

INTRODUCTION TO DIGITAL STORYTELLING

UNC-Chapel Hill | Hussman School of Journalism and Media | MEJO 121 | Section 001

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

Carroll Hall, Room 268
MW 6:30pm-7:45pm

Instructor

Justin Kavlie
jkavlie@live.unc.edu
Office Hours: via Zoom by request

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.



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/>

Headphones

Must have a standard mini jack (1/8"). 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.

**Note on Headphones:* Your iPhone headphones likely have a TRRS jack, which includes a microphone. TRRS headphones will NOT work with the Movo PM20-S lavalier mic. You must use TRS (no mic) headphones with the PM20-S. We recommend the [Panasonic over-the-ear headphones](#) for around \$16.99, which will enable critical audio monitoring during interview recording with your phone and the PM20-S lavalier mic. Over-the-ear headphones are more effective than earbuds for isolating sound during shooting and editing. *More information will be provided in class.*

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 \$20. You may find an [example here](#) (pictured below).



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. *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 \(2TB\).](#)

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.

Course Goals and 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.

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:

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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%,• C+ = 77-79%, | <ul style="list-style-type: none">• 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)	50%
Web/Design course work (includes exercises, quizzes and portfolio project)	25%
Final project (includes final web page design and story/package integration)	20%

In-class participation is your contribution within the scope of each class period, including arriving to live or online class meetings on time, asking questions, offering insights during class discussions, sharing feedback with peers, and general engagement with the 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 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)*

Day-by-day materials will be posted to the Sakai Resources page under the corresponding topic folders. All video lecture links, relevant readings, PowerPoints, and practice materials will be posted online.

Color coding: **Graded Assignment or Project Deadline**, **Video Skills Exercise Deadline**, and **Quiz Deadline**

Week	Dates	Topic
1	8/10 & 8/12	General overview of class and policies: <ul style="list-style-type: none">• Review syllabus• Equipment policy and assets for class Visual Composition 1: <ul style="list-style-type: none">• Discussion<ul style="list-style-type: none">○ Rule of thirds○ Nose and head room○ Framing
2	8/17 & 8/19	Visual Composition 2: <ul style="list-style-type: none">• Discussion<ul style="list-style-type: none">○ Angles○ Shot types○ Aesthetic information Camera Operation: <ul style="list-style-type: none">• Intro to Filmic Pro Orientation<ul style="list-style-type: none">○ Setting Up○ Recording and Reviewing Footage○ Focus, White balance, Exposure, Zoom DUE Thursday 8/20 @ Midnight: <ul style="list-style-type: none">• Video Skills – Final Story Ideas
3	8/24 & 8/26	Audio: <ul style="list-style-type: none">• Microphones and Audio• Recording Natural Sound vs Ambient Sound• In class practice with audio Sequencing: <ul style="list-style-type: none">• Sequencing (and what is b-roll?)• Thinking about continuity<ul style="list-style-type: none">○ Avoiding jump cuts○ 180-degree rule○ Cutaways and insert shot

		DUE Thursday 8/27 @ Midnight: <ul style="list-style-type: none"> Video Skills Exercise – Video/Audio Scavenger Hunt
4	8/31 & 9/2	B-Roll Planning: <ul style="list-style-type: none"> Shooting a sequence from a plan Gathering wide, medium and tight, variety Importance of planning to tell a “story” Shooting to Edit Editing 1: <ul style="list-style-type: none"> Intro to Premiere Pro Basic Premiere Functions DUE Thursday 9/3 @ Midnight: <ul style="list-style-type: none"> Video Skills Exercise – B-Roll Planning Video Quiz #1
5	9/7 & 9/9	9/7 – NO CLASS – Labor Day Editing 2: <ul style="list-style-type: none"> Continue Editing Process DUE Thursday 9/10 @ Midnight: <ul style="list-style-type: none"> Graded Video Assignment 1 – Action Sequence Edit Homework
6	9/14 & 9/16	Lighting: <ul style="list-style-type: none"> Three-point lighting Types of light Using light Interview lighting Interviewing: <ul style="list-style-type: none"> Interview set up Interview technique Questions DUE Thursday 9/17 @ Midnight: <ul style="list-style-type: none"> Video Skills Exercise – Interview Plan
7	9/21 & 9/23	Storytelling: <ul style="list-style-type: none"> Shot variety Where to make your edits The Process of Storytelling and Editing: <ul style="list-style-type: none"> Editing the interview

		<ul style="list-style-type: none"> Techniques for crafting your story
8	9/28 & 9/30	<p>Cleaning Footage:</p> <ul style="list-style-type: none"> Editing techniques to add polish to your piece Final Questions for your Interview: What focus are you after? <p>Lab Day:</p> <ul style="list-style-type: none"> Working on your interview and Mini-Story <p>DUE Thursday 10/1 @ Midnight:</p> <ul style="list-style-type: none"> Graded Video Assignment 2 – Mini-Story Homework
9	10/5 & 10/7	<p>Lab Days:</p> <ul style="list-style-type: none"> Work on Final Video story <p>DUE Thursday 10/8 @ Midnight:</p> <ul style="list-style-type: none"> Video Skills Exercise – Final Video Story Interview Video Quiz #2
10	10/12 & 10/14	<p>Design Basics 1:</p> <ul style="list-style-type: none"> Basics of good design Composition of your website Choosing colors <p>Design Basics 2:</p> <ul style="list-style-type: none"> Fonts DIY design programs <p>DUE Thursday 10/15 @ Midnight:</p> <ul style="list-style-type: none"> Final Edited Video Story Due via YouTube/Vimeo link
11	10/19 & 10/21	<p>HTML:</p> <ul style="list-style-type: none"> Learning HTML In-class practice HTML/CSS Web Exercise Download Atom software to your computer to use on HTML and CSS <p>HTML/CSS:</p> <ul style="list-style-type: none"> Continuing with HTML Learning CSS In-class practice <p>DUE Thursday 10/22 @ Midnight:</p> <ul style="list-style-type: none"> Graded Web Assignment 1 – Infographic Homework Due

12	10/26 & 10/28	<p>CSS:</p> <ul style="list-style-type: none"> • Follow-up Q&A • Lab time for web page exercise • Beginning WordPress <p>WordPress:</p> <ul style="list-style-type: none"> • Creating website and installing on Go Daddy • WordPress pt 1 Planning your pages <p>DUE Thursday 10/29 @ Midnight:</p> <ul style="list-style-type: none"> • Graded Web Assignment 2 – HTML/CSS “About Me” Homework Due
13	11/2 & 11/4	<p>WordPress Continued</p> <ul style="list-style-type: none"> • Customizer • Plugins <p>DUE Thursday 11/5 @ Midnight:</p> <ul style="list-style-type: none"> • Web Quiz Due
14	11/9 & 11/11	<p>Lab Days:</p> <ul style="list-style-type: none"> • Putting it all together • In-class time for questions and/or work on final project <p>DUE Thursday 11/12 @ Midnight:</p> <ul style="list-style-type: none"> • Final Website Due
15	11/16	<p>Lab Day:</p> <ul style="list-style-type: none"> • Last Day of Class • In-class time for questions and/or work on final project
		<p>FINAL EXAM</p> <ul style="list-style-type: none"> • Presentation of final project <p>Data and Time: TBD</p> <p>DUE by Final Exam Time:</p> <ul style="list-style-type: none"> • Final Multimedia Webpage Due • Re-edited Final Video if desired