is a bit different from most because of the project. 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 volunteering to help in whatever ways possible will be important, especially in the final production phase.

Points

Interview Cut	50 pts
Rough Cut	50 pts
Final Cut	300 pts
Upload, deliverables	50pts
Participation	50 pts
TOTAL	500 pts

Grading Scale >92%=A; 90-92=A-; 88-89=B+; 83-87=B; 80-82=B-; 78-79=C+; 73-77=C; 70-72=C-; 68-69=D+; 63-67=D; 60-62=D-; <59=F

Course Materials

You will need a cell phone.

You will need a car.

You will need your own video hard drive and flash drive

You will need video compatible compact flash cards, recommended two 32GB or larger.

Honor Code:

I expect that each student will conduct himself or herself within the guidelines of the University honor system (<http://honor.unc.edu>). 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 Department of Disability Services website at <http://disabilityservices.unc.edu/>

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.