INTRODUCTION TO DIGITAL STORYTELLING

MEJO 121 | UNC-Chapel Hill | Hussman School of Journalism and Media | **Syllabus link:** go.unc.edu/121mm22
Live online class link: go.unc.edu/121mm
Live and and recorded classes link: in Panopto recordings on Sakai (sakai.unc.edu/portal/site/121mm22)

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, design 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 journalism and media.

For Maymester, let's look at these next 16 days as a time to create a video you are proud of, a design element that enhances a solid story and a basic website that will impress a potential employer. It is a lot to cover, but if we take it step-by-step (see course calendar), we can do this!

Live meeting dates/times

Maymester runs from May 11 through 27. This class will meet in synchronous LIVE sessions at this URL go.unc.edu/121mm.

We will meet virtually on the following dates and times:

- Wednesday, May 11, 9:30-11 EST
- Thursday, May 12, 9:30-11 EST
- Friday, May 13, 9:30-11 EST
- Tuesday, May 17, 9:30-11 EST
- Thursday, May 19, 9:30-11 EST
- Tuesday, May 24, 9:30-11 EST
- Thursday, May 26, 9:30-11 EST

Instructor

Associate Professor Laura Ruel
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919-448-8864
Office Hours: Mondays and Wednesdays, 9:30-11 EST, and by appointment
Zoom office: go.unc.edu/ruel, Password: UNC

Required supplies

There are no textbooks for this course. However, video recording supplies, a domain name and server space are among the required purchases. The supplies include:

Smartphone
For your video assignments, you will record with your smartphone. Please contact the instructor 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) to be able to use the lavalier microphone. Here is a link, if you need to purchase one. (approximate cost $9)

Headphones
Must have a standard mini jack (⅛"). Any **wired** (non-Bluetooth / not wireless) headphones you might use with your phone or laptop will work. Here is a recommended option (approximate cost $10). However, 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 can purchase a lavalier microphone with **headphone monitoring** in order to check your audio when recording. Here is the link to an option on Amazon: Lavalier microphone. The cost for this one is approximately $23. Additional microphone option here (This one has no headphone monitoring. Cost is approximately $13)

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 .

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 this before Maymester starts. *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.**

Recommended Supplies

FiLMiCPro app (optional for Maymester):   The FiLMiC Pro app 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/

SB 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).](#)u

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.

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, so take this into account when planning your projects.

Course Goals and Accreditation Requirements

The School of Media and Journalism 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 place our emphasis on the last six bullet dots under "Professional values and competencies" in the link above.
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 .

Attendance Policy

You are required to attend all live class sessions ([see course calendar](#)) and view all recorded classes in the order outlined on the course calendar. Our time for Maymester is limited, so no absences will be allowed. As this course is project-based and cumulative in its delivery of technical information, it is important to attend each scheduled live class day to receive new information. If you foresee issues with this requirement, please contact the instructor immediately.

Late Assignments

Completing assignments past the deadline will immediately put you behind in this fast-paced class. Accepting late assignments also is unfair to the students who have sacrificed to turn their work in on time. An automatic 10 percent deduction will be applied to any 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 percent 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 require learning 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.

Project Resubmission

Although the final project will contain your previous video project, this project will not be re-evaluated in the final project grade. However, you may choose to respond to graded feedback on the video project, and re-submit the updated version along with the rest of your final project, along with a detailed log of your edits, an updated reflection on the project, and your response to previous feedback. If you meet these requirements, I will re-grade your project, and I will update the score of that project to be an average of your new (hopefully-improved) score with the previously assigned score.

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** = 60-69%,
- **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 professional and 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 understanding of the basics but tried
- **F:** did not demonstrate effort or understanding of basics, incomplete

Grading Criteria

In-class participation (see description below)	**5%**
Video course work (includes 3 exercises and a video project)	**50%**
Web/Design course work (includes 1 graphic exercise and a portfolio)	**25%**
Final project (final web page design and story/package integration)	**20%**

In-class participation is your engagement and contribution within the scope of each live class period, including arriving to class on time, asking questions, offering insights during class discussions, sharing feedback with peers, and general engagement with the material during our live class sessions. The quality of your participation will be assigned a letter grade based on the guidelines above at the end of the course. You may check in with your instructor at any time during the course for individual feedback about the quality of your participation.

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 and quizzes 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 graphic elements you choose).

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 feel able to 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 at on [UNC EOC webpage](#). 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.

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 welcome 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.

MEJO 121 MAYMESTER 2022 | Course Calendar | go.unc.edu/121mm22

Sun	Monday	Tuesday	Wednesday	Thursday	Friday	Sat
8	**9**	**10**	**11 MAY |** **FDOC Class 1** *** LIVE ONLINE CLASS TODAY @ go.unc.edu/121mm** *9:30-11 am EST* **TOPICS:** •Introduction to course •Equipment overview **ASSIGN** Music Video **ASSIGNMENTS** •**Download** Adobe Premiere 2022 •**Create a free** acct on Vimeo and/or YouTube. •**Log in** to Linkedin Learning & access tutorials. •**Complete** Student survey •**Watch:** Premiere Tips •**Practice:** shooting w/tripod and lav mic if possible •**Work on:** Music video	**12 | Class 2** *** LIVE ONLINE CLASS TODAY @ go.unc.edu/121mm** *9:30-11 am EST* **DEADLINE** Student survey **TOPICS:** Rules thirds and visual composition **ASSIGNMENTS** •**Read:** Jokes, quotes & haiku •**Read:** Free Up Space on yout iPhone •**Read:** Filmmaking 101: Camera Shot Types •**Watch:** How to Shoot with Interior Natural Light •**Practice:** shooting A-roll with lav mic if possible •**Complete:** Music video	**13 | Class 3** *** LIVE ONLINE CLASS TODAY @ go.unc.edu/121mm** *9:30-11 am EST* **DEADLINE** Music video (9:30 am EST) **ASSIGN** Jokes, quotes & haiku (how-to presentation) **TOPICS** Shooting sequences **ASSIGNMENTS:** •**Watch:** Filmmaking 101: Camera Shot Types •**Complete:** Jokes, quotes & haiku *Then….* **Watch:** Finding the story (presentation) recorded video (15 mins) **Complete:** story idea form	**14**
15	**16 | Class 4** **DEADLINES** •Jokes, quotes & haiku (9:30 am EST). •Story idea (9:30 am EST) **RECORDED LESSON** •interview workshop (presentation) link to video - 15 mins. **ASSIGN** •Radio cut exercise (read through assignment) assignment intro video 7 mins **ASSIGNMENTS** **Watch:** Profile videos •**Read:** Audio and editing •**Work on:** Radio cut *(story idea feedback will be returned to you no later than 5 pm today. Email will be sent when feedback is available.)*	**17 | Class 5** *** LIVE ONLINE CLASS TODAY @ go.unc.edu/121mm** *9:30-11 am EST* **TOPICS:** •Crafting a script and editing **ASSIGNMENTS** **Practice:** shooting B-roll for video •**Read:** Pacing •**Read:** How to set audio levels •**Complete:** Radio cut • **Read through:** Final video story	**18 | Class 6** **DEADLINE** Radio cut (11:55 **pm** EST) **RECORDED LESSON** •Creative B-roll (19 mins) (link to video) and Video Project (3 mins) **ASSIGN** Video Project **ASSIGNMENTS** **Watch:** These tutorials as needed **Practice:** shooting B-roll for video story **Work on:** Final video story	**19 | Class 7** *** LIVE ONLINE CLASS TODAY @ go.unc.edu/121mm** *9:30-11 am EST* **TOPICS** •Choosing music and designing lower thirds Digital packages **Work on:** Final video story	**20 | Class 8** **DEADLINE** • Final video story (11:55 **pm** EST) **RECORDED LESSON** • Graphics and Design Read through slides (video here - 18 mins) and carefully go through steps of the graphic exercise (video here - 13 mins) **ASSIGN** •Graphic exercise (Watch recording above for more detail) **ASSIGNMENTS:** •**Read:** Design Basics •**Complete:** Graphic exercise	**21**

22	23	Class 9	24	Class 10	25	Class 11	26	LDOC Class 12	27	EXAM DAY	28

22	23 | **Class 9**	24 | **Class 10**	25 | **Class 11**	26 | LDOC **Class 12**	27 | EXAM DAY	28
	DEADLINE Graphic exercise (9:30 am EST)	*** LIVE ONLINE CLASS TODAY @ go.unc.edu/121mm** *9:30-11 am EST*	**DEADLINE** **Peer reviews** of Final video story (form) (links) Due at 9:30 am EST.	*** LIVE ONLINE CLASS TODAY @ go.unc.edu/121mm** *9:30-11 am EST*	**9:30 am EST** **Deadline for portfolio and Final project page**	
	RECORDED LESSONS **How the Web Works** (link to presentation | link to recording) **Purchase domain name and server space** (link to handout) | link to recording	**DEADLINE** Purchase domain name and hosting (9:30 am EST)	**RECORDED LESSONS** Installing and customizing Kale Wordpress theme **Part 1** Creating your pages in Wordpress 8 mins	**TOPICS** *Adjusting width of text. •Checking your "mobile look" •The difference between HOME and ABOUT *Embedding your video	**11:55 pm am EST** **Deadline for peer reviews of final project page (links form)**	
	ASSIGNMENTS: •**Complete peer reviews:** Final video story (form) (links) •**Purchase:** Domain name and hosting space (watch video above Due tomorrow.)	**TOPICS** • How the Web Works (continued) Hosting to customizing CSS	**Part 2** Creating the site menu 7 mins **Part 3** Creating your site identity 4mins **Part 4** Adding a contact form to the contact page 3 mins **Part 5** CSS Customization 15 minutes	**ASSIGNMENTS** •**Complete::** Portfolio and Final Project page	**OPTIONAL deadline for resubmission of video project.**	
		ASSIGN • Portfolio and Final Project page	**READ:** Sample CSS code			
		ASSIGNMENTS •**Complete peer review:** Final video story (form) (links) Due at 9:30 am EST tomorrow **Work on:** Portfolio and Final Project page	**ASSIGNMENTS** •**Read:** Using Google fonts) •**Work on:** Portfolio and Final Project page			

ONLINE class link: go.unc.edu/121mm
Videos of all live and recorded classes
available in Sakai under menu item "Recordings"