

INTRODUCTION TO DIGITAL STORYTELLING

UNC-Chapel Hill | Hussman School of Journalism and Media | MEJO 121.05 |

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.

Meeting time

Tuesday & Thursday: 9:30 – 10:45 a.m.
CA 268

Instructor

Dr. Lynn Owens

lynnowens@unc.edu

Office Hours: Monday - Friday by appointment. E-mail lynnowens@unc.edu to schedule a virtual meeting.

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 (parkadmin@listserv.unc.edu), the director of the Hussman School's Park Library. Here is a link to the guide for the equipment room: <https://guides.lib.unc.edu/equipment-room/instruction-manuals>

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 (1/8"). Any **wired** (non-Bluetooth / not wireless) headphones you might use with your phone will work. [Here is a recommended option](#), although standard earbuds with a mini jack also will work.

Wired lavalier microphone with headphone monitoring

A lavalier will be needed for the best audio quality. You will need to purchase a lavalier microphone

with **headphone monitoring** (pictured below). Here is the link to an option on Amazon: [Lavalier microphone](#). The cost for this one is approximately \$25. [Additional microphone option here](#).

Tripod with smartphone mount

You will need to purchase a tripod and mount for your phone. Cost: About \$20. You may find an [example here](#) (pictured below).



Domain name & hosting space.

You will need to purchase these products for the Web portion of this class for approximately \$20-\$30 for your first year. More details will be provided in class. You should not purchase these items until directed. NOTE: *If you already have these products, you may reuse them for this class. Please inform the instructor if this is the case.* Also note that it is your responsibility to cancel this service once the course is complete.

Equipment guides

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

Recommended Supplies

USB external hard drive / flash drive

Specs: Minimum 64GB flash drive, must be USB 3.0 for fastest file transfer speeds. *Recommended* to invest in a larger external hard drive to backup all files for this course and others.

[Click here for a link to a recommended flash drive \(64GB\).](#)

[Click here for a link to a recommended flash drive \(128GB\).](#)

[Click here for a link to a recommended external hard drive \(2TB\).](#)

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/>

Required Digital Access

LinkedIn Learning

Follow the instructions here to access LinkedIn Learning with your onyen.

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

Adobe Premiere

Follow the instructions here to create an Adobe ID and install the required software for free:

<http://software.sites.unc.edu/software/adobe-creative-cloud/>

YouTube or Vimeo account

You must use or create an account to publish your videos for this course. A YouTube account is included with any Gmail account, and there is no storage limit on YouTube accounts. A Vimeo account is free to create, but free accounts have restrictions on the total GB you can upload each week. Publishing your work on YouTube is easy and free, but Vimeo can have a more professional reputation.

Course Goals and Accreditation

The Hussman School of Journalism and Media accrediting body outlines a number of values you should be aware of and competencies you should be able to demonstrate by the time you graduate from our program. Learn more about them here: <http://www2.ku.edu/~acejmc/PROGRAM/PRINCIPLES.SHTML#vals&comps>

No single course could possibly give you all of these values and competencies; but collectively, our classes are designed to build your abilities in each of these areas. In this class, we will address a number of the values and competencies, with special emphasis on the "Professional values and competencies" listed below.

- Understand concepts and apply theories in the use and presentation of images and information.
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.
- Think critically, creatively and independently.
- Apply tools and technologies appropriate for the communications professions in which they work.

Late Assignments

Accepting late assignments is unfair to the students who have sacrificed to turn their work in on time. An automatic 10 percent deduction will be applied to each assignment turned in after the time it is due, provided the assignment is turned in on the same day it is due. An additional 10% deduction will be applied for each subsequent 24 hours that pass after the due date/time (i.e., 10 percent is taken off for each day).

Independent Online Research

To teach you the necessary software tools to create your stories, this course will combine in-class demonstrations with online tutorials and videos. As beginners, it is inevitable that questions and technical problems will arise as you work with these tools. It is also not possible to cover every detail of a tool through in-class demos or assigned videos. The assignments will require you to learn how to learn new things independently, outside of direct instruction. While your instructor is always available to answer your questions and clarify any topic, this course will challenge you to troubleshoot your technical problems and figure out answers to your questions through independent online research. Before asking your question a technical or software-related question like "how do I..." or "... isn't working", it is expected that you will research your question online. Invest some time looking at manuals, forums and documentation sites to see if someone else has addressed your question or problem before. If you have conducted independent research online and still can't find your answer, reach out to your instructor through email, in class, or during office hours. In addition to asking your question, share what you learned during your research, a description of your problem, and any relevant screenshots.

Grading

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

- 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

Below is a guideline for how grades are described within this course:

- A: nearly perfect in execution, quality of work is exceptional
- A-: work is impressive in quality, very few problems in any area
- B+: very good performance, did more than required, might struggle in one area only
- B: solid effort, met all requirements, solid application of skill
- B-: needs a bit more polish, pretty good handle on things overall
- C+: good in one area of work, but consistent problems with another area
- C: followed instructions, seems to understand basics but did the minimum to pass
- C-: has glimpses of potential in a limited range
- D: did not demonstrate an understanding of the basics but tried
- F: did not demonstrate effort or understanding of basics, incomplete

Grading Criteria

Video course work	50%
Web/Design course work	25%
Final project	20%
Participation (includes in class exercises)	5%

Exercises 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).

Participation: this will include any in class discussions, weekly check-ins in assignments, discussion forums, and a one-on-one zoom meetings scheduled in the semester.

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).

Class Policy:

Instructors may work with students to meet attendance needs that do not fall within University approved absences. For situations when an absence is not University approved (e.g., a job interview or club activity), instructors determine their own approach to missed classes and make-up assessments and assignments. Please provide your approach on the course syllabus.

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.

(source: <http://catalog.unc.edu/policies-procedures/attendance-grading-examination/>)

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.

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.

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-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) 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 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/>.

SCHEDULE (SUBJECT TO CHANGE)

WEEK 1

Thursday 8/19: Introductions. Assign Project Idea Sheet

WEEK 2

Tuesday 8/24: Editing 101. Assign music video

Thursday 8/26: **PROJECT IDEA SHEET DUE**

WEEK 3

Tuesday 8/31: Lab Day to work on Music Video

Thursday 9/2: **MUSIC VIDEO DUE on VOICETHREAD**

WEEK 4

Tuesday 9/7: Shooting/Framing. Assign Scavenger Hunt.

Thursday 9/9: **SCAVENGER HUNT DUE on VOICETHREAD**

Discuss Video Project and Interview Assignment

WEEK 5

Tuesday 9/14 & Thursday 9/16:

Interviewing 101/Interview Lighting/Framing

WEEK 6

Tuesday 9/21: Lab Day for Interview Assignment

Thursday 9/23: **INTERVIEW ASSIGNMENT DUE on VOICETHREAD**

WEEK 7

Tuesday 9/28: Match on action edits. Natural sound.

Thursday 9/30: Interview Feedback

WEEK 8

Tuesday 10/5: Lab Day for video project

Thursday 10/7: Lab Day for video project

WEEK 9

Tuesday 10/12: Lab Day for video project

Thursday 10/14: **FINAL VIDEO PROJECT DUE on VOICETHREAD**

WEEK 10

Tuesday 10/19: Intro to the Web. Assign Domain/Hosting assignment.

Thursday 10/21: FALL BREAK. NO CLASS.

WEEK 11

Tuesday 10/26: **DOMAIN/HOSTING ASSIGNMENT DUE.** Assign Web Project 1

Thursday 10/28: HTML In-Class Assignment

WEEK 12

Tuesday 11/2: CSS In-Class Assignment

Thursday 11/4: Lab Day

WEEK 13

Tuesday 11/9: Lab Day

Thursday 11/11: **WEB PROJECT 1 DUE (PUT LINK ON VOICETHREAD)**

Assign Web Project 2 and Discuss 121 Final Project

WEEK 14

Tuesday 11/16: Wordpress

Thursday 11/18: Lab Day for Web Project 2

WEEK 15

Tuesday 11/23: Lab Day for Web Project 2

Thursday 11/25: THANKSGIVING BREAK

WEEK 16 (Week of May 3rd)

Tuesday 11/30: **WEB PROJECT 2 DUE (Post link on VOICETHREAD)**

****FINAL PROJECT** DUE on Final Exam Day by (TUESDAY, 12/7) by 5 p.m. POST LINK TO VOICETHREAD**