



Syllabus for MEJO 588: Emerging Technologies

UNC Hussman School of Journalism and Media

Professor: William Ammerman, Adjunct Instructor

wamm@unc.edu

Mobile: 919-614-1275

Classroom: Carroll Room 283

Class Time: Mondays from 2:00 - 4:45 pm

Office Hours: By Appointment

Course Website: Canvas

Format: In person and simultaneously via Zoom ID: 98220293124 Password 536417

Course Description

This course will introduce students to storytelling with emerging technologies such as ChatGPT, Midjourney, CGI, Virtual Reality, Augmented Reality, 360 Video, and Artificial Intelligence.

Students will learn:

- Media production using artificial intelligence like ChatGPT and Midjourney
- Media design concepts (Human Centered Design)
- How Virtual Reality works with the brain
- What makes a good VR and AR experience
- Storytelling in both 360 video, AR, and VR.
- Technical skills to produce storytelling including drones and robots

Course Materials and Costs

Students should immediately purchase and begin to read:

[The Invisible Brand: Marketing in the Age of Automation, Big Data, and Machine Learning](#)

By William Ammerman, McGraw-Hill, 2019

The book is available through UNC's bookstore in hardcover, or through Amazon in hardcover, Kindle, and audiobook. All formats are acceptable.

Other course materials will include access to online video assignments and select artificial intelligence tools. Total costs for the course including the textbook should be less than \$200.

We have a limited number of VR headsets, so do not run out and buy your own until we've discussed it in class.

Calendar

Classes are currently scheduled to meet on Mondays from 2:00 – 4:45pm in Carroll Hall, Room 283. Students will be notified by email if there are any changes to the class schedule, meeting room, or calendar. The current course calendar follows:

| Date | Class | Topic |
|-----------|---------|---------------------------------|
| 9-Jan-23 | 1 | Introduction |
| 16-Jan-23 | Holiday | Dr. Martin Luther King, Jr. Day |
| 23-Jan-23 | 2 | Algorithms |
| 30-Jan-23 | 3 | 3D CGI |
| 6-Feb-23 | 4 | MMORPGs as Stories |
| 13-Feb-23 | Holiday | Well-Being Day |
| 20-Feb-23 | 5 | Virtual Reality |
| 27-Feb-23 | 6 | Augmented Reality |
| 6-Mar-23 | 7 | Metaverse |
| 13-Mar-23 | Holiday | Spring Break |
| 20-Mar-23 | 8 | 360 Video |
| 27-Mar-23 | 9 | Drones |
| 3-Apr-23 | 10 | Blockchain |
| 10-Apr-23 | 11 | Robots |
| 17-Apr-23 | 12 | Artificial Intelligence |
| 24-Apr-23 | 13 | Natural Language Processing |
| 1-May-23 | 14 | Final Exam |

Attendance and Assignments

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).

Grading Policy and Scale

Quizzes and Tests must be taken when they are given in class and no excuses will be accepted other than those outlined above under the official University Policy for approved absences.

All projects are assigned a due date. If you are unable to complete the project by the due date, you will receive an automatic extension of 1 week if you notify me BEFORE the due date. Students who fail to turn in a project and fail to request an extension prior to the due date will not receive credit for the assignment.

Honor Code and Plagiarism

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.

It is acceptable to use coding resources such as tutorials, libraries, and some source code on sites like GitHub but the software license must allow for the usage and the code should be credited, linked, and commented in your source code and credited visibly on the site either in the footer or a credits page.

Grading

| Assignments | Points |
|---|-------------------|
| Attendance (1 point per class up to a maximum of 10 points) | 10 Points |
| Projects (5 projects worth 10 points each) | 50 Points |
| Quizzes | 20 Points |
| Final Exam | 20 Points |
| | |
| Total | 100 Points |

| Undergraduate Grading Scale | Grade |
|-----------------------------|--------|
| A | >=94% |
| A- | 90-93% |
| B + | 87-89% |
| B | 85-86% |
| B- | 80-83% |
| C+ | 77-79% |
| C | 74-76% |
| C- | 70-73% |
| D+ | 67-69% |
| D | 64-66% |
| D- | 60-63% |
| F | <=59% |

| Graduate Grading Scale | Grade |
|------------------------|--|
| H | High Pass - Clear Excellence |
| P | Pass - Entirely Satisfactory Graduate Work |
| L | Low Pass - Inadequate Graduate Work |
| F | Fail |

Accreditation

The UNC Hussman School of Journalism and Media's 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:

<http://www2.ku.edu/~acejmc/PROGRAM/PRINCIPLES.SHTML#vals&comps>

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

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.

Seeking Help

If you need individual assistance, it's your responsibility to contact me. 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.

Special Accommodations

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. If you need information about disabilities visit the Accessibility Services website at <https://accessibility.unc.edu/>

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.

Bio for William Ammerman

William Ammerman is an award-winning author and retired media executive with over 30 years of industry experience. He is currently a board advisor and angel investor focused on early-stage digital media ventures. Recently, he accepted an appointment as Adjunct at the UNC Hussman School of Journalism and Media where he teaches a course on emerging technologies. His book, “The Invisible Brand: Marketing in the Age of Automation, Big Data, and Machine Learning” (McGraw-Hill) won the 2019 Marketing & Sales Book of the Year and was recognized with a Gold Medal by the Nonfiction Authors Association. He is a popular keynote speaker and guest lecturer at major industry groups and universities worldwide.

Formerly, Mr. Ammerman owned DVD Marketing Inc. where he produced and distributed commemorative DVDs for ABC Sports and ESPN, and he also served in senior executive roles at Engaged Media, Tribune Media, Capitol Broadcasting, and Hearst Television. He earned his Bachelor’s from the University of Michigan, his Master’s from the University of North Carolina, and an executive certificate in Artificial Intelligence from MIT.