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 Hussman School of Journalism and Media. 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
Tues./Thurs. 6:30-7:45

Instructor

Kelly Smith-Campbell: kekelly@email.unc.edu   Office Hours: 6-6:30 (Please arrange prior to schedule a ZOOM conference call).

Required Supplies

There are no textbooks for this class, but there are required purchases. Be aware that financial aid funds can be used for these items. If you believe you will have a challenge with these purchases, please contact Stephanie Willen Brown (swbrown@unc.edu), the director of the Hussman School's Park Library.

Your required supplies include:

Smartphone

For your video assignments, you will record with your smartphone. Please let the instructor know if you do not own a smartphone. **NOTE:** If you will be using an iPhone 7 or higher, you also need a 3.5 mm headphone jack adapter (usually included with your iPhone purchase and pictured at left) to be able to use the lavalier microphone.

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/

Headphones
Must have a standard mini jack (⅛''). Any **wired** (non-Bluetooth / not wireless) headphones you might use with your phone will work. [Here is a recommended option](#)**,** although standar earbuds with a mini jack also will work.

Wired lavalier microphone with headphone monitoring
A lavalier 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 approximately $25. [Additional microphone option here](#).

Tripod with smartphone mount
You will need to purchase a tripod and mount for your phone. Cost: About $20. You may find an [example here](#) (pictured below).

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. You should not purchase these items until directed. NOTE: *If you already have these products, you may reuse them for this class. Please inform the instructor if this is the case.* **Also note that it is your responsibility to cancel this service once the course is complete.**

EQUIPMENT
Students will need to purchase their own equipment. The school's equipment room does not have a method to check out and sanitize all the 121 equipment.

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EQUIPMENT GUIDES
The following information also has been added to the master syllabus. Please include it on your syllabus for this semester.

> **Equipment guides**
> *For more information related to the 121 class equipment, please see these tutorials on the Park Library website:*
> *https://guides.lib.unc.edu/mejo-equipment-room/videos*

Required Digital Access

LinkedIn Learning
Follow the instructions here to access LinkedIn Learning with your onyen. https://software.sites.unc.edu/linkedin/

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.

Course Goals and Accreditation

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 will address a number of the values and competencies, with special emphasis on the "Professional values and competencies" listed below.

- Understand concepts and apply theories in the use and presentation of images and information.
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.
- Think critically, creatively and independently.

- Apply tools and technologies appropriate for the communications professions in which they work.

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:

A = 93-100%,
A- = 90-92%,
B+ = 87-89%,
B = 83-86%,
B- = 80-82%,
C+ = 77-79%,
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)	**50%**
Web/Design course work (includes exercises, quizzes and portfolio project)	**25%**

Final project (includes final web page design and story/package integration)	20%

In-class participation is your contribution within the scope of each class period, including arriving to live or online class meetings on time, asking questions, offering insights during class discussions, sharing feedback with peers, and general engagement with the 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. Filling out the survey for this class will count as 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:

The Honor Code (https://catalog.unc.edu/policies-procedures/honor-code/) forms a bond of trust among students, faculty, and administrators. The University of North Carolina at Chapel Hill operates under a system of self-governance, as students are responsible for governing themselves. As such, our University is transformed into a powerful community of inquiry and learning. The Honor Code embodies the ideals of academic honesty, integrity, and responsible citizenship, and governs the performance of all academic work a student conducts at the University. Acceptance of an offer of admission to Carolina presupposes a commitment to the principles embodied in our century-old tradition of honor and integrity.

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 on the Equal Opportunity and Compliance Office's webpage (https://eoc.unc.edu/our-policies/ppdhrm/). 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 Resources & Services site at https://ars.unc.edu/.

Attendance

Required for all Thursday's unless otherwise noted. Tuesday's are optional attendance intended for conversation/discussion and questions.

ACCREDITATION:

*Please look at the list of competencies [here](#) and choose those that best fit your class.

The Hussman School of Journalism and Media'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://hussman.unc.edu/accreditation. 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. The values and competencies associated with this course include being able to:

- Demonstrate an understanding of gender, race ethnicity, sexual orientations and, as appropriate, other forms of diversity in domestic society in relation to mass communications;
- Understand concepts and apply theories in the use and presentation of images and information;
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- Think critically, creatively and independently;
- Conduct research and evaluate information by methods appropriate to the communications, professions in which they work;

- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- Apply tools and technologies appropriate for the communications professions.

Day-by-day materials (links to materials will be added here -- and on the calendar -- as course progresses)

Tuesday: Class 1
FIRST DAY OF CLASS
Complete in class: [assessment](#)
TOPICS/PRESENTATIONS:
Introduction to the course: | digital storytelling in media and journalism (presentation)
https://drive.google.com/file/d/1TGb3YVZ9Bc_WFsUdiVKY6mnX9o4q5mno/view
READINGS/VIEWINGS:
Create your Adobe ID <u>and</u> download Adobe Premiere Pro CC 2018. If problems, visit
jhelp.web.unc.edu
Create a free account on Vimeo.com and/or YouTube.com

Log in to Lynda.com and make sure you can access the tutorials.
https://software.sites.unc.edu/linkedin/

ASSIGN & WORK ON:

Remote Class and Format
REQUIRED TO COME on THURSDAYS
Review One Note https://office365.unc.edu/self-guided-learning/ and Using it/How we will use it over the semester to get ready for your final:

3 Things are due for your final on November 17th. However, your video project will be due in Mid October (so you can get feedback and make changes). The rest is due last day of class:

Here is your video project:
https://docs.google.com/document/d/18ssMd9fv9rCub_-9FLza4x4bBc6SjXZtKrOHw4ypCVk/edit

Here is your final page:
https://docs.google.com/document/d/1ibJ-ci-YYToissq6LVtHtaCrFk0oF8FL2_SLTgjXWhY/edit
Here is your portfolio:
https://docs.google.com/document/d/1oC8IFjewdZZWAsyzWe5P_xRsuiViUWZMquBp5qH6p1g/edit

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Thursday: Class 2
TOPICS/PRESENTATIONS:
PRESENTATIONS: Finding and Telling the Story
TOPICS: Finding the story | real research
Zoom Overview
Using ZOOM to Present
Using ZOOM for showing work
REQUIRED TO COME
Discuss Equipment Needs in detail and what required and optional classes mean.
What you should begin working on in One Note (Document will be included).

Tuesday: Class 3
DEADLINE: Student Survey (TBC)
TOPICS/PRESENTATIONS:
Equipment overview, shooting practice
READINGS/VIEWINGS:
Read: FiLMiCPro v6 Quick Start Guide
Read: Filmmaking 101: Camera Shot Types
Watch: FiLMiC Pro Jumpstart Guide (iOS)

[FiLMiC Pro Jumpstart Guide](#) (Android)

Optional: Q&A

Thursday: Class 4
ASSIGN: [Music video exercise](#)
TOPICS: Viewing music videos
PRESENTATIONS: [Rules of shooting](#), Rule of Thirds
READINGS/VIEWINGS
Watch: [15 Premiere Pro Tutorials Every Video Editor Should Watch](#)
Read: [10 Easy Ways to Free Up a Lot of Space on Your iPhone](#)
Continue working in One Note

Tuesday, Class 5
FOR CLASS: Let's discuss what you read and tutorials.
TOPICS: interview set up and review 10 Easy Ways to set-up..let's discuss shooting. Come with Q&A.
READING/VIEWINGS: [How to Shoot with Interior Natural Light - Filmmaking Tutorial](#), [Finding the Light](#)
Continue working in One Note

Thurs, Class 6
TOPICS: Shooting Options & What are sequences?
PRESENTATIONS: Quick review of interview set-up: [Sequences -- How They Tell a Story](#)
READING/VIEWINGS: [Filmmaking 101: Camera Shot Types](#)
DUE: [Music video exercise](#)
ASSIGN: [Truth, Lies & Haiku exercise](#)

Tuesday, Class 7
READING/VIEWINGS: Discussion on Lighting and Camera Shots...let's review!
Review how to share screen in ZOOM for presentation on Thursday
Share lighting scenarios you are working on for Truth, Lies and Haiku exercise
READING/VIEWINGS: [Examples - short profile videos](#),
Continue working in One Note

Thursday, Class 8
DUE: [Truth, Lies & Haiku exercise](#)

PRESENT IN CLASS-YOU WILL SHARE YOUR VIDEO VIA ZOOM.
ASSIGN: [Radio cut exercise](#)
READING/VIEWINGS: Review [Editing the interview](#)

Tuesday, Class 9
READING/VIEWINGS/DISCUSS: Review [Editing the interview](#)
Q&A about the radio cut interview. Be prepared to ask questions.

Thursday, Class 10
TOPICS: Editing a narrative structure
PRESENTATIONS: [Crafting a script](#), [Editing the interview](#)
ONE NOTE CHECK-You will email me your ONE NOTE LINK. Your pitch for your story should be established and who you are collaborating with. Date of shoot. Review your checklist given to you at the beginning of this semester.

Tuesday, Class 11
WORK ON: [Radio cut exercise](#)
Discuss presentations and bring script questions or interview questions

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Thursday, Class 12
PRESENTATIONS: [Crafting a script](#), [Editing the interview](#)
PRESENTATIONS: [Creative B-roll](#)
TOPICS: Shooting broll, how b-roll tells the story
READING/VIEWINGS: Shoot b-roll!!
WORK ON: [Radio cut exercise](#)

Tuesday, Class 13
TOPICS: Putting together a rough cut, Kelly's Premiere tips, in-class editing time
PRESENTATIONS: Kelly's Premiere tips ([presentation](#)) ([link to library tutorials](#))
Q&A sound questions in Premiere. Working studio day. Be prepared to bring your questions about premiere. You may send me questions ahead of time if there is something specific you would like to focus on.

Thursday, Class 14
PRESENTATIONS: [Pacing your video story](#)

Tuesday, Class 15
Q&A/Studio Radio cut exercise

Thursday, Class 16
DUE: Radio cut exercise
We will listen

Tuesday, Class 17
Continue listening to other students work. Discuss B-Roll.

Thursday, Class 18
READING/VIEWINGS: Shoot b-roll!!
WORK ON: Final video story
TOPICS: choosing music, in-class editing time, review rough cuts in class
PRESENTATIONS: Choosing music
READING/VIEWINGS: Using Music to Tell Your Story: Finding legal music, Shoot b-roll!

Tuesday, Class 19
WORK ON: Final video story
Q& A about Final Video
TOPICS: How the Web works, open lab for videos
PRESENTATIONS: How the Web Works
READING/VIEWINGS: Purchasing a domain name and server space

Thursday, Class 20
SOFT DEADLINE: Rough cut of final video
TOPICS: How the web works, What is Atom?, HTML
PRESENTATIONS: Design Basics _Review ahead of class

Tuesday, Class 21
WORK ON: HTML and CSS exercise
TOPICS: More on HTML, CSS
READING/VIEWINGS:

Thursday, Class 22
TOPICS: Learning Wordpress
PRESENTATIONS: Wordpress, Part 1 (using Google fonts)
PRESENTATIONS: Wordpress Part 2

Tuesday, Class 23
DEADLINE: HTML and CSS exercise
READING/VIEWINGS:
Explore the following tools for Thursday's class:
- Canva.com
- Crello.com
- Easil.com
- Picmonkey.com
- Snappa.com

WORK ON: Portfolio

Thursday, Class 24
TOPICS: More on Wordpress, in-class lab time
PRESENTATIONS: DIY graphics
READING/VIEWINGS:
WORK ON: Portfolio and Final Project page

Tuesday, Class 25
READING/VIEWINGS: Work on website and come with questions!
TOPICS: in-class editing and lab time
WORK ON: Portfolio and Final Project page

Thursday, Class 26
Free Day. Lab Time. Can come with questions or work at your own pace. Class is not required.

Tuesday, Class 27
TOPICS: in-class editing and lab time. Come with questions.
READING/VIEWINGS: Work on website! and final page
WORK ON: Portfolio and Final Project page

Thursday, Class 28
LAST DAY OF CLASS
DEADLINE: Portfolio (questions to answer when you present)
TOPICS: in-class editing and lab time
PRESENTATIONS:
READING/VIEWINGS: Work on Final page
WORK ON: Final Project page

Tuesday, Class 29
DEADLINE: Portfolio (questions to answer when you present)
TOPICS: in-class editing and lab time
PRESENTATIONS:
READING/VIEWINGS: Work on Final page
WORK ON: Final Project page

Please Note: TBD
FINAL EXAM TIME
FINAL PROJECT PRESENTATIONS
Present the following: TBD (date)
DEADLINE: Final Project page