UNC | HUSSMAN SCHOOL OF JOURNALISM AND MEDIA

INTRODUCTION TO
DIGITAL STORYTELLING

UNC-Chapel Hill | Hussman School of Journalism and Media | Fall 2020 | MEJO 121 – 7

Welcome to this introductory media technology skills class at the 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

Tuesday - Thursday 1:15 – 2:30 pm | Remote (synchronous and asynchronous instruction)

Zoom Link:

INSTRUCTOR

Nazanin Knudsen

email: nknudsen@email.unc.edu

Office Hours: Tuesday 2:30 -3:30 pm & by appointment

Virtual Office Zoom Link

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.

FiLMic Pro 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 standard 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 $30. You may find an example here (pictured below). If you have access to a regular camera tripod you can only purchase a phone mount. Here is an example for a Phone Mount.

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 guides

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

RECOMMENDED SUPPLIES

USB external hard drive / flash drive
Specs: Minimum 64GB flash drive, must be USB 3.0 for fastest file transfer speeds. It is *recommended that you* invest in a larger external hard drive to back up all files for this course and others. If you choose to work directly from your laptop, you will risk running into issues: the editing software may run slower. I strongly recommend working with your video files on an external drive.

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).

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.

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.

COURSE GOALS

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.

CLASS ATTENDANCE

With the online learning environment, main instruction will be provided asynchronously through recorded video presentations. There will be weekly live (synchronous) class meetings via Zoom. These live class meetings will be on Thursdays during the scheduled class time. **During the first week of classes, we meet via Zoom on both Tuesday and Thursday. See the weekly schedule for more details.**

The live class meetings will consist of a summary of the weekly topics, a time to answer questions, discussions, and small group workshops to offer a collaborative learning experience. Attendance during the weekly class meeting is extremely encouraged and will count towards the participation grade in the course. It is important to attend each scheduled class meeting to receive feedback, to improve your skills, and to stay connected with your peers and instructor. **Students who choose to skip live Zoom meetings are responsible for seeking feedback.**

Taking this course entirely asynchronous is the secondary option only allowed for legitimate reasons (time Zone difference, lack of access to reliable internet connection, other). The students who need this learning method must communicate their preference during the first week of classes.

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). No Assignment will be accepted after one week past the due date.

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

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- As 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 RUBRIC

Engagement & Participation	5%
Video course work • A1: Video Montage • A2: Radio Edit • A3: AV Script • Video Project Rough Cut • Video Project	50%
Web/Design course work • A4: DIY Graphics & Infographics Draft • A5: Html & CSS Exercise • Portfolio Website Project	25%
Final Project	20%

Engagement & Participation consists of attending classes on time and being prepared to participate in class discussions and activities. This includes installing software and making app and webhosting purchases before class. I expect you to respectfully share constructive feedback with your peers and ask questions that demonstrate your interest in the topics. **Weekly homework**, **in-class activities**, and **completing the course evaluation** affect this grade.

The Engagement & Participation grade will be posted in the gradebook at the end of the semester. You may check-in with me during the course for individual feedback about the quality of your participation.

Note: I understand that attending the synchronous class meetings may not be an option for everyone. **The course material and offerings are developed to allow for asynchronous learning.** If you cannot join the live class meetings, please communicate with me during the first week of classes to discuss strategies to keep you connected and on track with the course material. More information about an entirely asynchronous option will be provided on the first day of our class and on Sakai.

Exercises and Assignments are assigned to familiarize you with the skills needed to complete the projects and are graded on completion and quality. In addition, the exercises and assignments build upon each other to lead you toward your major course projects.

Projects (the Final Video, the Portfolio Website) are assigned to demonstrate a mastery of the skills and storytelling techniques learned in class. To show excellence, you must go above and beyond the minimum requirements for these projects.

The Final Project is a multimedia story. This project is an integrated package delivered via text, graphics, design, and video. It is housed on its own page on your portfolio website.

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 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.

COURSE SCHEDULE

The following schedule is subject to change.

Please check the Overview section on Sakai for updates, weekly homework, links to readings, and videos.

Please complete watching the video presentations and other weekly asynchronous material BEFORE our live class meetings on Thursdays.

TENTATIVE SCHEDULE & WEEKLY TOPICS

Week 1	**Tu. 08.11.20** Live Class Meeting	Review & Discuss: Introduction & Syllabus Review Introduction to Digital Storytelling
	Th. 08.13.20 Live Class Meeting	Review & Discuss: Film Language & Visual Composition Q & A about the course required supplies and software
Week 2	**Tu. 08.18.20** Asynchronous class	Watch Presentation: Basics of Camera Shooting Video with FilMiC Pro Interview Techniques (setting up, lighting, audio)
	Th. 08.20.20 Live Class Meeting	Deadline: Final Project Pitch *Be prepared to pitch the idea of your Final Project to the class, 2 min. Workshop: *Must have FilMiC Pro app on your phone to use during the class FilMiC Pro Essential Tips and Techniques
Week 3	**Tu. 08.25.20** Asynchronous class	Watch Presentation: Premiere Pro Editing Essentials
	Th. 08.27.20 Live Class Meeting	*Must have some A1 video clips to be able to use during the class time. Review & Discuss: Premiere Pro Tips Workshop: Screen Share your best clips with your team, share Premiere tips
Week 4	**Tu. 09.01.20** Asynchronous class	Deadline: A1: Video Montage Watch Presentation: Editing Techniques: Continuity, Coverage, and Sequencing
	Th. 09.03.20 Live Class Meeting	Review & Discuss: Editing Techniques: Continuity, Coverage, and Sequencing
Week 5	**Tu. 09.08.20** Asynchronous class	Watch Presentation: 3-Act Structure and Documentaries
	Th. 09.10.20 Live Class Meeting	Review & Discuss: 3-Act Structure and Documentaries Workshop: Story Lab: discuss the hook, introduction, middle, and resolution of your film with your peers

Week 6	Tu. 09.15.20 Asynchronous class	Deadline: A2, Radio Edit Watch Presentation: Visual Storytelling & Creative B-roll Audio Storytelling What is an AV Script?
	Th. 09.17.20 Live Class Meeting	Review & Discuss: Creative B-roll Storytelling with Sound, Choosing the right music, & audio resources AV Script Creating a Rough Cut
Week 7	Tu. 09.22.20 Asynchronous class	Deadline: A3, AV Script Watch Presentation: Color in Storytelling & Color Correction in Premiere Pro Pace & Rhythm in telling the stories, editing better videos
	Th. 09.24.20 Live Class Meeting	Review & Discuss: Color Essentials in Premiere Pro - Demo Audio Editing in Premiere Pro - Demo Premiere Pro Q & A
Week 8	Tu. 09.29.20 Asynchronous class	Video Project work session: Finish Shooting B-roll. Add B-roll to the video (Radio Edit) and Create a Rough Cut. (Be open to moving around sound bites and b-roll to improve the flow of the story.) Choose a music and add to your project
	Th. 10.01.20 Live Class Meeting	Deadline: Final Video Project Rough Cut Workshop: Watch Rough Cuts and offer feedback.
Week 9	Tu. 10.06.20 Asynchronous class	Video Project work session: Editing is re-editing Finishing stage: color correct, polish audio transitions, level audio
	Th. 10.08.20 Live Class Meeting	Workshop: Brief last-minute editing Q & A Review & Discuss: Introduction to web/design portion of the class Graphics and Infographics + DIY site: canva.com
Week 10	Tu. 10.13.20 Asynchronous class	Deadline: Final Video Project Watch Presentation: Web Design Essentials Graphics and Infographics + DIY site: canva.com How Does the Web Work? Introduction to HTML

	Th. 10.15.20 Live Class Meeting	Review & Discuss: Web Design Essentials Introduction to HTML Workshop: Start the HTML and CSS Exercise in class
Week 11	**Tu. 10.20.20**	Deadline: A4: Graphics Draft Watch Presentation: Introduction to CSS Publishing a single page on Godaddy.com WordPress Introduction & Installation
	Th. 10.22.20 Live Class Meeting	Workshop: Continue the HTML and CSS Exercise in class WordPress Introduction & Installation Q & A
Week 12	**Tu. 10.27.20** Asynchronous class	Deadline: A5: HTML & CSS Exercise Submit By 11:55 Tonight Watch Presentation: WordPress 1: The basics (Plugins, Pages, Blocks) WordPress 2: "Customize" menu and the Kale Theme available options.
	Th. 10.29.20 Live Class Meeting	Workshop: WordPress Q & A
Week 13	**Tu. 11.03.20** Asynchronous class	Watch Presentation: WordPress 3: Using Additional CSS in WordPress
	Th. 11.05.20 Live Class Meeting	*Be prepared to share your portfolio site (what you have so far) with your peers in small groups. Workshop: WordPress Q & A Portfolio Website Peer Review: Ask for your peers' feedback
Week 14	**Tu. 11.10.20** Asynchronous class	Portfolio Website work session
	Th. 11.12.20 Live Class Meeting Optional	Deadline: Portfolio Project, submit by tonight 11:55 pm Prepare for Final, last minute questions
Week 15	**Tu. 11.17.20** Asynchronous class	Final Project work session
Final Exam Week	**Thursday 11.19.20** **12:00 pm** **Final Exam Day** Live Class Meeting	Deadline: Final Project Submit your final project (Digital Story page) on Sakai Final Project Presentations