DIGITAL STORYTELLING

Syllabus: go.unc.edu/782fall21 **Readings:** go.unc.edu/782materials **Sakai site:** https://sakai.unc.edu/portal/site7782fall21

Introduction

Welcome to Fall 2021 semester! Telling stories is the basis of what we do as communicators. Learning how to do this well requires a thorough understanding of the tools available and the strengths and weaknesses of each one. The objective of this course is to introduce you to the theories and practices of digital content creation. We read and view work that addresses each of these presentation methods. You will be expected to gain a critical understanding of the value of each. Recognition of the benefits and drawbacks of the written word, photography, audio, video, animated graphics, interactive applications, virtual reality and augmented reality will be addressed in class discussions and assigned projects. You will acquire knowledge about how to choose presentation methods based on a project's audience and communication goals. You also will learn how to apply this knowledge by creating a digital storytelling final project.

The essentials

- **Class time:** Tuesdays and Thursdays, 12:30 to 1:45 p.m.
- **Class locations:**
    - Tuesdays: Carroll Hall, Room 58
    - Thursdays, on Zoom, go.unc.edu/782class password for class: MEJO782
- **Instructor:** Associate Professor Laura Ruel, 919-448-8864, lruel@unc.edu
- **Office hours:** Wednesdays from 9:30-11 am and by appointment
- **Office location:** go.unc.edu/ruel password for office hours: UNC

Required items

Smartphone: There are no textbooks for this course. Readings and viewings and other media will be provided through links on the Class Materials page. However, you **will** be using a smartphone to record audio and video. If this proposes a problem, please contact Stephanie Brown in the Hussman School's Park Library to discuss possible alternatives.

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. You will need to install Adobe Illustrator, Photoshop and Premiere: http://software.sites.unc.edu/software/adobe-creative-cloud/
Although 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. Be sure to take this into account when planning your projects.

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.

Other required* items

NOTE: It is important that you DO NOT purchase any of these supplies until a few weeks into the semester. More detail will be provided during the first weeks of class.

FiLMiCPro 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 may need to purchase these products or demonstrate that you have a personal website. Cost for these items is approximately $20-$30 for your first year. More details will be provided in class.

Smartphone adapter
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) 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 standar 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 $20. 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).](#)

Description

This course will introduce you to the basics of digital storytelling and help you develop some expertise in their application. By reading, viewing and discussing the writings and works of media professionals, journalists, artists, developers, photographers, usability experts, graphic designers, new technology experts, educators and researchers you will deepen your appreciation for each distinct media form. You will learn how and when to utilize media and discern the best presentation options for storytelling to your intended audience.

Through simple exercises and peer reviews, you will acquire some hands-on knowledge about a number of these media forms. You will apply these skills to develop a professional, published group project on an important, relevant topic by the end of the semester.

Accreditation

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://www2.ku.edu/~acejmc/PROGRAM/PRINCIPLES.SHTML - vals&comps](http://www2.ku.edu/~acejmc/PROGRAM/PRINCIPLES.SHTML)
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 ohe last six bullet points under "Professional values and competencies" in the link above.

Attendance: University Policy

No right or privilege exists that permits a student to be absent from any class meetings, except for these University Approved Absences:

1. Authorized University activities
2. Disability/religious observance/pregnancy, as required by law and approved by [Accessibility Resources and Service](#) and/or the [Equal Opportunity and Compliance Office](#) (EOC)
3. Significant health condition and/or personal/family emergency as approved by the [Office of the Dean of Students](#), [Gender Violence Service Coordinators,](#) and/or the [Equal Opportunity and Compliance Office](#) (EOC).

Attendance: Class Policy

This is a graduate-level class, so it is expected that students are available to attend all classes. Class time will be important for collaboration, peer interaction and project planning. Lack of attendance and engagement with the material will affect your course grade. For situations when an absence is not University approved (e.g., a job interview), please communicate with me as early as possible. Be aware that you are bound by the Honor Code when making a request for an absence. *(source: http://catalog.unc.edu/policies-procedures/attendance-grading-examination/)*

Other important policy

Simply put, deadlines are absolute. All assignments are due as stated on the course calendar (see Class Materials and Calendar). **NO LATE ASSIGNMENTS WILL BE ACCEPTED.**

Grading

You are graded according to the highest professional standards. Your assignments will be evaluated according to the rubrics distributed with assignments. Grades are described below:

- **H**   High Pass - clear excellence, nearly perfect in execution for a graduate-level student
- **P**   Pass - entirely satisfactory graduate-level work
- **L**   Low Pass - inadequate work, aspects of the assignment may be missing or incomplete
- **F**   Fail

Grading components

Your overall grade for this course will be based on the following components. Specifics for each element will be distributed at the time of the assignment.

- **Participation:** 10% of the final grade
- **Exercises:** 40% of the final grade
- **Final project:** 50% of the final grade

During the semester, you will be assigned **multiple exercises** to develop your skills. Completion of each of these exercises to the best of your abilities will result in a passing grade. Your effort will be considered when grading exercises. Your final project will be graded to professional standards, and quality as well as effort will be considered.

Grading criteria

There are basic expectations that any supervisor or project manager would have for a project undertaken by a digital storyteller. Regardless of your skill level, all of your assignments must meet the following minimum basic standards:

- completed according to the assignment specifications.
- completed on time.
- free of typographical, grammatical and mechanical errors.
- completed so as to evidence a clear grasp of digital production standards.

Syllabus Changes

The professor reserves the right to make changes to the syllabus, including project due dates and test dates. These changes will be announced as early as possible.

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.

Honor Code

Each student will conduct himself or herself within the guidelines of the University honor system (http://honor.unc.edu). All academic work should be done with the high levels of honesty and integrity that this University demands. You are expected to produce your own work in this class. 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 or Senior Associate Dean C. A. Tuggle, or you may speak with a representative of the Student Attorney Office or the Office of the Dean of Students.

ARS

The University of North Carolina at 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 barriers to fully accessing University courses, programs and activities. Accommodations are determined through the Office of Accessibility Resources and Service (ARS) for individuals with documented qualifying disabilities in accordance with applicable state and federal laws. See the ARS Website for contact information: https://ars.unc.edu or email ars@unc.edu.
(source: https://ars.unc.edu/faculty-staff/syllabus-statement)

Counseling and Psychological Services

CAPS is strongly committed to addressing the mental health needs of a diverse student body through timely access to consultation and connection to clinically appropriate services, whether for short or long-term needs. Go to their website: https://caps.unc.edu/ or visit their facilities on the third floor of the Campus Health Services building for a walk-in evaluation to learn more.

Title IX

Any student who is impacted by discrimination, harassment, interpersonal (relationship) violence, sexual violence, sexual exploitation, or stalking is encouraged to seek resources on campus or in the community. Reports can be made online to the EOC at https://eoc.unc.edu/report-an-incident/. Please contact the University's Title IX Coordinator (Elizabeth Hall, interim – titleixcoordinator@unc.edu), Report and Response Coordinators in the Equal Opportunity and Compliance Office (reportandresponse@unc.edu), Counseling and Psychological Services (confidential), or the Gender Violence Services Coordinators (gvsc@unc.edu; confidential) to discuss your specific needs. Additional resources are available at safe.unc.edu.

Policy on Non-discriminaion

The University is committed to providing an inclusive and welcoming environment for all members of our community and to ensuring that educational and employment decisions are based on individuals' abilities and qualifications. Consistent with this principle and applicable laws, the University's Policy Statement on Non-Discrimination offers access to its educational programs and activities as well as employment terms and conditions without respect to race, color, gender, national origin, age, religion, creed, genetic information, disability, veteran's status, sexual orientation, gender identity or gender expression.

Such a policy ensures that only relevant factors are considered and that equitable and consistent standards of conduct and performance are applied.

If you are experiencing harassment or discrimination, you can seek assistance and file a report through the Report and Response Coordinators (see contact info at safe.unc.edu) or the Equal Opportunity and Compliance Office, or online to the EOC at https://eoc.unc.edu/report-an-incident/.

Diversity statement

I strive to make this classroom an inclusive space for all students. Please let me know if there is anything I can do to improve; I appreciate any suggestions. More broadly, our school has adopted diversity and inclusion mission and vision statements with accompanying goals. These complement the University policy on prohibiting harrassment and discrimination. In summary, 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. The Dean of Students (Suite 1106, Student Academic Services Building, CB# 5100, 450 Ridge Road, Chapel Hill, NC 27599-5100 or [919] 966-4042) has been designated to handle inquiries regarding the University's nondiscrimination policies.

Mask use

All enrolled students are required to wear a mask covering your mouth and nose at all times in our classroom. This requirement is to protect our educational community -- your classmates and me – as we learn together. If you choose not to wear a mask, or wear it improperly, I will ask you to leave immediately, and I will submit a report to the Office of Student Conduct. At that point you will be disenrolled from this course for the protection of our educational community. Students who have an authorized accommodation from Accessibility Resources and Service have an exception. For additional information, see https://carolinatogether.unc.edu/university-guidelines-for-facemasks/.

Semester topics

The outline below provides a rough idea of class topics by week. Based on the availability of guest speakers, topics and exercises are subject to change. For a current calendar, links to online readings, viewings, presentations, assignments and deadlines, see the class Sakai site.

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Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
15 Aug 2021 TOPIC: Course intro	16	17	18 **FDOC**	19 IN-PERSON MEETING	20	21
22 TOPIC: Media Forms	23	24 IN-PERSON MEETING	25	26 REMOTE MEETING @ go.unc.edu/782class	27	28
29 TOPIC: Ideation	30	31 IN-PERSON MEETING	1 Sep	2 REMOTE MEETING @ go.unc.edu/782class	3	4
5 TOPIC: Emerging Tech	6	7 IN-PERSON MEETING	8	9 REMOTE MEETING @ go.unc.edu/782class	10	11

12 TOPIC: Graphics and data	13	14 IN-PERSON MEETING	15	16 REMOTE MEETING @ go.unc.edu/782class	17	18
19 TOPIC: Data Visualization	20	21 IN-PERSON MEETING	22	23 REMOTE MEETING @ go.unc.edu/782class	24	25
26 TOPIC: Audio, photo and video	27	28 IN-PERSON MEETING	29	30 REMOTE MEETING @ go.unc.edu/782class	1 Oct	2
3 TOPIC: Audio, photo and video	4	5 IN-PERSON MEETING	6	7 REMOTE MEETING @ go.unc.edu/782class	8	9
10 TOPIC: Audio, photo and video	11	12 UNIVERSITY DAY IN-PERSON MEETING	13	14 REMOTE MEETING @ go.unc.edu/782class	15	16
17 TOPIC: Graphic and web design	18	19 IN-PERSON MEETING	20	21 FALL BREAK	22	23
24 TOPIC: Graphic and web design	25	26 IN-PERSON MEETING	27	28 REMOTE MEETING @ go.unc.edu/782class	29	30
31 TOPIC: Final project work	1 Nov	2 IN-PERSON MEETING	3	4 REMOTE MEETING @ go.unc.edu/782class	5	6
7 TOPIC: Final project work	8	9 IN-PERSON MEETING	10	11 REMOTE MEETING @ go.unc.edu/782class	12	13
14 TOPIC: Final project work	15	16 IN-PERSON MEETING	17	18 REMOTE MEETING @ go.unc.edu/782class	19	20
21 TOPIC: Final project work	22	23 IN-PERSON MEETING	24	25 THANKSGIVING BREAK	26	27
28 TOPIC: Final project work	29	30 IN-PERSON MEETING	1 Dec **LDOC**	2	3 Noon-3 pm: Final project presentations FINAL PROJECTS DUE	4