International Projects

MEJO 584.002 SPRING 2020
MW 10:00 a.m. to 11:45 p.m. l Classroom: 21
Final Review Scheduled for Monday, April 27th at 8am

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Interactive Instructor

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Reporter Instructor

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Carroll #221

Course Description

In this class you will be a member of a multimedia content gathering, editing, design and programming team that will explore how Belize is dealing with the impacts of climate change. We will travel to Belize 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.

General topics will include:

- Traveling and working internationally
- Researching to understand the culture and strengthen storytelling techniques
- Working with a team of journalists to create a multidimensional web experience
- Interactive storytelling
- Collaborating with an organization
- Focusing on audience

Interactive Team: Schedule

Pre Production Phase - January 8 - March 4

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 5 -15

Time on the ground in Belize will include content gathering for text, graphics, data interactives and design.

Post Production Phase - March 17 - 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.

Interactive Team: 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%
Projects (final interactives, design assets, development) 50%
Team Player (effort, teamwork, project promotion, proactivity) 20%

Reporting Team: Description

In this class you will be a member of a multimedia team reporting on the environmental and social impacts of climate change in Belize. You will be part of Tamara Rice's section and meet with them during the group time on Mondays. On Wednesdays, the reporters will meet with me in my office to discuss story progress and reporting challenges. This course will cover many issues relevant to you as a reporter and future member of a newsroom, including but not limited to:
- Travel and international reporting
- Working with fixers and translators
- Working with a multi-discipline team
- Teamwork and problem-solving

Students should be prepared to:
- Meet deadlines
- Work effectively and respectfully in teams
- Think on their feet
- Balance competing priorities

Reporting Team: Late Assignments

This is the news -- we live and die by deadline. Your grade will be significantly docked for missing deadlines. If you think you are going to miss a deadline for reasons outside of your control, please let me know as soon as possible.

Reporting Team: Grades

- A (90 and above) - Could be published with little to no major editing
- B (80-89) - Could be published with moderate editing
- C (70-79) - Requires significant editing to be punishable
- D (60-69) - Not publishable -- poorly conceived, written, or sourced
- F (below 60): Didn't complete, or completed with major factual or ethical problem

Reporting Team: Attendance

You should approach this class as you would a job. Only a death in your immediate family or an illness that requires seeing a doctor will be accepted as an excused absence. Since our group meets just once a week, only one unexcused absence is permitted. For each unexcused absence after that, you will lose points from your final grade. If you need to be late for any reason, please let me know in advance -- otherwise I will treat that as an unexcused absence as well.

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.