INTRODUCTION TO DIGITAL STORYTELLING

UNC-Chapel Hill | School of Media and Journalism | MEJO 121 | Section 002

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

Carroll Hall, Room 268
5:00-6:15pm

Instructor

Justin Kavlie
jkavlie@live.unc.edu
Office: Carroll Hall, Room 366
Office Hours: Tuesdays and Thursdays, 1pm-3pm; also 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 (⅛''). 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 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
You are required to use a tripod to shoot. 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
You are required to use a microphone for interviews. 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 an adapter is required. You may purchase the adapter 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 TWO 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 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. It is not the instructor's responsibility to follow up with or meet with a student to catch them up.

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). Deadlines will be posted on each assignment and in Sakai.

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** = 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 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)	**60%**
Web/Design course work (includes exercises, quizzes and portfolio project)	**20%**
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	8/21	**General overview of class and policies:** • Review syllabus • Equipment policy and assets for class • Story Project Outline • Assign Story Project Outline **Homework:** • READ: Picking the right medium (Reading Found in Sakai Under Resources) **Equipment Room:** • https://equipmentroom.mj.unc.edu/ • Create Adobe ID: Watch: Getting an Adobe ID • Watch Logging in to Adobe
2	8/26	**Visual Composition:** • Review policies, equipment room, questions. • What is Rule of Thirds? • How do you compose a shot for video?

		• What are the general rules of framing? **Homework:** • Work on final story idea submission (excel sheet found in Sakai) • Create Vimeo and/or YouTube account (needed to embed video on website) • Consume Media, notice shot composition, how is a story told in commercials

	8/28	**Sequencing: Video Storytelling**
		• Review Composition (logging Shots Exercise)
		• Sequencing (and what is b-roll?)
		• Thinking about continuity
		    ○ Avoiding jump cuts
		    ○ 180-degree rule
		    ○ Cutaways and insert shot
		
		Homework:
		• READ: Intro to FilMic Pro. Watch video Tutorials
		• Complete final story ideas submission (excel sheet)

3	9/2	**NO CLASS – Labor Day**

	9/4	**Visual Storytelling:**
		• Intro to Filmic Pro Orientation
		    ○ Setting Up
		    ○ Recording and Reviewing Footage
		    ○ Focus, White balance, Exposure
		• In class practice with settings
		
		Homework:
		• Video & light practice due 9/9 by start of class
		• Exercise found in Sakai
		• Upload shots to SharePoint Drive (Instructions to follow)
		• Fill out Reflection Assignment in Sakai

4	9/9	**Video Storytelling: Interviewing** • Using the tripod • Microphones and Audio • Recording Natural Sound vs Ambient Sound • In class practice with audio **Homework:** • Audio Homework practice due 9/11 by start of class • Exercise found in Sakai

		• Upload shots to SharePoint Drive (Instructions to follow) • Fill out Reflection Assignment in Sakai • Upload shots to Microsoft Stream • Watch: Premiere Pro CC 2018 Essential Training: The Basics (Intro & Chap. 2) **DUE TODAY:** • Video Light Homework Due by start of class: (What did you learn?)
	9/11	**Video Practicing:** • What makes good b-roll for a story? • How to get variety in shots? • Class Practice tight variety shots **Homework:** • B-roll homework assignment Due by 9/16 Start of class • Fill out Reflection in Sakai • Continue working through Premiere Pro Tutorials **DUE TODAY:** • Audio Homework Due by start of class: What did you learn?
5	9/16	**Video Practicing: A-Roll and B-roll** • Importance of planning to tell a "story" • Shooting to Edit: what does that mean? • In class airplane sequence: Planning to shoot making a paper airplane **Homework:** • Continue watching Premiere Pro Tutorials • Plan your MOS shooting with partner **DUE TODAY:** • B-roll homework due by start of class: What did we learn?
	9/18	**Video Skill Practice:** • Shooting a sequence from a plan in your group • Gathering wide, medium and tight, variety • Upload shots to Premiere to see the order • Who is bringing lights to class? **Homework:** • Airplane edit due in SharePoint by Start of class 9/23 • Reflection in Sakai

6	9/23	**Interviews: Lighting**
		• Share Airplane sequences: what did we learn? Why is variety of shots important?
		• Begin to think of your interview: when, where, who?
		    o Finding the light
		    o Single-light and two-point lighting techniques
		• Bring Light Kits to class
		• Practice Lighting set up for interview
		• Teeing up Shots
		• Practice interview with tee up shots
		
		Homework:
		• Have you set up your interview? Where will you shoot it?
		• Work on Interview assignment
		
		DUE TODAY:
		• Airplane Edit Due by start of class

	9/25	**Interviews: Lighting/Interviewing Day 2** • Run through on Interview Set up with Lighting • Asking the right questions • Crafting a script • Official Interview Assignment with Rubric Review • In class interview practice with lighting. **Homework:** • Pick a partner and a topic for the MOS • Continue working through your Adobe Premiere Tutorials found in Sakai
7	9/30	**Video Storytelling: Putting it all together** • Shooting your MOS with partner during class • Planning story before you shoot • Day to Shoot in class with your partner **Homework:** • Finish shooting your MOS • Continue watching Adobe Premiere Tutorials
	10/2	**Editing your Video to tell a story:** • Day to Edit MOS Individually • Premiere: Cutting, Sequencing, Building your story **Homework:** • Finish Editing your MOS • Reflection on Sakai

		DUE TODAY: • MOS Due by 11:59PM on 10/2
8	10/7	**B-roll & putting it together** • Shot variety • Where to make your edits • How a few frames changes everything • Techniques to add polish to your piece • Exporting and where to upload **Homework:** • TBD **DUE TODAY:** • Reflection in Sakai
	10/9	**Storytelling: Sources and Planning your Semester** • Watch MOS: What worked, what didn't? • Sources, what's good, how to choose • Planning your web story. • Group work plan • Final Questions for your Interview: What focus are you after? • What are your B-roll Ideas? Permissions? **Homework:** • Shooting your Interview and Edit the A-roll Due to Warpwire by Start of class 10/16
9	10/14	**Editing with Premiere: Lab Day** • Working on Logging your Interview • Building your story • Working on sources **Homework:** • Interview due by start of class on 10/16 to Warpwire Media Library by start of class • Fill out Reflection in Sakai
	10/16	**Editing with Premiere/Lab Time** • Audio Adjustments • Building your story: Beginning, middle end. • What is intro in Text of Web? Where does video live on your site? • Review Rubric for Final Story

		Homework: • Plan your b-roll shot list and locations **DUE TODAY:** • INTERVIEW DUE by start of class in Warpwire
10	10/21	**Lab Time** • Work on building your final story. **Homework:** • Finalize edited story. Submit to Warpwire by start of class on 10/23 • Fill out Reflection in Sakai
	10/23	**Final Edited Video Due in Warpwire by start of class!** **Design** • Basics of good design • Composition of your website • Choosing colors **Homework:** • Create a layout of your site. What graphics do you want or need to create
11	10/28	**Design Continued/DIY Graphics** • Planning & Implementing your design • DIY design programs **Homework:** • Create 3 draft assets with DIY programs for portfolio and/or final story • Download Atom software to your computer to use in class on 10/29
	10/30	**HTML** • Learning HTML • In-class practice **Homework:** • Finish in class HTML practice assignment. Where to submit TBD **DUE TODAY:** • Draft Assets Due by start of class: What will you use and why?

12	11/4	**CSS** • Learning CSS • Uploading to Go Daddy • In-class practice **Homework:** • Finish in class CSS practice assignment. Where to submit TBD
	11/6	**HTML/CSS continued** • Follow-up Q&A • Lab time for web page exercise • Download WordPress **Homework:** **DUE TODAY:** • Web Page exercise due by end of day at 11:59PM
13	11/11	**WordPress** • Downloading and installing on Go Daddy • WordPress pt 1 Planning your pages **Homework:** • TBD
	11/13	**WordPress Continued** • WordPress pt 2 **Homework:** • TBD
14	11/18	**Story Planning** • Wireframe your site • What is your content **Homework:** • TBD
	11/20	**WordPress Continued** • Get feedback from group on site • Putting it all together **DUE TODAY:** • Portfolio Assignment due by end of day at 11:59PM

15	11/25	**Lab Day** • In-class time for questions and/or work on final project
	11/27	**NO CLASS – Thanksgiving Holiday**
16	12/2	**Lab Day** • In-class time for questions and/or work on final project
	12/4	**Lab Day** • In-class time for questions and/or work on final project **DUE TODAY:** • Final Project due by 11:59PM Posted TBD
		FINAL EXAM **Friday, Dec. 13 @ 4 pm**