INTRODUCTION TO DIGITAL STORYTELLING

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

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 12:30 – 1:45

Room Number: Carroll Hall Rm 0132

Instructor

Alexis Romero Walker
Alexis35@ad.unc.edu
Office: Carroll Hall Rm 371
Office hours: 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 Hussman equipment room to record.

Wired lavalier microphone with headphone monitoring
Lavalier or stick microphones 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 $24.99
NOTE: in some cases, to use these devices with an iPhone, an adapter is required. You may purchase the Lightning to 3.5mm Headphone Adapter from the UNC Bookstore or on Amazon.

Smartphone mount
Tripods will be available for checkout from the Hussman equipment room. However, you will need to purchase a mount for your phone. You may find an example here (pictured below).

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).

Tripod
Tripods may be checked out of the Hussman equipment room, but you can use your own if you like. A smartphone mount will be required if you choose to use the tripods from the equipment room (see above).

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.

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** = 94-100%,
- **A-** = 90-93%,
- **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)	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.

Semester Schedule

Date	Class Objectives	Homework and Assignments
Thurs. 1/9/20	-Introductions -Syllabus Review -Class Assignments Review -Open premiere & show them the basics	Assignments: Due 01/14/20 Video Bio Assignment – Send by email Homework: -Read "Final Project Story Ideas" on sakai -Purchase all necessary equipment -Download the Adobe Suite; Create Adobe ID; Download Adobe Premiere -Make a Youtube or Vimeo account -Sign into Lynda.com to access tutorials via the UNC software acquisition site on https://software.sites.unc.edu/lynda/. Sign in on the right side under "getting started" -Complete three adobe in app tutorials (Overview, Learn the Basics' Creative and Stylistic Edits) -Read "Picking the right media for a story"
Tues. 1/14/20	-Discuss story and the writing/preparing process -How this applies to different contexts -Hero's Journey	Assignments: **Due Today: Bio Assignment** Due 01/16/20 Final Project Story Ideas Homework: -Read "Filmmaking 101: Camera Shot Types https://www.bhphotovideo.com/explora/video/tips-and-solutions/filmmaking-101-camera-shot-types -Read http://www.cybercollege.com/tvp022.htm -Read http://www.cybercollege.com/tvp023.htm
Thurs. 1/16/20	-FiLMic Pro App -Understanding Composition and Framing -Rule of Thirds	Assignments: **Due Today: Final Project Story Ideas** Assignments: Video Scavenger Hunt Project 1 Due 01/23/20 Homework: -Read the FiLMic Pro v6 Quick Start Guide and User Manual -Read Image Basics, p. 114-128 on Sakai -Watch Adobe Premiere Tutorials: Create a Project and Import a Clip https://helpx.adobe.com/premiere-pro/how-to/create-project-import-media.html Explore Premiere Pro Panels https://helpx.adobe.com/premiere-pro/how-to/work-explore-panels.html

		Learn Editing Skills https://helpx.adobe.com/premiere-pro/how-to/create-edit-sequence.html
Tues. 1/21/20	-Camera Techniques -Camera Angles	Homework: -Read Composition and Coverage P. 225-233 on sakai -Watch Adobe Premiere Tutorials: Work with Graphics and Titles https://helpx.adobe.com/premiere-pro/how-to/add-image-text-adjust-size.html Adjust Timing of Edits, Add Effects https://helpx.adobe.com/premiere-pro/how-to/trim-video-clips.html -Watch Lynda Tutorial: Sequencing and B-roll https://www.lynda.com/Premiere-Pro-tutorials/Tips-B-roll-sequences/105388/112741-4.html
Thurs. 1/23/20	-Camera Movements -Avoiding Jump cuts -Insert Shots and Cutaways -Sequencing	Assignments: **Due Today: Video Scavenger Hunt Project 1** Choose One Story for Final Video Project Due 01/28/20 Video Story Video Scavenger Hunt Due 01/30/20 Homework: -Adobe Premiere Tutorials: Work with Audio https://helpx.adobe.com/premiere-pro/atv/cs6-tutorials/working-with-audio.html Work with Your Clips https://helpx.adobe.com/premiere-pro/using/clips-sequence.html Share Your Created Movie https://www.evscicats.com/tutorials/export-mp4-video-for-youtube-vimeo/ -Read Sound Recording p. 191-193; 194-199
Tues. 1/28/19	-How to Record Good Audio	Assignments: **Due Today: One Story Idea Due** Audio Scavenger Hunt Due 02/04/20 Homework: -Watch Premiere Tutorial: Change the Look of Your Clips https://helpx.adobe.com/premiere-pro/how-to/edit-adjust-video-clips.html -Read on lighting techniques and lighting people of color https://www.konbini.com/en/cinema/insecure-cinematographer-how-light-black-skin/ https://create.adobe.com/2017/11/28/_10_tips_for_photographing_darker_skin_tones.html

Thurs. 1/30/20	-Learn How Lighting Affects Emotion -Lighting Techniques -Lighting *all* Types of People	Assignments: **Due Today: Video Story Video Scavenger Hunt** Make time to meet with me to discuss your final video project Homework: -Read 3- And 4-point Lighting p. 162-182 on sakai -Watch Lynda Tutorials: Continuity Editing https://www.lynda.com/Premiere-Pro-tutorials/Exploring-rules-continuity-editing/193836/369154-4.html Solving Continuity Problems https://www.lynda.com/Business-tutorials/A3-Problem-Solving-Continuous-Improvement/2801188-2.html
Tues. 2/4/20	-Interview Lighting -Practice with the Lowell Lighting	Assignments: **Due Today: Audio Scavenger Hunt**
Thurs. 2/6/20	-Learning to Edit with Premiere Pro -Editing Techniques and Mechanics	Assignments: Interview Assignment Due 02/13/20 Homework: -Watch Premiere & Lynda Tutorials: Moving Clips and Swapping Shots https://helpx.adobe.com/premiere-pro/using/rearranging-clips-sequence.html Removing Material for Concision https://www.lynda.com/Premiere-Pro-tutorials/Removing-material-concision/5025107/2808610-4.html Adding B-Roll Video https://www.lynda.com/Premiere-Pro-tutorials/Adding-b-roll-video/624346/754155-4.html
Tues. 2/11/20	-Editing Mechanics	Assignments: Create a Script Outlining Your Final Project Due 02/18/20 Homework: -Read Interview Techniques, p. 268-274 on sakai
Thurs. 2/13/20	-Crafting a Script -Interview Skills -Interview Workshop	Assignments: **Due: Interview Assignment** Homework: Bring all your equipment to class Thursday to practice
Tues. 2/18/20	-Practice/Workshop Interviews in Class	Assignments: **Due: Script Outline** All Interview Videos for Final Project Due 02/25/20 Homework: -Read/Watch https://www.youtube.com/watch?v=4sblEu4x5ug -Watch Lynda Tutorials: Snapping and Linked Selection https://www.lynda.com/Premiere-Pro-tutorials/Snapping-Linked-Selection/368056/383135-4.html Understanding Track and Clip Behavior https://www.lynda.com/Premiere-Pro-tutorials/Understanding-track-clip-behavior/5025107/2805941-4.html

		Fixing Out of Sync Audio https://www.lynda.com/Premiere-Pro-tutorials/Fixing-out-sync-audio/5025107/2808617-4.html
Thurs. 2/20/20	-Color Correcting	Assignments: Rough Cut of Final Video Project Due 03/05/20 at the end of the day
Tues. 2/25/20	-Premiere Troubleshooting -Questions	Assignments: **Due: Interview Videos**
Thurs. 2/27/20	-Day Reserved for Gathering More Footage (B-Roll)	
Tues. 3/3/20	-Editing Day in Class	
Thurs. 3/5/20	-Editing Day in Class	Assignments: **Due: Rough Cut of Final Video Project** Final Video Project Due 03/17/20 by end of the day
Tues. 3/10/20	-Spring Break	
Thurs. 3/12/20	-Spring Break	
Tues. 3/17/20	-Editing Day in Class	Assignments: **Due: Final Edited Video Project**
Thurs. 3/19/20	-The Basics of Good Design	Homework: -Download and Install Atom
Tues. 3/24/20	-Learning Canva -Parts of the Online Package	Assignment: Practice with Canva (or any program of your choice) to prepare for your final project package Homework: -Explore the following tools to choose: Canva, Crello, Easil, Picmonkey, Snappa
Thurs. 3/26/20	-Understanding the Internet -HTML -Learning Atom	Assignment: HTML CSS Assignment Due 04/07/20 Homework: -Review resources at W3schools.com to complete next classes assignment
Tues. 3/31/20	-CSS	
Thurs. 4/2/20	-Purchasing Domain Name	Assignment: Wordpress Portfolio Assignment Due 04/16/20 Homework: -Purchase Domain and Server Space

	and Server Space -Set up GoDaddy -Install Wordpress on GoDaddy	
Tues. 4/7/20	-Learning Wordpress	Assignment: **Due: HTML CSS Assignment**
Thurs. 4/9/20	-Learning Wordpress	
Tues. 4/14/20	-Learning Worpress -Class work time	
Thurs. 4/16/20	-Class Work Time	Assignment: **Wordpress Assignment Due at the End of the Day** Final Project Due 04/29/20 at the end of the day
Tues. 4/21/20	Class Work Time	
Thurs. 4/23/20	-Class Work Time	
Wed. 4/29/20	NO CLASS	Assignment: **Final Project Due at the End of the Day**
04/30/20 @ 9am	-Show Final Project	Be Prepared to Show Your Final Project to the Class