

# INTRODUCTION TO DIGITAL STORYTELLING

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

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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

Tuesday–Thursday, 5:00-6:15 am, Carroll 132

## Instructor

Adjunct Professor Kelly Smith-Campbell

kekelly@ad.unc.edu

Office Hours: by appointment. I can arrange an appt. before or after class or we can also arrange to do a zoom meeting.

## 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. 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

The on-camera microphones may be used for recording interviews. However, lavalier or stick microphones will result in the best audio quality. Lavalier and stick mics 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.**

## Course Goals

The School of Media and Journalism 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 ONE absence 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 one allotted day will result in a half-grade deduction (e.g., a B becomes a B- after one absence) 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.

## **Project Resubmission**

While the final project will contain your previous video project, this project will not be re-evaluated in the final project grade. However, you may choose to respond to graded feedback on the video project, and

re-submit the updated version along with the rest of your final project, along with a detailed log of your edits, an updated reflection on the project, and your response to previous feedback. If you meet these requirements, I will re-grade your project, and I will update the score of that project to be an average of your new (hopefully-improved) score with the previously assigned score.

## 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** = 60-69%,
- **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 understanding of the basics but tried
- **F**: did not demonstrate effort or understanding of basics, incomplete

## Grading Criteria

<b>In-class participation</b> (see description below)	<b>5%</b>
<b>Video course work</b> (includes 3 quizzes, and video project)	<b>50%</b>
<b>Web/Design course work</b> (includes 1 exercise and portfolio project)	<b>30%</b>

<b>Final project</b> (final web page design and story/package integration)	<b>15%</b>
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**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](mailto: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.

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

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### Tuesday, August 20

#### FIRST DAY OF CLAS

Complete in class: [assessment](#)

#### TOPICS/PRESENTATIONS:

Introduction to the course ([first day](#)) | digital storytelling in media and journalism ([presentation](#))

#### READINGS/VIEWINGS:

Create your Adobe ID [and](#) download Adobe Premiere Pro CC 2018. If problems, visit [jhelp.web.unc.edu](http://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.

#### ASSIGN & WORK ON:

[Music video exercise](#)

[Student survey](#)

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### Thursday, August 22

**DEADLINE:** [Student survey](#)

#### 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)

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## Tuesday, August 27

**DEADLINE:** [Music video exercise](#)

**TOPICS:** Viewing music videos ([feedback form](#))

**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](#)

**ASSIGN & WORK ON:** [Truth, Lies & Haiku exercise](#),

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## Thursday, August 29

**FOR CLASS:** Bring tripod, headphones and lav mic (optional) to class.

**TOPICS:** interview set up | work on exercise

**PRESENTATIONS:** Interview set-up

**READING/VIEWINGS:** [How to Shoot with Interior Natural Light - Filmmaking Tutorial](#),  
[Finding the Light](#)

**WORK ON:** [Truth, Lies & Haiku exercise](#)

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## Tuesday, September 3

**TOPICS:** What are sequences?

**PRESENTATIONS:** [Sequences -- How They Tell a Story](#)

**READING/VIEWINGS:** [Filmmaking 101: Camera Shot Types](#)

**WORK ON:** [Truth, Lies & Haiku exercise](#)

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## Thursday, September 5

**DEADLINE:** [Truth, Lies & Haiku exercise](#) ([feedback form](#))

**TOPICS:** pre-interviews, Watch [Truth, Lies and Haiku exercise](#) ([feedback form](#))

**PRESENTATIONS:** [Finding and Telling the Story](#)



READING/VIEWINGS: [Examples - short profile videos](#),

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## Tuesday, September 10

ASSIGN: [Radio cut exercise](#)

TOPICS: Finding the story | real research

PRESENTATIONS: [Video Project](#) Overview

READING/VIEWINGS: [Examples - short profile videos](#),

WORK ON: [Radio cut exercise](#)

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## Thursday, September 12

ASSIGN: [Final Video project](#)

TOPICS: [Interview workshop](#)

PRESENTATIONS: [Interview workshop](#)

READING/VIEWINGS: Review [Editing the interview](#)

WORK ON: [Radio cut exercise](#)

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## Tuesday, September 17

**SOFT DEADLINE:** edited Interview transcription

TOPICS: Editing a narrative structure

PRESENTATIONS: [Crafting a script](#), [Editing the interview](#)

WORK ON: [Radio cut exercise](#)

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## Thursday, September 19

**DEADLINE:** Radio Cut exercise

TOPICS: Shooting broll, how b-roll tells the story

PRESENTATIONS: [Pacing your video story](#)

READING/VIEWINGS: Shoot b-roll!!

WORK ON: [Final video story](#)

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## Tuesday, September 24

**TOPICS:** Putting together a rough cut, Kelly's Premiere tips, in-class editing time

**PRESENTATIONS:** Kelly's Premiere tips ([presentation](#)) ([link to library tutorials](#))

**READING/VIEWINGS:** Shoot b-roll!!

**WORK ON:** [Final video story](#)

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### Thursday, September 26

**TOPICS:** More on b-roll, in-class editing time

**PRESENTATIONS:** [Creative B-roll](#)

**READING/VIEWINGS:** Shoot b-roll!!

**WORK ON:** [Final video story](#)

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### Tuesday, October 1

**SOFT DEADLINE:** Rough cut of final video

**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!

**WORK ON:** [Final video story](#)

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### Thursday, October 3

**TOPICS:** Review rough cut in class, learn DIY graphic programs

**TOPICS:** How the Web works, open lab for videos

**PRESENTATIONS:** [How the Web Works](#)

**READING/VIEWINGS:** [Purchasing a domain name and server space](#)

**WORK ON:** [Final video story](#)

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### Tuesday, October 8

**DEADLINE:** Final video story-1<sup>st</sup> Cut (feedback form).

**TOPICS:** How the web works, What is Atom?, HTML

**PRESENTATIONS:** [Design Basics](#)

**READING/VIEWINGS:**

**ASSIGN AND WORK ON:**

- Download and install [Atom](#)
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### **Thursday, October 10**

**WORK ON:** HTML and CSS exercise

**TOPICS:** More on HTML, CSS

**READING/VIEWINGS:**

**WORK ON:** [HTML and CSS exercise](#)

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### **Tuesday, October 15**

**TOPICS:** Learning Wordpress

**PRESENTATIONS:** Wordpress, Part 1 ([using Google fonts](#))

**WORK ON:** [HTML and CSS exercise](#)

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### **FALL BREAK: Thursday October 17<sup>th</sup> & Friday 18<sup>th</sup>**

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### **Tuesday, October 22**

**DEADLINE:** [HTML and CSS exercise](#)

**TOPICS:** Learning Wordpress, continued

**PRESENTATIONS:** [Wordpress Part 2](#)

**READING/VIEWINGS:**

Explore the following tools for Monday's class:

- [Canva.com](#)
- [Crello.com](#)
- [Easil.com](#)
- [Picmonkey.com](#)
- [Snappa.com](#)

**WORK ON:** [Portfolio](#)

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## **Thursday, October 24**

**TOPICS:** More on Wordpress, in-class lab time

**PRESENTATIONS:**

**READING/VIEWINGS:**

**WORK ON:** [Portfolio](#) and [Final Project page](#)

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## **Tuesday, October 29**

**TOPICS:** in-class editing and lab time

**PRESENTATIONS:** [DIY graphics](#)

**READING/VIEWINGS:** Work on website!

**WORK ON:** [Portfolio](#) and [Final Project page](#)

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## **Thursday, October 31**

**TOPICS:** in-class editing and lab time

**PRESENTATIONS:**

**READING/VIEWINGS:** Work on website! and final page

**WORK ON:** [Portfolio](#) and [Final Project page](#)

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## **Tuesday, November 5**

**TOPICS:** in-class editing and lab time

**PRESENTATIONS:**

**READING/VIEWINGS:** Work on website! and final page

**WORK ON:** [Portfolio](#) and [Final Project page](#)

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## **Thursday, November 7**

**TOPICS:** in-class editing and lab time

**PRESENTATIONS:**

**READING/VIEWINGS:** Work on Final page

**WORK ON:** [Final Project page](#)

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## **Tuesday, November 12**

**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](#)

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### **Thursday, November 14**

**DEADLINE:** [Portfolio](#) ([questions to answer when you present-continued review](#))

**TOPICS:** in-class editing and lab time  
**PRESENTATIONS:**  
**READING/VIEWINGS:** Work on Final page  
**WORK ON:** [Final Project page](#)

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### **Tuesday, November 19**

**TOPICS:** in-class editing and lab time  
**PRESENTATIONS:**  
**WORK ON:** [LAB TIME revisiting final video \(2<sup>nd</sup> cut\\_FINAL\)](#)

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### **Thursday, November 21**

**TOPICS:** in-class editing and lab time  
**PRESENTATIONS:**  
**WORK ON:** [LAB TIME revisiting final video \(2<sup>nd</sup> cut\\_FINAL\)](#)

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### **Tuesday, November 26**

**TOPICS:** in-class editing and lab time  
**PRESENTATIONS:**  
**WORK ON:** [WATCH VIDEOS](#)

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### **Tuesday, December 3**

**WORK ON:** Prepare for final (wrap up loose ends and Q&A)

### **Tuesday, December 10**

**FINAL EXAM TIME**  
**FINAL PROJECT PRESENTATIONS**  
**TIME:** 4-6 am  
**DEADLINE:** [Final Project page](#)

