Fall 2019 semester | syllabus @ tinyurl.com/782fall19 | materials @ tinyurl.com/782materials

Introduction

Welcome to Fall 2019 semester! Telling stories is the basis of what we do as communicators. Learning how to do this well requires a thorough understanding of the tools available and the strengths and weaknesses of each one. The objective of this course is to introduce you to the theories and practices of digital content creation. We will read and view work that address each of these presentation methods. You will be expected to gain a critical understanding of the value of each one.

Recognition of the benefits and drawbacks of the written word, photography, audio, video, animated graphics, interactive applications, virtual reality and augmented reality will be addressed in class discussions and assigned projects. You will acquire knowledge about how to choose presentation methods based on a project's audience and communication goals. You also will learn how to apply this knowledge by creating a digital storytelling final project.

The essentials

- **Class time and location:** Tuesdays and Thursdays, 8-9:30 am, 60 Carroll Hall
- **Instructor:** Associate Professor Laura Ruel, Carroll 212, 919-448-8864, lruel@unc.edu
- **Office hours:** Wednesdays, 10 a.m.–Noon, and by appointment
- **Teaching assistant:** Andi Rea, andierea@live.unc.edu

Required supplies

There are no textbooks for this course. However, video recording software, a domain name and server space are among the required purchases. These supplies include:

FiLMiCPro app: We require the purchase of the FiLMic the app. FiLMiC Pro that provides the features of professional video cameras for iPhone and Android. The cost of this app is $14.99.
More information here: https://www.filmicpro.com/

Domain name & hosting space.
You will need to purchase these products for the Web portion of this class for approximately $20-$30 for

your first year. More details will be provided in class. *If you already have these products, you may reuse them for this class. Please inform instructor if this is the case.*

Headphones
Must have a standard mini jack (⅛"). Any **wired** (non-Bluetooth / not wireless) headphones you might use with your phone will work. However, headphones with a built-in microphone will NOT work for headphone monitoring. (More on this in class.)

Smartphone
For your video assignments, you will record with your smartphone. Students who do not own a smartphone will be able to check out an iPod from the MJ equipment room to record.

Recommended Supplies

USB external hard drive / flash drive
Specs: Minimum 64GB flash drive, must be USB 3.0 for fastest file transfer speeds. *Recommended* to invest in a larger external hard drive to backup all files for this course and others.
Click here for a link to a recommended flash drive (64GB).
Click here for a link to a recommended flash drive (128GB).
Click here for a link to a recommended external hard drive (2TB).

Small tripod with smartphone mount
Larger tripods and phone mounts can be checked out of the MJ equipment room if you desire. A

smartphone mount and tripod is a recommended purchase to allow for time and flexibility. Link to tripod AND smartphone mount (pictured) *More information will be provided in class.*

Wired lavalier microphone with headphone monitoring
Lavalier or stick microphones will result in the best audio quality. Lavalier and stick mics are are available for checkout from the MJ equipment room However, to use these with your phone **a special adapter is required**. You may purchase the adapter (approximately $50) or our own lav mic with headphone monitoring. Link to lavalier microphone (pictured). Cost $29.95 *More information will be provided in class.*

Required Digital Access

Lynda.com
Follow the instructions here to access Lynda.com with your onyen. http://software.sites.unc.edu/lynda/

Adobe Premiere
Follow the instructions here to create an Adobe ID and install the required software for free:
http://software.sites.unc.edu/software/adobe-creative-cloud/

YouTube or Vimeo account
You must use or create an account to publish your videos for this course. A YouTube account is included with any Gmail account, and there is no storage limit on YouTube accounts. A Vimeo account is free to create, but free accounts have restrictions on the total GB you can upload each week. Publishing your work on YouTube is easy and free, but Vimeo can have a more professional reputation.

Computer Labs

You can download some of the required software to your own laptops for the projects required in this course. You may find that Adobe Premiere runs slowly on your laptop, depending on its hardware. As a student in this course, you have access to the MJ-School's computer labs, which have all necessary required software tools installed. Find details about accessing those computer labs here:
http://jomclabaccess.web.unc.edu/

Equipment Room

As a student in this course, you can check out equipment related to this course from the MEJO equipment room, located in the Park Library. It is your responsibility to keep track of all appointments and equipment room rules, and to treat your borrowed equipment professionally and respectfully. Failure to do so may result in revoked equipment room privileges.

Description

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 ohe last six bullet dots under "Professional values and competencies" in the link above. This course will introduce you to the basics of multimedia storytelling and help you develop some expertise in their application.

By reading, viewing and discussing the writings and works of media professionals, journalists, artists, Web developers, photographers, usability experts, graphic designers, educators and researchers you will deepen your appreciation for each distinct media form. Through original creations and exercises, you will work to expertly integrate all this knowledge into well-designed packages.

Important policies

Simply put, deadlines are absolute. All assignments are due as stated on the course calendar (see tinyurl.com/782materials). **NO LATE ASSIGNMENTS WILL BE ACCEPTED.**

It is expected that each student in this course will conduct himself or herself within the guidelines of the UNC honor code. All academic work should be done with the high level of honesty and integrity this university demands.

It is also expected that students attend ALL classes, even classes that are primarily lab time. Lack of attendance and engagement with the material will affect your course grade.

Organization of class time

Classes will consist of lecture/discussion, critiques as well as hands-on lab time. In most cases students will use lab time to work on an assignment or practice digital media techniques.. Students should plan to spend additional time outside of class to complete these assignments. The minimum equivalent of "reading time" for a traditional graduate course should be spent working on exercises/projects for this class.

Grading

 You are graded according to the highest professional standards. Your assignments will be evaluated according the rubrics distributed with assignments. The breakdown for your final grade in percentages is:

- 63% or below = F
- 64–72% = L
- 73–94% = P
- 95–100% = H

Grading components

Your overall grade for this course will be based on the following components. Specifics for each element will be distributed at the time of the assignment.

- **Participation/exercises:** 20% of the final grade

- **Video project:** 20% of the final grade
- **Web and design project:** 20% of the final grade
- **Final project (content and packaging):** 40% of the final grade

During the semester, you will be assigned **multiple exercises** to develop your skills. Completion of each of these exercises to the best of your abilities will result in a passing grade. Your effort will be considered when grading exercises. **Each *project* will be formally graded and quality as well as effort will be considered.** Specific rubrics for each assignment will be provided at the time each assignment is distributed.

Grading criteria

There are basic expectations that any supervisor or project manager would have for a project undertaken by a multimedia storyteller. Regardless of your skill level, all of your assignments must meet the following minimum basic standards:

- 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 multimedia production standards.

Specific rubrics for each assignment will be provided when the assignment is distributed.

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 graduate 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 2017-2019 Undergraduate Bulletin at http://catalog.unc.edu/about/introduction//. In addition, the School of Media and Journalism also has its own policy that can be found here: http://www.mj.unc.edu/diversity-and-inclusion. 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 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.

Semester topics
Links to online readings, viewings, presentations, assignments and rubrics @ tinyurl.com/782material

Week of August 18
- Welcome, ideation, final project ideas
- Value of each media form

Week of August 25
- The future of storytelling
- Video editing

Week of September 1
- Shooting video
- Music video exercise
- Final project ideas

Week of September 8
- Editing video and transcripts
- Truth, Lies and Haiku exercise

Week of September 15
- Editing video
- Transcript exercise

Week of September 22
- Video editing
- Moment of clarity exercise

Week of September 29
- Packaging
- Design and motion graphic storytelling tools

Week of October 6
- Telling stories with interactivity
- Interactive tools for graphics

Week of October 13
- Overview of photo, audio storytelling

Week of October 20
- Digital design
- Graphic exercises

Week of October 27
- Web design
- Wordpress

Week of November 3
- Web design, ideation revisited

Week of November 10
- Final project work

Week of November 17
- Final project work

Week of November 24
- Final project work

Week of November 25
- Final project work

Week of December 1
- Final project work

Final exam period, Thursday, Dec. 12,   8-11 am
- Final project presentations