

INTRODUCTION TO DIGITAL STORYTELLING

UNC-Chapel Hill Hussman School of Journalism and Media---MEJO 121.001
SUMMER SESSION 1 2020

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

Zoom Meetings Wednesday and Fridays 9:45am-11:00am

Link:

Password:

Instructor

Heather Stevenson

hsteven@email.unc.edu

Office Hours: By Appointment Only through Zoom before or after class and on Mondays from 9-10am.

Office Hours are for questions and when I am available. I will answer emails during the week until 6pm. But if you email me on Friday after 6pm, you will most likely not hear back from me until Monday morning.

Required Supplies

There are no textbooks for this course. However, video recording software, a domain name and server space will be purchased.

Smartphone:

For your video assignments, you will record with your smartphone.

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/>

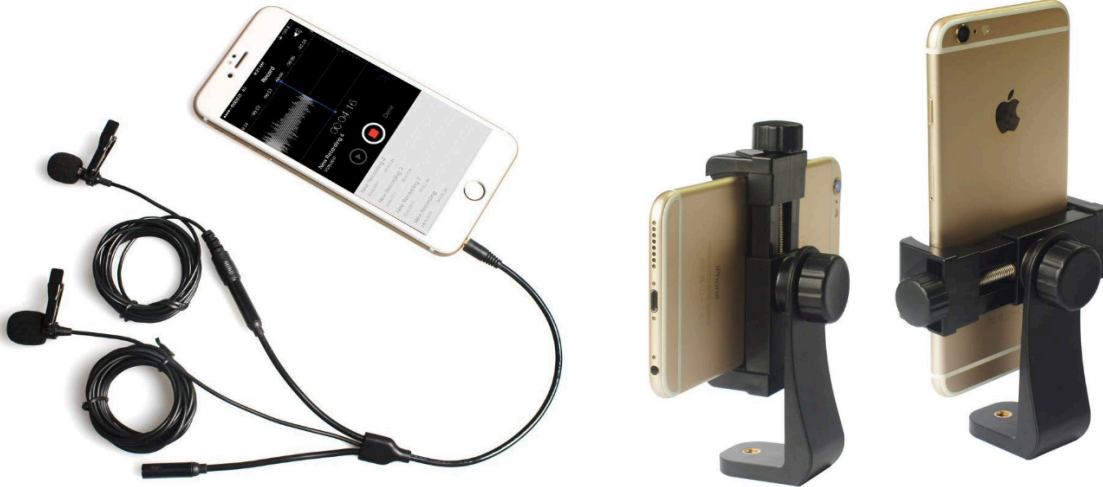
Domain name & hosting space:

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. HEADPHONES WITH A MIC WILL NOT WORK WITH THE PHONE APP!!!

The following supplies are what we general use in MEJO 121. If you had issues with shipping times please let your professor know ASAP. Due to COVID 19 we are not requiring the purchase of a tripod, although steady footage is still expected.



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. You need

[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.com 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/>. 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. To see if your computer can run Premiere efficiently check your stats with [Adobe Premiere Pro System Requirements](#).

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

The School of Media and Journalism accrediting body outlines several 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: [ACEJMC Professional Values and Competencies](#).

No single course could possibly give you 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/Tardiness Policy

Summer school is a fast paced class. Due to the nature of the class skipping/missing class will only hurt your grade. 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. All new content has been recorded and can be found in Sakai. It is your job to stay on top of the content and follow the syllabus. It is not the instructor's responsibility to follow up with or meet with a student to catch them up. Treat this class as you would a future job: Communication is key. In this online platform, communication = flexibility.

Please be advised you are expected to be in class on time when we meet. If you need to leave early or arrive late -for whatever reason—it needs to be cleared with the professor ahead of time.

Attendance and tardiness questions need to be dealt with at the time of the occurrence and not at the end of the semester. It is your responsibility to make your professor aware of an extenuating circumstance when it arises.

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.

Growth Mindset

As mentioned above this class will stretch you. You are challenged to enjoy the learning process and expect to run into challenges along the way. See these issues as ways to learn and explore. Please watch the following TED talk to further understand the Growth Mindset. [Carol Dweck “The Power of Believing that you can improve.”](#)

Expectations:

As mentioned above it is your responsibility to stay on top of your content in Sakai. It is expected that you will spend about 2 to 3 hours a day on content for this course which includes weekly readings, video lectures and assignments. **You will not be able to wait until the end of the week and do a week’s worth of work in one day.** As you will see in the course schedule some weeks are more work heavy than others. It is also not recommended that you work far ahead of the current schedule. Content builds on itself week to week and feedback on projects will be imperative to your success on future assignments. Finally, it is expected that you will check your email daily and log into Sakai at least 5 days a week to stay on top of your content.

Discussion Boards (SharePoint Posts):

Each week you will be required to respond to the weekly discussion board that can be found in SharePoint in our UNC Email. You are expected to post a thorough response to the content and then reply to at least one of your classmates responses. So, two posts each week. These posts are a way for you to reflect on the content we are learning in class. I will be monitoring the discussions and periodically post in comments as well. How you interact in the posts is expected to be respectful of all classmates. How you post will be considered in your participation grade.

Grading

Work is graded according to the highest professional standards. Grades in percentages are:

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|---|--|--|
| <ul style="list-style-type: none">• A = 93–100%,• A- = 90–92%,• B+ = 87–89%,• B = 83–86%,• B- = 80–82%, | | <ul style="list-style-type: none">• 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

Rounding Grades: Final grades will only be rounded up if the grade is a .9. For example, an 84.9 would round up to an 85, but an 84.8 would not be rounded up.

Grading Standards: The above descriptions are use as outlines for all grades. To receive an A in this class you will need to go above and beyond the assignment’s minimum requirements, and it will involve planning and thought. You will need to spend time outside of class practicing your skills. Questions or issues with assignments should be posed ASAP ---do not wait until the end of the semester.

Grading Criteria

In-class participation (see description below)	5%
Video course work (includes exercises, quizzes, and video project) <ul style="list-style-type: none"> • MOS—15% • Interview—15% • Final Edited Video—20% 	50%
Web/Design course work (includes exercises, quizzes and portfolio project) <ul style="list-style-type: none"> • Graphics Homework/Assignment—5% • Web practice/exercise & Static web page--5% • WordPress Portfolio— 15% 	25%
Final project (includes final web page design and story/package integration)	20%

In-class participation is your contribution within the scope of your group, participation in our Zoom meetings including arriving on time, asking questions, offering insights during class discussions, sharing feedback with peers, and general engagement with the daily material and discussion board posts in SharePoint. How do you handle your yourself and communication with the instructor? 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 are assigned to familiarize you with skills needed to complete the projects and are graded on completion and execution quality. Engagement with the exercises 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).

Email Policy

Email is form of communication that we use as a learning tool. Anything in email is considered just as important as what was shared in class. It is your responsibility to check your email daily to receive instruction and timely information from your professor. Not seeing an email is no excuse. I will send out a weekly email usually on Sundays that covers what to expect during the week ahead.

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.

Final Project Planning

This class will culminate with a final digital story web page that includes a video you create in class with an original story and some graphic elements of design. Your story can be on any topic you like, but it needs to be a new idea. This topic will require outside research and a lot of planning. Your professor will offer guidance this semester, but it is your responsibility to plan your semester. Waiting until the last minute to plan your story will be detrimental to your grade. There are several resources for planning listed on our Sakai page under Resources.

Tentative Course Schedule: (subject to change)

Week	Date	Topic
Week 1	5/13	<p>Video Storytelling: Introduction, Sequencing REQUIRED ZOOM MEETING 9:45am-1045am EST Course Intro, Assigned Groups, Expectations</p> <p><u>Lectures this Week:</u> Welcome (6 mins) Digital Storytelling/Semester Story (30 mins) How to Upload Video (5 min) Video Composition Rule of Thirds (35 mins) Intro to Filmic Pro/Video Light Homework (30 mins) Sequencing Lecture/Paper Airplane Assignment (27 mins)</p> <p><u>Weekly Reading:</u> Picking Right Medium for your story Reading Filmic Pro Tutorials Filmic Pro Users Guide 15 Premiere Pro Short Tutorials Getting an Adobe ID Logging In To Adobe</p> <p><u>Assignments Due:</u> Semester Story Idea Sheet Video Light homework</p> <p><u>Lecture Reflections:</u> Digital Story Plot Diagram, Composition Evaluation <u>Discussion Board:</u> Logging Shots</p>

	5/14	
	5/15	<p>REQUIRED ZOOM MEETING 9:45am-1045am EST Discuss topic for semester, examples of projects (small groups)</p> <p>Online Student Contract Due 11:59pm Video Light Homework Due 11:59pm Semester Story Idea Sheet Due 5/16 11:59pm</p>
WEEK 2	5/18	<p>Video Storytelling: Interviewing/Editing Paper Airplane Assignment Upload Due by 11:59pm</p> <p><u>Lectures this Week:</u> Welcome (6mins) Intro to Editing (17 mins) Intro to Premiere Pro (25 mins) Audio/Interviewing/Audio Homework (25 mins) Lighting 101 (23 mins) Interview Techniques (23 mins) MOS Assignment (24 mins)</p> <p><u>Weekly Reading:</u> Watch: Premiere Pro CC Essentials Training Chapters 1-3 Watch: Premiere Pro CC Essentials Training Chapters 4-5 Watch: Camera Stabilization Watch: 3 Over 1 Rule Watch: Growth Mindset</p> <p><u>Assignments Due:</u> Paper Airplane Assignment Audio Homework</p> <p><u>Lecture Reflections:</u> Light Check <u>Discussion board:</u> Hiking Sequence</p>
	5/19	Audio Homework Due by 12pm
	5/20	<p>REQUIRED ZOOM MEETING 9:45am-1045am EST Airplane Sequence Critiques (Bring Airplane Edited Sequence to class)</p>
	5/21	
	5/22	<p>REQUIRED ZOOM MEETING 9:45am-1045am EST Interview Critiques (Bring interview shots from Interview Technique Lecture)</p>

		MEMORIAL HOLIDAY NO CLASS MONDAY May 25
WEEK 3	5/26	<p>Video Storytelling: Editing</p> <p><u>Lectures this Week:</u> Welcome (5 mins) Premiere Audio Editing (22 mins) Premiere Polish (27 mins) Interview Assignment (13 mins) Digital Story Outline (7 mins)</p> <p><u>Weekly Reading:</u> How to tell a story with your website Principles of Web Design Watch: Premiere Pro CC2019 Essentials Training Chapters 6-7</p> <p><u>Assignments Due:</u> MOS Assignment Digital Story Outline</p> <p><u>Lecture Reflections:</u> Premiere Audio <u>Discussion board:</u> Analyze this Story</p>
	5/27	<p>REQUIRED ZOOM MEETING 9:45am-1045am EST Critiques of MOS Assignment MOS Due by 12pm (Noon) to Sakai</p>
	5/28	
	5/29	<p>REQUIRED ZOOM MEETING 9:45am-1045am EST Critique of Semester Story and Interview Focus Digital Story Outline Due by 11:59pm</p>
WEEK 4	6/1	<p>Digital Storytelling: Graphics, Website Design Basics</p> <p>Interview Due by 12 noon</p> <p><u>Lectures this Week:</u> Welcome How Does Web Work Web Design Basics/Graphic Content Brand Planning Setting Up GoDaddy Installing WP HTML</p>

		<p>CSS Static Webpage Assignment</p> <p><u>Weekly Reading:</u></p> <p>12 Infographics Tips Data Visualization Best Practices chapters 1-3 How CSS Works HTML Basics Basics of Atom How to Install Atom on your computer</p> <p><u>Assignments Due:</u> Interview Assignment Graphic Assignment Static Webpage Assignment (Due 6/8) Content Brand Planning Assignment</p> <p><u>Lecture Reflections:</u> GoDaddy Domain, HTML/CSS In Class Assignment <u>Discussion board:</u> Compare these Graphic Stories</p>
	6/2	Content Brand Planning Due by 11:59pm
	6/3	REQUIRED ZOOM MEETING 9:45am-1045am EST In Class Graphics Critique Session Graphics Assignment Due at 11:59pm
	6/4	HTML/CSS Questions In Class Critique of Design In Class HTML/CSS Assignment Due 11:59pm
	6/5	REQUIRED ZOOM MEETING 9:45am-1045am EST Discuss Static page what works/what doesn't
WEEK 5	6/8	Digital Storytelling: Portfolio Website, Digital Story Static Webpage Due by 11:59pm
		<p><u>Lectures this Week:</u> Welcome Final Video Assignment Installing WP onto Go Daddy WP part 1 (Website Reflection) WP Part 2 WP Portfolio Assignment WP Site Map</p>

		<p><u>Weekly Reading:</u> WordPress Essentials Training Chapters 3 and 5 WordPress Plugins Finding CSS Selectors in WordPress How to Add Custom CSS in WordPress How to add and use WordPress Widget How to Embed Videos into WordPress Wireframing Your Website</p> <p><u>Assignments Due:</u> Static Webpage WordPress Site Map WordPress Portfolio Assignment Final Video Assignment (Due MONDAY 6/15)</p> <p><u>Lecture Reflections:</u> Website Reflection <u>Discussion board:</u> Making a Good Contact Page</p>
	6/9	
	6/10	<p>REQUIRED ZOOM MEETING 9:45am-1045am EST Discuss layout of site WordPress Portfolio Site Map Due 12pm NOON</p>
	6/11	
	6/12	<p>REQUIRED ZOOM MEETING 9:45am-1045am EST WordPress Portfolio Critique</p> <p>WordPress Portfolio Due by 12pm NOON</p>
Week 6	6/15	<p>Digital Storytelling: Video, Graphic and Text</p> <p>REQUIRED ZOOM MEETING 9:45am-1045am EST Successful Final Exam Stories/Elements working together Final Video Story due by 12pm NOON</p>
	6/18	<p>FINAL EXAMS: Final Exam: Final Project: Semester Story Due by 8am on June 18th 121.3 –Thursday June 18th, 2020 8am</p>

