UNC | HUSSMAN SCHOOL OF JOURNALISM AND MEDIA

INTRODUCTION TO
DIGITAL STORYTELLING

UNC-Chapel Hill | Hussman School of Journalism and Media | Spring 2021 | MEJO 121 – 11

Welcome to this introductory media technology skills class at the 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

Tuesday – Thursday 8:00 – 9:15 am | Remote (synchronous and asynchronous)

Zoom Link: Check the Overview section of Sakai for the class Zoom link.

INSTRUCTOR

Nazanin Knudsen

email: nknudsen@email.unc.edu | Virtual Office: Virtual Office Zoom Link

Office Hours: Tuesday 10–11:00 am and on Thursdays by appointment.

Please email me to schedule an appointment during the Office Hours.

The best way to reach me is via email. I check my email frequently. **You will receive a response from me within 24 hours during the week.**

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.

Headphones
Must have a standard mini jack (⅛''). 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.

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 $30. You may find an example here (pictured below). If you have access to a regular camera tripod you can only purchase a phone mount. Here is an example for a Phone Mount.

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

FiLMic Pro app: We highly recommend the purchase of the FiLMic the app 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/products/filmic-pro/

Note: Regardless of shooting videos with or without FilMic Pro, students are expected to create high-quality videos; 1080p HD, good lighting and colors, and clear audio with adequate levels. Should a student choose not to use the FilMic Pro app, it is their responsibility to achieve the expected standards using only their phone.

USB external hard drive / flash drive
Specs: Minimum 64GB flash drive, must be USB 3.0 for fastest file transfer speeds. It is *recommended that you* invest in a larger external hard drive to back up all files for this course and others. If you choose to work directly from your laptop, you will risk running into issues: the editing software may run slower. I strongly recommend working with your video files on an external drive.

REQUIRED DIGITAL ACCESS

Adobe Premiere Pro
Follow the instructions here to create an Adobe ID with your UNC email and install the required software for free: http://software.sites.unc.edu/software/adobe-creative-cloud/

YouTube or Vimeo account
You must use an account to publish your videos for this course. (You will submit the video assignments as a link not as a file.) 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.

LinkedIn Learning

Follow the instructions here to access LinkedIn Learning with your onyen.
https://software.sites.unc.edu/linkedin/

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.

COURSE GOALS
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.

COURSE INSTRUCTION MODE

This course is offered in a hybrid format (synchronous and asynchronous). The majority of the lectures are offered asynchronously through recorded video presentations. There will be weekly live (synchronous) class meetings on Zoom on Thursdays **during the scheduled class time.** These weekly Zoom meetings consist of Q&A sessions, discussions, and small group workshops to offer a collaborative learning experience.

Note: **During the first week of classes, we meet via Zoom on both Tuesday AND Thursday. After the first week, we ALWAYS have synchronous Zoom meeting on Thursdays with an occasional additional Zoom session on Tuesdays.** Please check the weekly schedule on Sakai for more details.

Students are required to watch and review the asynchronous material weekly before the Thursday class meeting, take notes and write down questions to ask. This asynchronous learning material will be available on Sakai, Overview and Resources. Additionally, I will send a weekly announcement on Mondays including a checklist for the week.

Note: Taking this course entirely asynchronously is the secondary option only allowed for legitimate reasons (time Zone difference, lack of access to reliable internet connection, etc.). The students who need this learning method must communicate their need with me during the first week of classes.

CLASS ATTENDANCE

Attendance during the weekly Zoom classes is required. It is important to attend the meetings to learn the weekly topics by asking questions, engaging in discussions, and participating in class activities. In these sessions, you will enhance your skills, receive feedback on your work, and stay connected with your peers and instructor.

You are allowed TWO Unexcused absences. Any additional absences will affect your Engagement & Participation grade. As always, communication is critical. If you cannot attend a class, please notify the instructor

ASSIGNMENTS AND GRADING POLICIES

Receiving Feedback before Submission
P/F exercises, class workshops, and lab times offer opportunities to receive feedback, learn hands-on, and improve your work. Beyond this, I cannot offer detailed feedback on your assignment and projects before submission, as this defeats the purpose of grading and won't be fair to other students. Think of the class graded assignments and projects as tests.

- I will answer technical or conceptual questions up to 24 hours before the deadline.
- No Pre-grading or Re-grading.

I highly encourage you to begin this course with an open mind. While the concepts and the technical nature of some of the topics may seem challenging at times, you will gain new relevant skills and enhance your problem-solving strategies. On this note, see the coursework as an opportunity to learn and grow as a media professional.

Late Assignments
Accepting late assignments without any penalty is unfair to the students who have sacrificed to turn their work in on time. Given the current circumstances, **each student receives one no-penalty late submission pass, up to 5 days late.**
After that, an automatic 10 percent deduction will be applied to each assignment turned in after the due date. An additional 10% deduction will be applied for each subsequent 24-hour period that passes after the due date/time (i.e., 10 percent is taken off for each day).
- No Assignment will be accepted after one week past the due date. (This does not include University-excused absences and medical circumstances.)

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 SCALE

Work is graded according to the highest professional standards. Each major assignment has an assignment sheet/rubric. Grades in percentages are:

- **A** = 93–100%
- **A−** = 90–92%
- **B+** = 87–89%
- **B** = 83–86%
- **B−** = 80–82%

- **C+** = 77–79%
- **C−** = 70–72%,
- **D+** = 67–69%,
- **D** = 60–66%
- **F** = 59% or below

The definition of the grades:

A Nearly perfect in execution, quality of work is exceptional and exceeds expectations.

A− Work is impressive in quality and exceeds expectations, 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− As 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

Grades and feedback will be posted on Sakai in assignment submission folders and in the gradebook.

GRADE BREAKDOWN

Engagement & Participation	5%
Video Course Work Exercises (Video/Final Idea, Video Rough Draft) Assignments & Projects (Video Montage, Radio Edit, and Video Project)	50%
Web/Design Course Work Exercises (Basic Coding, Graphics Rough Draft) Portfolio Project	25%
Final Project	20%

Engagement & Participation consists of careful review of the asynchronous material and attending class meetings on time and with preparation. I expect you to be engaged, ask questions based on the weekly topic, and respectfully share constructive feedback with your peers. This grade also includes installing required software, applications, and the webhosting purchase before class. Additionally, all **weekly homework**, **in-class activities**, and **completing the course evaluation** affect this grade.

The Engagement & Participation grade will be posted in the gradebook at the end of the semester. You may check-in with me during the course for individual feedback about the quality of your participation.

Note: The course material and offerings are developed to allow for asynchronous learning, if needed. If you cannot join the live class meetings, please communicate with me during the first week of classes.

Exercises and Assignments aim to familiarize you with the skills needed to complete the projects. They build upon each other to lead you toward your major course projects.

Projects (Video Project, Portfolio Project, and Final Project) are assigned to demonstrate a mastery of the skills and storytelling techniques learned in class. To show excellence, you must go above and beyond the minimum requirements for these projects.

Final Project: An integrated multimedia story package delivered via text, graphics, design, and video. **While this course has no exams, the Final Project is due on the day of the Final Exam.** The class will meet on the scheduled final exam day and time, and the students will present their projects.

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.

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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 welcomed 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.

COURSE SCHEDULE

A detailed course schedule will be available on the **Overview** section of Sakai. Please check the **Sakai Course Schedule multiple times a week.**

TENTATIVE SCHEDULE & WEEKLY TOPICS

1	**Tu. 01.19.21** Live Class Meeting	Introduction & Warmup Introduction to the course & Syllabus Review
	Th. 01.21.21 Live Class Meeting	What is Digital Storytelling? Film Language & Visual Composition
2	**Tu. 01.26.21** Asynchronous class	Presentation Basics of Lighting for Video Premiere Pro Essentials 1 Shooting Basic Video on FilMiC Pro - Optional
	Th. 01.28.21 Live Class Meeting	Workshop Premiere Pro Basics FilMic Pro for Basic Video, Q & A - Optional
3	**Tu. 02.02.21** Asynchronous class	Deadline: A1: Video Montage, 11:55 pm Presentation Shooting Documentary Interviews: Interview Setup (Composition, 3–point lighting, Audio) FilMic Pro Slides & Tutorials – Optional
	Th. 02.04.21 Live Class Meeting	Deadline: E1: Video/Final Project Idea, 11:55 pm Discussion Shooting Documentary Interviews A–roll and B–roll

4	**Tu. 02.09.21** Asynchronous class	Presentation Shooting B-roll Footage: Shooting with Editing in Mind, Coverage & Sequencing Premiere Pro Essentials 2
	Th. 02.11.21 Live Class Meeting	Deadline: Continuity Sequence Class Exercise, 11:55 pm Discussion Shooting with Editing in Mind, Coverage & Sequencing Workshop Continuity Sequence Class Exercise
5	**Tu. 02.16.21**	University Wellness Days Feb 15 and Feb 16 – **No Class**
	Th. 02.18.21 Live Class Meeting	Discussion Nonfiction Narrative and the 3-Act Structure Workshop Story Lab: The 3–Act Structure and Documentaries
6	**Tu. 02.23.21** Asynchronous class	Deadline: A2: Radio Edit, 11:55 pm Presentation Storytelling Beyond Words: B-roll and Audio Storytelling Color in Storytelling Lumetri and Color in Premiere Pro
	Th. 02.25.21 Live Class Meeting	Discussion Storytelling Beyond Words Creating a Rough Cut Workshop Creative B-roll Class Exercise
7	**Tu. 03.02.21** Asynchronous class	Presentation Enhance your Premiere Skills: Ken Burns Effect Visual Effects & Stabilization Adjusting and Leveling the Audio
	Th. 03.04.21 Live Class Meeting	Presentation & Discussion Pace & Rhythm Final Thoughts on Editing an effective story

8	**Tu. 03.09.21** Live Class Meeting	Deadline: E2: Video Project, Rough Draft, Due by the start of the class
		Workshop: Small Groups, Receive Peer Feedback on your Rough Drafts
	Th. 03.11.21	**University Wellness Days March 11 and 12 – No Class**
9	**Tu. 03.16.21** Asynchronous class	Video Project workday: Finishing stage: color correct, polish audio transitions, level audio
	Th. 03.18.21 Live Class Meeting	Open Editing Lab Receive Feedback on Video Projects
10	**Tu. 03.23.21** Asynchronous class	Deadline: A3: Vide Project, 11:55 pm Presentation Web Design Essentials Graphics and Infographics + DIY site: canva.com How Does the Web Work? Introduction to HTML & CSS
	Th. 03.25.21 Live Class Meeting	Discussion Introduction to the Web portion of the course Workshop Basic Coding: HTML
11	**Tu. 03.30.21** Live Class Meeting	Workshop Basic Coding: CSS
	Th. 04.01.21 Live Class Meeting	Deadline: E3: HTML-CSS Exercise, 11:55 pm Discussion Introduction to WordPress Workshop Installing & Getting Started in WordPress
12	**Tu. 04.06.21** Asynchronous class	Presentation WordPress 1: The basics (Plugins, Pages, Blocks) WordPress 2: "Customize" menu and the Kale Theme available options.
	Th. 04.08.21 Live Class Meeting	Deadline: E4: Graphics Rough Draft Exercise, 11:55 pm Workshop WordPress 1 & 2

13	**Tu. 04.13.21** Asynchronous class	Presentation WordPress 3: Using Additional CSS in WordPress Review the Web Design Essentials
	Th. 04.15.21 Live Class Meeting	Discussion WordPress Additional CSS Workshop WordPress Q & A
14	**Tu. 04.20.21** Asynchronous class	Portfolio Project workday
	Th. 04.22.21 Live Class Meeting	Discussion Review the Final Project Requirements Portfolio Project Open Lab Receive feedback in class
15	**Tu. 04.27.21** Asynchronous class	Deadline: Portfolio Project, 11:55 pm Portfolio Project workday
	Th. 04.29.21 Live Class Meeting	Final Project Open Lab Receive feedback in class
16	**Tu. 05.04.21**	Final Project asynchronous workday
Final Exam Day	**Saturday, May 8 at 8:00 am** Live Class Meeting	Deadline: Final Project, 8:00 am Submit your final project (Digital Story page) on Sakai Final Project Present your Digital Story page to the class.