



## **MEJO121**

### **Kelly Smith**

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Class Day, Time, Location: REMOTE Mon./Wed. 5:00-6:30

Instructor Contact Information: Kelly Smith-Campbell: [kekelly@email.unc.edu](mailto:kekelly@email.unc.edu) Office Hours: 4:30-5:00 (Please arrange prior so we can schedule a ZOOM conference call).

Office Hours/Office Number, etc.

**PRE-REQUISITES:** (If any) NONE

**COURSE DESCRIPTION:** 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.

**OBJECTIVES:** 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.



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- Think critically, creatively and independently.
- Apply tools and technologies appropriate for the communications professions in which they work.

### **ATTENDANCE POLICY:**

The University attendance policy is listed [here](#) for reference. Required in Class ZOOM session every Wed. Monday's are not required and will be workshops. Online content and assignments will be required in lieu of online presence.

### **REQUIRED MATERIALS:** (If any)

List Textbooks or other required materials here.

Email your textbook selections to [George Morgan](#) to have them stocked in the Student Stores for purchase.

Students will need to purchase their own equipment. The school's equipment room does not have a method to check out and sanitize all the 121 equipment.

### **REQUIRED SUPPLIES:**

There are no textbooks for this class, but there are required purchases. Be aware that financial aid funds can be used for them. If you believe you will have a challenge with these purchases, please contact Stephanie Willen Brown ([swbrown@unc.edu](mailto:swbrown@unc.edu)), the director of the Hussman School's Park Library.

### **EQUIPMENT GUIDES:**

For more information related to the 121 class equipment, please see these tutorials on the Park Library <https://guides.lib.unc.edu/mejo-equipment-room/videos>

### **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



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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.

### **GRADING:**

#### Grading scale (Example)

\*The University does not recognize an A+ or D-

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+ = 67-69%

D = 60-66%,

F = 59% or below

#### Grading rubric (Example)

\*Participation cannot be more than 20% of the overall grade.

Participation: 5%

Video course work (includes exercises, quizzes, and video project) 50%

Video course work (includes exercises, quizzes, and video project) : 25%

Final project (includes final web page design and story/package integration): 20%



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### HONOR CODE:

The Honor Code (<https://catalog.unc.edu/policies-procedures/honor-code/>) forms a bond of trust among students, faculty, and administrators. The University of North Carolina at Chapel Hill operates under a system of self-governance, as students are responsible for governing themselves. As such, our University is transformed into a powerful community of inquiry and learning. The Honor Code embodies the ideals of academic honesty, integrity, and responsible citizenship, and governs the performance of all academic work a student conducts at the University. Acceptance of an offer of admission to Carolina presupposes a commitment to the principles embodied in our century-old tradition of honor and integrity.

### 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.

### DIVERSITY:

The University's policy on Prohibiting Harassment and Discrimination is outlined on the Equal Opportunity and Compliance Office's webpage (<https://eoc.unc.edu/our-policies/ppdhrm/>). 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.

### SPECIAL ACCOMMODATIONS:

If you require special accommodations to attend or participate in this course, please let the instructor know as soon as possible. If you need information about disabilities visit the Accessibility Resources & Services site at <https://ars.unc.edu/>.

### ACCREDITATION:

\*Please look at the list of competencies [here](#) and choose those that best fit your class.

The Hussman School of Journalism and Media's 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://hussman.unc.edu/accreditation>. 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. The values and competencies associated with this course include being able to:



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- Demonstrate an understanding of gender, race ethnicity, sexual orientations and, as appropriate, other forms of diversity in domestic society in relation to mass communications;
- 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;
- Conduct research and evaluate information by methods appropriate to the communications, professions in which they work;
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- Apply tools and technologies appropriate for the communications professions.

### WEEKLY CLASS SCHEDULE:

Week-by-week schedule.

\*Please see [UNC academic calendar](#) for the Spring 2021 schedule.

\*\* Subject to change due to COVID-19

(Example weekly schedule for a M/W course)

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

### Wednesday :Class 1

#### FIRST DAY OF CLASS

Complete in class: [assessment](#)

#### TOPICS/PRESENTATIONS:

Introduction to the course: | digital storytelling in media and journalism (presentation) [https://drive.google.com/file/d/1TGb3YVZ9Bc\\_WFsUdiVKY6mnX9o4q5mno/view](https://drive.google.com/file/d/1TGb3YVZ9Bc_WFsUdiVKY6mnX9o4q5mno/view)

#### READINGS/VIEWINGS:



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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. <https://software.sites.unc.edu/linkedin/>

### ASSIGN & WORK ON:

#### Remote Class and Format ONLINE

Review One Note <https://office365.unc.edu/self-guided-learning/> and Using it/How we will use it over the semester to get ready for your final:

Here is your video project:

[https://docs.google.com/document/d/18ssMd9fv9rCub\\_-9FLza4x4bBc6SjXZtKr0Hw4ypCVk/edit](https://docs.google.com/document/d/18ssMd9fv9rCub_-9FLza4x4bBc6SjXZtKr0Hw4ypCVk/edit)

Here is your final page:

[https://docs.google.com/document/d/1ibJ-ci-YYToissq6LVtHtaCrFk0oF8FL2\\_SLTgjXWhY/edit](https://docs.google.com/document/d/1ibJ-ci-YYToissq6LVtHtaCrFk0oF8FL2_SLTgjXWhY/edit)

Here is your portfolio:

[https://docs.google.com/document/d/1oC8IFjewdZZWAsyzWe5P\\_xRsuiViUWZMquBp5qH6p1g/edit](https://docs.google.com/document/d/1oC8IFjewdZZWAsyzWe5P_xRsuiViUWZMquBp5qH6p1g/edit)

#### Class 2

TOPICS/PRESENTATIONS: [MEJO121VISUALWORKFLOW](#)

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

TOPICS: Finding the story | real research

Zoom Overview

Using ZOOM to Present

Using ZOOM for showing work

**REQUIRED TO COME**



**Discuss Equipment Needs in detail and what required and optional classes mean.**

**What you should begin working on in One Note [One Note Guide](#). [Learning Center \(One Note information\)](#)Your story and data. [www.Canva.com](http://www.Canva.com) (go ahead and make an account)**

### **Class 3**

#### **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)

**Optional: Q&A**

### **Class 4**

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

**TOPICS:** Viewing music videos

**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](#)

**Continue working in One Note**

### **Class 5**

**FOR CLASS: Let's discuss what you read and tutorials.**

**TOPICS:** interview set up and review 10 Easy Ways to set-up..let's discuss shooting. Come with Q&A.



**Continue working in One Note**

## **Class 6 /**

**TOPICS:** Shooting Options & What are sequences?

**PRESENTATIONS:** Quick review of interview set-up: [Sequences -- How They Tell a Story](#)

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

## **Class 7 /**

**READING/VIEWINGS:** Discussion on Lighting and Camera Shots...let's review!

Discuss lighting ideas you think you would do for Truth, Lies and Haiku exercise

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

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

**Continue working in One Note**

## **Class 8 /**

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

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

[How to Shoot with Interior Natural Light - Filmmaking Tutorial](#), [Finding the Light](#)

## **Class 9 /**

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

Q&A about the radio cut interview. Be prepared to ask questions.



**Class 10 /****WAYS TO SHOOT** [Your Approach to Shooting](#)**DUE:** [Truth, Lies & Haiku exercise](#)**ASSIGN:** [Radio cut exercise](#)**TOPICS:** Editing a narrative structure**PRESENTATIONS:** [Crafting a script](#), [Editing the interview](#)

**ONE NOTE CHECK-**You will email me your ONE NOTE LINK. Your pitch for your story (350 words) should be established and who you are collaborating with. Date of shoot. Give me some ideas for your B-Roll. How do you think you are going to shoot? Is it Zoom? Is it a mobile shoot?

**Class 11 /****WORK ON:** [Radio cut exercise](#)

Discuss presentations and bring script questions or interview questions

**Class 12 /****PRESENTATIONS:** [Editing the interview](#)**TOPICS:** Shooting broll, how b-roll tells the story**WORK ON:** [Radio cut exercise](#)**VIDEO TO WATCH:** [Tips for getting better audio and video using ZOOM](#)**Class 13 /****TOPICS:** Putting together a rough cut, Kelly's Premiere tips, in-class editing time**PRESENTATIONS:** Kelly's Premiere tips ([presentation](#)) ([link to library tutorials](#))

Q&A sound questions in Premiere. Working studio day. Be prepared to bring your questions about premiere. You may send me questions ahead of time if there is something specific you would like to focus on.

**Class 14 /****PRESENTATIONS:** [Creative B-roll](#)**TOPICS:** Shooting broll, how b-roll tells the story**PRESENTATIONS:** [Pacing your video story](#)**SOFT DEADLINE:** edited Interview transcription. You will share on OneNote. Please send link for my review. Please make sure you identify your HOOK, INTRODUCTION, ARC/CLIMAX, AND CONCLUSION before sending my way.**Class 15 /****Q&A/Studio** [Radio cut exercise](#)

Share breakout rooms your transcript and discuss.

**Class 16 /****Discuss B-Roll****We will listen****Class 17 /****Workshop Day. Continue working on radio cut****Class 18 /****READING/VIEWINGS:** Shoot b-roll!!**WORK ON:** [Final video story](#)**TOPICS:** choosing music, in-class editing time, review rough cuts in class**PRESENTATIONS:** [Choosing music](#)**READING/VIEWINGS:** Shoot b-roll!



## **Class 19 /**

**DUE:** [Radio cut exercise](#)

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

Q& A about Final Video

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

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

## **Class 20/**

**TOPICS:** Setting up Wordpress site [GoDaddy & Installing Wordpress](#)

**PRESENTATIONS:** [Design Basics](#) \_Review ahead of class

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

## **Class 21/**

**TOPICS:** More on HTML, CSS

**READING/VIEWINGS:**

## **Class 22/**

**SOFT DEADLINE:** Rough cut of final video. This is an opportunity to allow feedback if you would like. Getting feedback does improve your work/grade in the end.

**TOPICS:** Learning Wordpress

**PRESENTATIONS:** Wordpress, Part 1 ([using Google fonts](#)) (Do not reference the brief in the powerpoint for final project..please refer to what is reflected on 10/29

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

## **Class 23/**

**READING/VIEWINGS:**

Explore the following tools for Thursday's class:



- [Canva.com](https://www.canva.com)
- [Crello.com](https://www.crello.com)
- [Easil.com](https://www.easil.com)
- [Picmonkey.com](https://www.picmonkey.com)
- [Snappa.com](https://www.snappa.com)

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

### **Class 24/**

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

[How the Internet Works](#) [Add this Extension to change CSS](#)

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

**READING/VIEWINGS:**

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

### **Class 25/**

**READING/VIEWINGS:** Work on website and come with questions!

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

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

### **Class 26/**

**DUE: Graphics Ideas and research (place in OneNote and send OneNote Link-50pts.) Requirements: Clear theme, Send me your website link to check on progression of your site. At this point you should have the following: Home, About Me, Portfolio, Digital Storytelling, Contact**



pages, ideas and graphics for each page. If not included on page then reflected in research.

Free Day. Lab Time. Can come with questions or work at your own pace. Class is not required.

## **Class 27**

**TOPICS:** in-class editing and lab time. Come with questions.

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

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

## **Class 28**

**LAST DAY OF CLASS**

**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](#)

## **Class 29**

**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](#)

**Please Note: TBD**

**FINAL EXAM TIME**

**FINAL PROJECT PRESENTATIONS**

**Present the following: TBD (date)**

**DEADLINE:** [Final Project page](#)



**FINAL EXAM:**

\*\*Subject to change

Final exam times are based on the University final exam schedule. Exams are scheduled according to the day and start time of the first meeting of the course each week and held in the regularly assigned meeting room unless the instructor is otherwise notified.

If you are unable to hold your final at the assigned time, contact [Dr. Tuggle](#) to check rescheduling options.