

# INTRODUCTION TO DIGITAL STORYTELLING

UNC-Chapel Hill Hussman School of Journalism and Media----MEJO 121  
Fall 2021

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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.

## **Instructor**

Heather Stevenson

[hsteven@email.unc.edu](mailto:hsteven@email.unc.edu)

**Office Hours:** Before or After Class on M/W and Wednesday evenings on Zoom 7–8pm by apt.

Office Hours are for questions and when I am available. I will answer emails during the week with in 24 hours, usually sooner. But if you email me on Friday after 6pm, you will most likely not hear back from me until Monday in class.

## **Required Supplies**

There are no textbooks for this course, 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](mailto:swbrown@unc.edu)), the director of the Hussman School's Park Library.



### **Smartphone:**

For your video assignments, you will record with your smartphone. NOTE: If you will be using an iPhone 7 or higher, you also need a 3.5mm headphone jack adapter (usually included with your iPhone purchase and pictures 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. HEADPHONES WITH A MIC WILL NOT WORK WITH THE PHONE APP!!!

### **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](#)

### **Tripod with smartphone mount:**

You will need to purchase a tripod and mount for your phone. **THAT IS COMPATIBLE WITH YOUR PHONE!** Here [is an example](#). Note the height, you might want something taller. Please just make sure the tripod and mount are compatible with your smartphone. This is required as you will be graded on stability of your shots.



### **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 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 Guidelines:**

**PLEASE NOTE DUE TO COVID-19 YOU WILL NOT BE ABLE TO CHECKOUT EQUIPMENT.** If you have a true hardship and are unable to purchase the necessary equipment you can reach out to **Stephanie**

**Brown in the Park Library.** She can be contacted at [parkadmin@listserv.unc.edu](mailto:parkadmin@listserv.unc.edu) or text (919) 442-8077. 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/equipment-room/instruction-manuals> .

## **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 one of the following.

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

**Lighting:** You will be graded on the quality of your video and lighting is crucial to good quality footage. It is strongly recommended that you consider purchasing lighting that will work with your smartphone.

## **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](#). **DO NOT PUT THE ENTIRE SUITE ON YOUR COMPUTER.**

### **YouTube or Vimeo**

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 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 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 professionals in which they work.

## **Attendance/Tardiness Policy**

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 under Panopto. 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 class, 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. Please communicate with me early about potential absences. Please be aware that you are bound by the [Honor Code](#) when making a request for a university approved absence.

## **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).

## **Late Assignments**

**No participation assignment will be given credit if submitted late.**

As for graded 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. I use the time stamp in Sakai. If you are having issues, I expect you will email me in a timely manner.

## 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 demo 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 hours a week on content for this course which includes weekly readings, and assignments. But expect the video projects and website to take you A LOT longer than you expect! 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.

## Grading

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

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|---|--|
| <ul style="list-style-type: none"><li>• A = 93–100%,</li><li>• A- = 90–92%,</li><li>• B+ = 87–89%,</li><li>• B = 83–86%,</li><li>• B- = 80–82%,</li></ul> | <ul style="list-style-type: none"><li>• C+ = 77–79%,</li><li>• C = 73–76%,</li><li>• C- = 70–72%,</li><li>• D = 60–69%,</li><li>• F = 59% or below</li></ul> |
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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

Class Participation (peer assessments, homework exercises (see description below)	5%
Video course work <ul style="list-style-type: none"> <li>• MOS—15%</li> <li>• Interview—15%</li> <li>• Final Edited Video—20%</li> </ul>	50%
Web/Design course work <ul style="list-style-type: none"> <li>• Graphics Assignment—5%</li> <li>• Static web page--5%</li> <li>• WordPress Portfolio— 15%</li> </ul>	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 class meetings including arriving on time, asking questions, offering insights during class discussions, sharing feedback with peers, and general engagement with the daily material. How do you handle your yourself and communication with the instructor? Participation also includes the completion of your participation assignments. **Please see the Participation Assignments list in Sakai for all exercises and points value.** There will be no points given for late participation assignments, although I will still give you feedback. Your ability to follow directions and complete the assignments to the best of your ability will determine your grade. Many assignments will be awarded full points just for completion. You may check in with your instructor at any time during the course for individual feedback about the quality of your participation.

Participation assignments 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. Reaching me by email is the easiest. I will usually respond same day depending on when you email. I will definitely respond within 24 hours, usually sooner. Please do not expect immediate responses to emails after 6pm on weeknights or after 6pm on Friday and over the weekend. If you email me over the weekend, I will get back to you on Monday probably in class.

## **Honor Code:**

I expect that 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.

## **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.

## **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](mailto: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](mailto:titleixcoordinator@unc.edu)), Report and Response Coordinators in the Equal Opportunity and Compliance Office ([reportandresponse@unc.edu](mailto:reportandresponse@unc.edu)), Counseling and Psychological Services (confidential), or the Gender Violence Services Coordinators ([gvsc@unc.edu](mailto:gvsc@unc.edu); confidential) to discuss your specific needs. Additional resources are available at [safe.unc.edu](https://safe.unc.edu).

## POLICY ON NON-DISCRIMINATION

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](https://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 harassment 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 always covering your mouth and nose 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/>.

## 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.

## Tentative Course Schedule: (subject to change)

Please complete readings and watch required videos before class where they are listed. Class meetings will be for lecture, questions, review of content and group work to enforce ideas. Assignments are to be worked on after class and due in Sakai by the stated deadline. **Please follow along with the “Weekly Lessons” listed in Sakai. It has all the links and documents you need for the week.**

Week	Date	Topic
Week 1	8/18	<p><b>Checklist Before Class Meeting:</b></p> <ul style="list-style-type: none"> <li>◦ Watch <a href="#">Growth Mindset</a></li> <li>◦ Review your Syllabus</li> </ul> <p><b>Required Meeting: Class Time</b> (Discuss: Course Intro, Class Expectations, Semester Story) <b>Need Equipment to Shoot by 8/30</b></p> <p><b>Assignments:</b> Semester Story Spreadsheet</p>
Week 2	8/23	<p><b>Checklist Before Class Meeting:</b></p> <ul style="list-style-type: none"> <li>◦ Read: <a href="#">Picking Right Medium for your story Reading</a></li> </ul> <p><b>Required Zoom Meeting: (During Scheduled Class Time)</b> (Discuss topic for semester, examples of projects, Digital Plot Diagram Small Groups, Digital Storytelling Lecture)</p> <p><b>Assignments:</b> Complete Semester Story Idea Spreadsheet Sign Online Contract in Assignments in Sakai</p>

		Create YouTube or Vimeo Account Read: <a href="#">What's Your Angle</a>
	8/25	<p><b>Checklist Before Class Meeting:</b></p> <ul style="list-style-type: none"> <li>◦ Watch: <a href="#">Getting an Adobe ID</a> (less than minute)</li> <li>◦ Watch <a href="#">Logging In To Adobe</a> (less than minute)</li> </ul> <p><b>Required Meeting: Class Time</b> (Discuss: Composition Rule of Thirds Lecture, Logging Shot Exercise In Class (Group Share MS, CU, ECU of object))</p> <p><b>Assignments:</b> Research Semester Story <b>Questions (Getting to Know you) due 8/28 by 11:59pm</b></p>
Week 3	8/30	<p><b>Checklist Before Class Meeting:</b></p> <ul style="list-style-type: none"> <li>◦ Watch: How to upload video to Premiere (5 mins)</li> <li>◦ Shoot: interesting shot of something to share)</li> </ul> <p><b>Required Meeting: Class Time</b> (Discuss: Filmic Pro App Lecture, Small Groups)</p> <p><b>Assignments:</b> <b>Online Student Contract due 8/30 by 11:59pm</b> <b>Semester Story Idea Spreadsheet due 8/30 by 11:59pm</b></p>
	9/1	<p><b>Checklist Before Class Meeting:</b></p> <ul style="list-style-type: none"> <li>◦ Watch: <a href="#">Filmic Pro Tutorials</a>( <b>Scroll down to find:</b> Jumpstart Guide—first 10 mins, V6 Best Features) (15 mins)</li> <li>◦ Read: <a href="#">Filmic Pro Users Guide</a></li> </ul> <p><b>Required Meeting: Class Time</b> (Sequencing Lecture, Discuss Sequencing Assignment, Small Group Discussion)</p> <p><b>Assignments:</b> <b>Sequencing Exercise (Come to class 9/8 with shots)</b></p>
Week 4		<b>LABOR DAY NO CLASS 9/6</b>
	9/8	<p><b>Checklist Before Class Meeting:</b></p> <ul style="list-style-type: none"> <li>◦ Shoot: Finish Sequence Shoot by start of class</li> </ul>

		<p><b>Required Meeting: Class Time</b> (Editing and Premiere Lecture, Watch 3 over 1, Small Group: Sequencing)</p> <p><b>Assignments:</b> Finish Sequence Edits and Upload <b>Sequencing Exercise Due in Sakai 9/8 by 11:59pm in Sakai</b></p>
Week 5	9/13	<p><b>Checklist Before Class Meeting:</b></p> <ul style="list-style-type: none"> <li>◦ Watch: <a href="#">Camera Stabilization</a> (4 mins)</li> </ul> <p><b>Required Meeting: Class Time</b> (Audio Interviewing Lecture, Camera Assignment, Small Group Interview Assessment)</p> <p><b>Assignments:</b> <b>Camera Exercise Homework Due in Sakai 9/14 by 11:59pm</b></p>
	9/15	<p><b>Checklist Before Class Meeting:</b></p> <ul style="list-style-type: none"> <li>◦ Trouble Shoot Audio issues with Microphone</li> <li>◦ Shoot practice 10 second interview (with audio and good framing)</li> </ul> <p><b>Required Meeting: Class Time</b> (Lighting Lecture, Discuss Lighting, Interview Practice Set up)</p> <p><b>Assignments:</b> Practice Interview Set up, Check Microphone, Address issues</p>
Week 6	9/20	<p><b>Checklist Before Class Meeting:</b></p> <ul style="list-style-type: none"> <li>◦ Have you set up your interview?</li> <li>◦ Where will you shoot it?</li> </ul> <p><b>Required Zoom Meeting: (During Scheduled Class Time)</b> (Lecture Interview Techniques, Story Lines, Teeing up shots, Small Group: Review Practice from Lecture)</p> <p><b>Assignments:</b> Plan MOS Shoot Shoot a framed interview and teeing up shots to share in class.</p>
	9/22	<p><b>Checklist Before Class Meeting:</b></p> <ul style="list-style-type: none"> <li>• Pick partner for MOS (you can do it solo)</li> <li>• Shoot practice interview and teeing up shot</li> </ul>

		<p><b>Required Zoom Meeting: (During Scheduled Class Time)</b> (MOS Lecture, Discuss Rack Focus, Audio Editing, Small Group MOS Planning)</p> <p><b>Assignments:</b> Plan and Shoot MOS</p>
Week 7	9/27	<p><b>MOS Shots Due by Start of Class</b></p> <p><b>Checklist Before Class Meeting:</b></p> <ul style="list-style-type: none"> <li>◦ Be ready to edit in class</li> </ul> <p><b>Required Meeting: Class Time</b> (Audio Editing Lecture, Discuss Example of MOS, Small Group Editing)</p> <p><b>Assignments:</b> Work on MOS Assignment <b>Premiere Check In due in Sakai by 9/28 by 11:59pm</b></p>
	9/29	<p><b>MOS Edit Due in Sakai by 11:59pm 9/29</b></p> <p><b>Checklist Before Class Meeting:</b></p> <ul style="list-style-type: none"> <li>◦ Finish MOS Edit for group critique</li> </ul> <p><b>Required Meeting: Class Time</b> (Premiere Polish Lecture, Discuss Successful MOS, Editing questions, Small Group: MOS Critique)</p> <p><b>Assignments:</b> Submit MOS by midnight in Sakai and reflection Questions</p>
Week 8	10/4	<p><b>Checklist Before Class Meeting:</b></p> <ul style="list-style-type: none"> <li>◦ Prepare List of Questions for your Interview Assignment (Review Interview Techniques Lecture if needed)</li> </ul> <p><b>Required Meeting: Class Time</b> (Interview Assignment, Digital Story Outline, Discussion Interview Focus: Small Group Questions interview plan, teeing up shots)</p> <p><b>Assignments:</b> Plan and Shoot Interview Digital Story Outline</p>

	10/6	<p><b>Digital Story Outline Due by 11:59pm in Sakai 10/9</b></p> <p><b>Checklist Before Class Meeting:</b></p> <ul style="list-style-type: none"> <li>Finalized plan for Interview questions</li> <li>Shoot 10 second interview and teeing up shots to share in class</li> </ul> <p><b>Required Meeting: Class Time</b> (Discuss Successful Story, Questions on Outline,)</p> <p><b>Assignments:</b> Interview Assignment shoot/edit Due 10/11</p>
Week 9	10/11	<p><b>Interview Assignment Due in Sakai by 11:59pm Today</b></p> <p><b>Checklist Before Class Meeting:</b></p> <ul style="list-style-type: none"> <li>Shot list for B-roll for your final story</li> </ul> <p><b>Required Meeting: Class Time</b> (Web story how it all connects, Small Group: Interview Reflection B-roll plan, Class time editing)</p> <p><b>Assignments:</b> Plan b-roll and when will you shoot</p>
	10/13	<p><b>Checklist Before Class Meeting:</b></p> <ul style="list-style-type: none"> <li>Research website you like, reflect on why</li> <li>Come to class with B-roll shots list, plan of when to shoot</li> </ul> <p><b>Required Meeting: Class Time</b> (Discuss Successful Stories, Video B-roll reflection, Small Group Reflection)</p> <p><b>Assignments:</b> Plans to shoot b-roll. Final Edited Video Due in Sakai 10/21</p>
Week 10	10/18	<p><b>Checklist Before Class Meeting:</b></p> <ul style="list-style-type: none"> <li>Set Up GoDaddy Account (GoDaddy PowerPoint)</li> </ul> <p><b>Required Meeting: Class Time</b> (Discuss Transition to web, How Web Works Lecture, GoDaddy questions, Small Group: Domains plans for final web story, Content Brand Planning Assignment)</p> <p><b>Assignments:</b> <b>Go Daddy Domain—post in Sakai Assignments by 10/18 by 11:59pm</b> Work on Content Brand Planning Sheet</p>

		Finalize Final Edited Video
	10/20	<p><b>Content Brand Planning Sheet Due in Sakai by 10/20 by 11:59pm</b></p> <p><b>Checklist Before Class Meeting:</b></p> <ul style="list-style-type: none"> <li>◦ Come prepped to review Final Edited Video DUE 10/21</li> </ul> <p><b>Required Meeting: Class Time</b> (Web Design Lecture, show examples, Small Group Review Final Edited Video)</p> <p><b>Assignments:</b> Finish and submit Content Brand planning sheet <b>Final Edited Video Due 10/20 in Sakai by 11:59pm</b></p>
		<b>FALL BREAK NO CLASS 10/21-10/22</b>
Week 11	10/25	<p><b>Checklist Before Class Meeting:</b></p> <ul style="list-style-type: none"> <li>◦ Read: <a href="#">12 Infographic Tips</a></li> </ul> <p><b>Required Meeting: Class Time</b> (Graphics Lecture, Discuss Successful Graphics, Small Group Compare Graphics Exercise, Graphic Assignment)</p> <p><b>Assignments:</b> Work on Graphic Assignment</p>
	10/27	<p><b>Graphic Assignment Due in Sakai by 11:59pm 10/27</b></p> <p><b>Checklist Before Class Meeting:</b></p> <ul style="list-style-type: none"> <li>◦ Come with Graphic assignment ready for group critique</li> <li>◦ Read: <a href="#">How to Install Atom on your Computer</a></li> </ul> <p><b>Required Meeting: Class Time</b> (Discuss Successful Graphic assignments, small group critiques)</p> <p><b>Assignments:</b> Finish and submit Graphic Assignment Install Atom on Computer</p>
Week 12	11/1	<p><b>Checklist Before Class Meeting:</b></p> <ul style="list-style-type: none"> <li>◦ Read: <a href="#">Basics of Atom</a> and <a href="#">HTML Basics</a></li> <li>◦ <b>Watch: HTML Lectures Parts 1-4 ( 62 mins)</b></li> <li>◦ Complete the HTML In Class assignment with lecture</li> </ul>

		<p><b>*Required Meeting: Class Time</b> (Discuss HTML, Final Semester Story Small Groups Design and Content)</p> <p><b>Assignments:</b> Finish HTML/CSS in class assignment</p>
	11/3	<p><b>HTML/CSS in class practice upload to Sakai by 11/3 by 11:59pm</b></p> <p><b>Checklist Before Class Meeting:</b></p> <ul style="list-style-type: none"> <li>◦ Read: <a href="#">How CSS Works</a></li> <li>◦ Watch: <b>CSS Lectures Parts 1-5 (70 mins)</b></li> <li>◦ Finish CSS in class portion</li> </ul> <p><b>*Required Meeting: Class Time</b> (Discuss HTML/CSS assignment, Uploading to GoDaddy, Static Webpage Assignment discussed)</p> <p><b>Assignments:</b> Upload HTML/CSS to GoDaddy and share link with me in Sakai Assignments Work on Static webpage</p>
Week 13	11/8	<p><b>Static Webpage Due in Sakai by 11:59pm 11/8</b></p> <p><b>Checklist Before Class Meeting:</b></p> <ul style="list-style-type: none"> <li>◦ Watch: Installing WordPress on GoDaddy Site (8 mins)</li> </ul> <p><b>Required Meeting: Class Time</b> (Discuss Successful Static Webpages, Small Group Reflect “About Page Example”)</p> <p><b>Assignments:</b> Submit Static Webpage to Sakai</p>
	11/10	<p><b>Checklist Before Class Meeting:</b></p> <ul style="list-style-type: none"> <li>◦ Watch: <a href="#">WordPress 5 Essentials Training Chaps 3 and 5</a></li> </ul> <p><b>Required Meeting: Class Time</b> (Discuss WP Lecture Part 1 and 2, Wireframing, Small Group Scavenger Hunt)</p> <p><b>Assignments:</b> <b>WordPress Check in Sakai by 11/13 @ 11:59pm</b></p>

Week 14	11/15	<p><b>Checklist Before Class Meeting:</b></p> <ul style="list-style-type: none"> <li>◦ Watch: <a href="#">Wireframing Your Website</a> (5 mins)</li> </ul> <p><b>Required Meeting: Class Time</b> (WP Part 3 and 4 Lecture, Discuss successful pages, WP Assignment, Small Group Contact Page Comparison, Finish Scavenger Hunt)</p> <p><b>Assignments:</b> WordPress Scavenger Hunt Exercise Due in Sakai by 11/15 by 11:59 pm</p>
	11/17	<p><b>Checklist Before Class Meeting:</b></p> <ul style="list-style-type: none"> <li>◦ Read/Resources: <a href="#">WordPress Plugins</a></li> <li>◦ <a href="#">Finding CSS Selectors in WordPress</a></li> <li>◦ <a href="#">How to Add Custom CSS in WordPress</a></li> <li>◦ <a href="#">How to add and use WordPress Widget</a></li> </ul> <p><b>Required Meeting: Class Time</b> (Discuss WordPress Successes and your Assignment, Class time to work on WP)</p> <p><b>Assignments:</b> Work on WordPress Portfolio Site</p>
Week 15	11/22	<p><b>WordPress Portfolio Assignment due in Sakai by 11:59pm 11/22</b></p> <p><b>Checklist Before Class Meeting:</b></p> <ul style="list-style-type: none"> <li>◦ Complete WordPress Portfolio for class critique</li> </ul> <p><b>Required Meeting: Class Time</b> (Discuss WP Websites in small groups)</p> <p><b>Assignments:</b> Enjoy your break 😊</p>
		<b>HAPPY THANKSGIVING NO CLASSES 11/24-11/26</b>
Week 16	11/29	<p><b>Checklist Before Class Meeting:</b></p> <ul style="list-style-type: none"> <li>• Read: <a href="#">How to tell a story with your website</a></li> </ul> <p><b>Required Meeting: Class Time</b> (Discuss Final Semester Story (Exam) Small Group: Run through Semester story plan)</p> <p><b>Assignments:</b></p>



		Work on Final Exam
LAST DAY	12/1	<p><b>Final Exam due in Sakai by 11:59pm</b></p> <p><b>LAST DAY OF CLASS</b></p> <p><b>Checklist Before Class Meeting:</b></p> <ul style="list-style-type: none"> <li>◦ Come to class with final story done ready for critique</li> </ul> <p><b>Required Meeting: Class Time</b> (Discuss successful Final Exams, Small Group final exam reflections)</p> <p><b>Assignments:</b> Finish and submit final exam in Sakai</p>
		<p><b>Final Exams:</b></p> <p><b>MEJO121.012 (M/W 8am) ..... Friday, December 3<sup>rd</sup> 8am</b></p> <p><b>MEJO121.002 (M/W 930am) ..... Tuesday, December 7<sup>th</sup> 4pm</b></p> <p><b>MEJO121.014 (M/W 2:00pm) .....Friday, December 3<sup>rd</sup> 4pm</b></p>