

INTRODUCTION TO DIGITAL STORYTELLING

UNC-Chapel Hill | Hussman School of Journalism and Media | MEJO 121 |

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 and web exercises.

However, what distinguishes this class from a skills-only course is its focus on **storytelling**. We ultimately intend to provide familiarity with the tools and an understanding of how to develop a narrative story with all these tools. These are the skill sets needed for various professions in media and journalism.

Classroom and meeting time

121.04 - 8 am - Room 268

121.05 - 9:30 - Room 268

Instructor

Katie Malloy

kmalloy@unc.edu

Office Hours: by appointment

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 (1/8"). Any **wired** (non-Bluetooth / not wireless) headphones you might use with your phone will work.

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 [Hussman equipment room](#) to record.

Wired lavalier microphone with headphone monitoring

Lavalier or stick microphones will be needed for the best audio quality. You will need to purchase a lavalier microphone with **headphone monitoring** (pictured below). Here is the link to an option on Amazon:

[Lavalier microphone](#). The cost for this one is \$24.99

NOTE: in some cases, to use these devices with an iPhone, an adapter is required. You may purchase the Lightning to 3.5mm Headphone Adapter from the UNC Bookstore or on [Amazon](#).

Smartphone mount

Tripods will be available for checkout from the [Hussman equipment room](#). However, you will need to purchase a mount for your phone. You may find an [example here](#) (pictured below).



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 \(2TB\).](#)

Tripod

Tripods may be checked out of the [Hussman equipment room](#), but you can use your own if you like. A smartphone mount will be required if you choose to use the tripods from the equipment room (see above).

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 Hussman 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 [Hussman 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.

Course Goals

The Hussman School of Journalism and Media 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 understand the tools needed to create a graphic story
- 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 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- after two 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. Students who choose to miss class are responsible for understanding the topics taught that day.

Late Assignments

Accepting late assignments is unfair to the students who have sacrificed to turn their work in on time. An automatic 10 percent deduction will be applied to each assignment turned in after the time 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 percent is taken off for each day).

Independent Online Research

To teach you the necessary software tools to create your stories, this course will combine in-class demonstrations with online tutorials and videos. As beginners, it is inevitable that questions and technical problems will arise as you work with these tools. It is also not possible to cover every detail of a tool through in-class demos or assigned videos. The assignments will require you to learn how to learn new things

independently, outside of direct instruction. While your instructor is always available to answer your questions and clarify any topic, this course will challenge you to troubleshoot your technical problems and figure out answers to your questions through independent online research. Before asking your question a technical or software-related question like “how do I...” or “... isn’t working”, it is expected that you will research your question online. Invest some time looking at manuals, 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 instructor through email, in class, or during office hours. In addition to asking your question, share what you learned during your research, a description of your problem, and any relevant screenshots.

Grading

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

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|---|--|
| <ul style="list-style-type: none"> • A = 93-100%, • A- = 90-92%, • B+ = 87-89%, • B = 83-86%, • B- = 80-82%, • C+ = 77-79%, | <ul style="list-style-type: none"> • 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, solid 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 an understanding of the basics but tried
- **F:** did not demonstrate effort or understanding of basics, incomplete

Grading Criteria

In-class participation (see description below)	5%
Video course work (includes exercises, quizzes, and video project) Pass/Fail Video Practice - 5% MOS exercise - 15% Interview exercise - 15% Video project - 20%	55%
Web/Design course work (includes exercises, quizzes and portfolio project) Graphics Exercise - 5% Web Page Exercise (static web page) - 5% Portfolio Project- 15%	25%
Final project (includes final web page design and story/package integration)	15%

In-class participation is your contribution within the scope of each class period, including arriving to class on time, asking questions, offering insights during class discussions, sharing feedback with peers, and general engagement with the daily material. The quality of your participation will be assigned a letter grade based on the guidelines above at the end of the course. You may check in with your instructor at any time during the course for individual feedback about the quality of your participation.

Exercises and quizzes are assigned to familiarize you with skills needed to complete the projects and are graded on completion and execution quality. Engagement with the exercises and quizzes will prepare you to achieve better work on your projects.

The video & web projects are assigned for you to demonstrate a mastery of the skills and storytelling techniques learned in class and with the exercises.

The **final project** is an integrated package delivered via text, design and video and housed on your portfolio website. The package must contain integrated elements (story text, video and any additional elements you may choose).

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.

Tentative Course Schedule: (subject to change)

(Homework/Readings listed on each day is DUE the following class period)

Week	Date	Topic
1	1/9	<p>General overview of class and policies:</p> <ul style="list-style-type: none"> ● Review syllabus ● Equipment policy and assets for class ● Story Project Outline ● Assign Story Project Outline ● <u>NEED EQUIPMENT TO SHOOT BY 1/21</u> <p>Homework:</p> <ul style="list-style-type: none"> ● READ: (Picking Right Medium for your story Reading) ● Work on Semester Story Idea: Due 1/16 ● READ: How to tell a story with your website ● READ: 16 story angles ● WATCH: Growth Mindset
	1/14	<p>Media: What story to tell and how?</p> <ul style="list-style-type: none"> ● Review policies, equipment room, questions. ● Videos in advertising, public relations and journalism ● Story angles: What's yours? ● Final Project Brainstorming session <p>Homework:</p> <ul style="list-style-type: none"> ● Work on final story idea submission (excel sheet found in Sakai) ● Create Vimeo and/or YouTube account (needed to embed video on website) ● READ: What's your angle
2	1/16	<p>Visual Composition:</p> <ul style="list-style-type: none"> ● Story Idea Excel Sheet Submission DUE by start of class ● What is Rule of Thirds?

		<ul style="list-style-type: none"> ● How do you compose a shot for video? ● What are the general rules of framing? <p>Equipment Room:</p> <ul style="list-style-type: none"> ● https://equipmentroom.mj.unc.edu/ ● Create Adobe ID: Watch: Getting an Adobe ID ● Watch Logging in to Adobe) <p>Homework:</p> <ul style="list-style-type: none"> ● Create Vimeo and/or YouTube account (needed to embed video on website) ● Consume Media, notice shot composition ● READ: FiLMiCPro V6 Quick Start Guide ● Install FiLMiCPro App on your Phone
	1/21	<p>Visual Storytelling:</p> <ul style="list-style-type: none"> ● Intro to Filmic Pro Orientation <ul style="list-style-type: none"> ● Setting Up ● Recording and Reviewing Footage ● Focus, White balance, Exposure ● In class practice with settings ● Put shots into Timeline (submit on Youtube channel) <p>Homework</p> <ul style="list-style-type: none"> ● Camera & Composition practice due 1/23 by start of class ● Watch Premiere Tutorials: Premiere Pro CC Essentials Training Chapters 1-3
3	1/23	<p>Sequencing: Video Storytelling</p> <p>Camera & Composition practice due by start of class</p> <ul style="list-style-type: none"> ● Sequencing (and what is b-roll?) ● Thinking about continuity <ul style="list-style-type: none"> ○ Avoiding jump cuts ○ 180-degree rule ○ Cutaways and insert shot <p>Homework:</p> <ul style="list-style-type: none"> ● Sequence shot by 1/28 Come to class with shots! ● Watch Premiere Tutorials: Premiere Pro CC Essentials Training Chapters 4-5

	1/28	<p>Video Storytelling: Sequencing</p> <p>Have sequence shots by start of class</p> <ul style="list-style-type: none"> ● Introduction to Editing with Premiere ● Putting sequence together <p>Homework</p> <ul style="list-style-type: none"> ● Sequence edit due by 11:59pm upload ● Reflection in Sakai
4	1/30	<p>Interview Shooting and Audio</p> <ul style="list-style-type: none"> ● A-roll and interviewing ● Microphones and audio ● Who is bringing lights? <p>Homework</p> <ul style="list-style-type: none"> ● Audio Homework Exercise due 2/4 ● Reflection found in Sakai ● WATCH: Basic Interview Lighting ● WATCH: Premiere Pro CC2019 Essentials Training Chapters 6-7
	2/4	<p>Interview: Lighting</p> <ul style="list-style-type: none"> ● Audio Homework Due by start of class ● Begin to think of your interview: when, where, who? <ul style="list-style-type: none"> ● Finding the light ● Single-light and two-point lighting techniques ● Practice Lighting set up for interview ● Teeing up Shots <p>Homework</p> <ul style="list-style-type: none"> ● Have you set up your interview? Where will you shoot it? ● Work on Interview Assignment ● WATCH: Dimmable LED Light Review (Can check out two lights and stands in Equipment Room) ● WATCH: Lowel Tota Light and Reflector (Can check one of these out in Equipment Room)
5	2/6	<p>Interviews: Lighting/Interviewing Day 2</p> <ul style="list-style-type: none"> ● Run through on Interview Set up with Lighting ● Teeing up shots

		<ul style="list-style-type: none"> ● In class interview practice with lighting. ● DIY Lighting w/out kit <p>Homework</p> <ul style="list-style-type: none"> ● Pick a partner and a topic for the MOS ● Continue working through Adobe Premiere Tutorials
	2/11	<p>Interview Practicing:</p> <ul style="list-style-type: none"> ● Importance of planning to tell a “story” ● Shooting to Edit: what does that mean? ● What is your focus/Right questions ● Plan final story Questions/Interview <p>Homework</p> <ul style="list-style-type: none"> ● Begin planning your MOS
6	2/13	<p>Video Practicing: A-Roll and B-roll</p> <ul style="list-style-type: none"> ● What makes a successful MoS ● Questions, b-roll, planning ● Shooting MOS <p>Homework</p> <ul style="list-style-type: none"> ● MOS Shots due by Start of class on 2/18 ● Plan your Interview questions. Focus?
	2/18	<p>Editing your Video to tell a story:</p> <ul style="list-style-type: none"> ● MOS Shots due by start of class ● Day to edit MOS ● Building your story <p>Homework</p> <ul style="list-style-type: none"> ● Write out questions for Interview, what are you teeing up shots, b-roll
7	2/20	<p>B-roll & putting it together</p> <ul style="list-style-type: none"> ● Day 2: Edit MOS Individual edit (Audio Editing) ● Shot variety ● Techniques to add polish to your piece ● Visual/Audio Effects

		<p>Homework</p> <ul style="list-style-type: none"> ● MOS Due by 2/21 at 11:59pm to Sakai ● Work on Final Story Outline
	2/25	<p>Storytelling: Sources and Planning your Semester</p> <ul style="list-style-type: none"> ● Watch MOS: What worked, what didn't? ● Final Questions for your Interview: What focus are you after? <p>Homework</p> <ul style="list-style-type: none"> ● Digital Story Outline Due in Sakai by 11:59PM ● Interview Due by 11:59PM on 3/3
8	2/27	<p>Editing with Premiere: Lab Day (must have raw interview in class)</p> <ul style="list-style-type: none"> ● Logging your Interview: choosing your sound <p>Homework</p> <ul style="list-style-type: none"> ● Work on your interview and final video story plan
	3/3	<p>Editing with Premiere/Lab Time</p> <ul style="list-style-type: none"> ● INTERVIEW DUE by 11:59PM ● Class Critiques on Interview ● Final polish to your story ● Planning for your story: sequence, b-roll, natural sound <p>Homework</p> <ul style="list-style-type: none"> ● Work on Final Video Story due 3/17 by 11:59pm
9	3/5	<p>B-roll Makes the Story</p> <ul style="list-style-type: none"> ● What make a successful Story? ● Planning your shots <p>Homework</p> <ul style="list-style-type: none"> ● Finalize edited story. Due by 11:59pm on 3/17 ● Fill out Reflection in Sakai
	3/9-3/13	SPRING BREAK

10	3/17	<p>Final Touches to Video Story</p> <ul style="list-style-type: none"> ● Peer Critiques: Watch your videos with your classmates. ● Last minute help <p>Final Edited Video Due by 11:59pm to Sakai</p> <p>Homework</p> <ul style="list-style-type: none"> ● READ: Design Elements and Principles ● READ: Principles of Web Design
	3/19	<p>Introduction to Web and Design</p> <ul style="list-style-type: none"> ● Basics of good design <p>Homework</p> <ul style="list-style-type: none"> ● READ: 12 Infographics Tips ● READ: Washington Post Year In Graphics 2017 ● WATCH: Data Visualization Best Practices chapters 1-3
11	3/24	<p>Web Design & DIY Graphics</p> <ul style="list-style-type: none"> ● Planning & Implementing your design ● Data visualization — telling a story with your graphics ● DIY design programs <p>Homework</p> <ul style="list-style-type: none"> ● Graphics homework due 3/26 ● READ: HTML Basics ● How to Install Atom on your computer ● Download Atom software to your computer to use in class on 3/26
	3/26	<p>HTML (Meeting in Freedom Forum)</p> <ul style="list-style-type: none"> ● Graphics homework due by start of class in Sakai ● Learning HTML In-class practice <p>Homework</p> <ul style="list-style-type: none"> ● Finish the HTML Class Practice by 3/31 (not posting yet) ● READ: How CSS Works ● LISTEN: Code Accessibility

12	3/31	<p>CSS (Meeting in Freedom Forum)</p> <ul style="list-style-type: none"> ● Learning CSS ● In-class practice <p>Homework</p> <ul style="list-style-type: none"> ● Finish in class practice assignment (HTML/CSS) by start of class 4/2
	4/2	<p>HTML/CSS continued</p> <ul style="list-style-type: none"> ● Follow-up Q&A ● Lab time for static web page exercise ● Uploading In/class practice assignment to GoDaddy <p>Homework</p> <ul style="list-style-type: none"> ● Static Web Page exercise due at 11:59PM Friday, 4/3
13	4/7	<p>WordPress: Story Planning</p> <ul style="list-style-type: none"> ● WordPress part 1 ● Planning your pages ● Work on Site plans for your site ● Download WordPress <p>Homework</p> <ul style="list-style-type: none"> ● Continue work on WEBSTORY ● READ: What is a Plugin for WordPress? ● READ: How to add and use WordPress Widget
	4/9	<p>WordPress continued</p> <ul style="list-style-type: none"> ● WordPress part 2 <p>Homework</p> <ul style="list-style-type: none"> ● Continue planning your site pages and content
14	4/14	<p>Personal Website: Branding Story</p> <ul style="list-style-type: none"> ● What make successful personal website ● Branding/colors/font ● Design Elements ● Time to work on WP Portfolio and Site Map <p>Homework</p> <ul style="list-style-type: none"> ● Webpage Site Map due to Sakai by 11:59PM

	4/16	<p>Lab Day</p> <ul style="list-style-type: none"> • In class time for questions and/or work on WordPress Portfolio <p>Homework</p> <ul style="list-style-type: none"> • Portfolio WordPress Assignment due 4/17 end of day at 11:59PM
15	4/21	<p>Lab Day</p> <ul style="list-style-type: none"> • Work on Final Webpage <p>In-class time for questions and/or work on final project</p>
	4/23	<p>Lab Day (LAST DAY OF CLASS)</p> <ul style="list-style-type: none"> • In-class time for questions and/or work on final project <p>Homework</p> <ul style="list-style-type: none"> • Final Project due by 11:59 pm
		<p>FINAL EXAMS: Required Presentation</p> <p>121.4 - Tuesday, April 28 - 8 am</p> <p>121.5 - Friday, May 1 - 8 am</p>