

VIDEO FOR MARKETING AND PUBLIC RELATIONS

MEJO 333 | Tu–Th 2-3:15 pm | 58 CA | UNC Hussman School of Journalism and Media | Fall 2023

This course is an introduction to producing videos with technical and aesthetic proficiencies as a means of communication in various sectors, including corporate, non-profit, and government. Video is an effective storytelling tool, and its use has significantly increased today. Learning and enhancing video production skills and understanding industry standards are essential for creating impactful narratives and moving messages for advertising and public relations.

INSTRUCTOR

Naz Knudsen (She/Her) | nknudsen@email.unc.edu

Office: CA 389 | [Virtual Office Link](#)

Office Hours: Tuesdays 3:30-4:30 pm & Wednesdays 11:00 am -12:00 pm

INSTRUCTION MODE

This course is in-person. Students will have access to recordings of the presentations. If the class cannot meet in person, the class will continue online via Zoom.

REQUIRED EQUIPMENT

A DSLR Camera Kit to borrow at the Park Library to learn in class and use for the **PSA group project**.

- Canon 5D Mark III and Lens + Tripod
- Audio Recorders, Microphones, and LED lights, depending on your needs.

Smartphone Filmmaking Equipment from MEJO121. (You only need to borrow or purchase these items if you haven't. Financial aid funds can be used for these items.)



- A smart phone
- Tripod with smartphone mount
- Headphone Adapter to be able to connect the wired Mic to your phone, A 3.5 mm headphone jack [adapter](#) (usually included with your iPhone purchase and pictured at left) to be able to use the lavalier microphones.

REQUIRED PURCHASE

SD card suitable for video. Example: [SanDisk 64GB Extreme PRO SDXC UHS-I Memory Card](#)

RECOMMENDED MATERIAL

USB External Hard Drive / Flash Drive: [Click here for a link to a recommended external hard drive \(1TB\).](#) IF your laptop has only USB-C port, you will need an adaptor to use a USB external drive. Here is an option: [USB C to USB Adapter.](#)

REQUIRED DIGITAL ACCESS

Adobe Premiere Pro

All students have access to Adobe Creative Cloud at no cost. You installed Premiere Pro as part of the Adobe CC for MEJO121(Pre-Req) for this course.

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

YouTube or Vimeo Account

Use a youtube or Vimeo account to publish your video projects. You will submit the link to your videos, and not the actual video file.

LinkedIn Learning

Use your onyen to access LinkedIn Learning: <https://software.sites.unc.edu/linkedin/>

Use LinkedIn learning Premiere Pro software to review the basic and learn advanced software techniques.

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.

COURSE OBJECTIVES

The purpose of this course is to offer a hands-on education environment where students practice video production and storytelling techniques and learn to plan and execute short compelling video pieces for marketing and PR,

The students will:

- Evaluate different media forms to communicate a message
- Conceptualize the filmmaking process from pre to post production
- Have a clear understanding of each production stage
- Gain technical and aesthetic proficiencies used in the media industry
- Work collaboratively toward a common goal
- Deliver effective video products for advertising and public messaging

INDEPENDENT LEARNING

This class is designed to offer you opportunities to practice and enhance your video storytelling and production skills. The students are expected to have basic knowledge of video making and storytelling at the level offered in MEJO 121. I will provide additional resources and answer your questions. However, you must be open to reviewing the pre-req material and watching tutorials to refresh your skills.

As you work as a team in settings similar to the industry, you will encounter issues that may not have been discussed in class. Your team and work depend on critical thinking, creativity, and problem-solving skills, which will improve only through hands-on experience. I encourage you to expect the unexpected and face obstacles positively—be driven and take pride in finding solutions.

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).

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/>)

Class Policy:

It is important to attend the class meetings to learn the weekly topics by asking questions, engaging in discussions, and participating in class activities. **You are allowed TWO Unexcused absences.**

ASSIGNMENTS AND GRADING POLICIES

Late Assignments

General policy: No Assignment will be accepted after three weeks past the due date. Late assignments are subject to 20% deduction of the grade. Late assignments won't receive comprehensive feedback. Still, I encourage you to reach out to me when you need to.

Receiving Feedback

Class workshops, critic sessions, and lab times, offer opportunities to receive feedback and improve your work before the due date. I will answer technical or conceptual questions up to 12 hours before the deadline. However, there won't be any **Pre-grading or Re-grading**.

Explanation Of Creative Work Assessment

Your grade will be based on objective and subjective criteria as it is in the industry where your delivered product, and not your efforts, are evaluated by supervisors and clients. Creative work is not math with hard and fast facts, many of its component cannot be simply checked off. Parts of the assessment process will always be subjective and learning to manage the results when it is not what we had hoped for is a necessary skill. [Please shift your focus from grades to learning](#). The goal is not the grade but recognizing strength and weakness and [working toward growing as a professional](#).

No grade starts from 100. [I do not award or deduct points](#). Your work earns credit for each requirement to the culmination of 100.

GRADING SCALE

Work is graded according to the highest professional standards. Each major assignment has an assignment sheet/rubric. Grades in percentages are:

- A = 93—100
- A- = 90—92.9
- B+ = 87—89.9
- B = 83—86.9
- B- = 80—82.9
- C+ = 77—79.9
- C = 73—76.9
- C- = 70—72.9
- D = 63—69.9
- F = 62 and below

FINAL COURSE GRADES' DEFINITION

A Nearly perfect in execution, quality of work is exceptional and exceeds expectations.
 A- Work is impressive in quality and exceeds expectations, 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- As 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

E & P	Engagement & Professionalism- Midterm Engagement & Professionalism- Final	10%
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A1 PSA Project	E1-6: (P/LP/F) Exercises and Drafts 15% A1 Peer Evaluations 5% A1: PSA Final Cut 30%	50%
A 2 Promo Project	A2-1: Promo Treatment 5% A2-2: Promo AV Script 5% A2: Promo Final Cut 30%	40%

Engagement & Professionalism grade consists of attending classes on time and prepared to ask questions and contribute to discussions and activities. This requires careful review of readings, slides, videos, and other material. This grade also reflects your willingness to learn and grow as a professional, as well as your overall involvement in the group projects. **Please use your laptop and phone ONLY for class purposes. This will help you and your peer to stay engaged.** The sessions are designed for in-person, hands-on exercises, and collaborative learning. I will provide recording of the presentations and guest lectures, but workshops and lab session won't be recorded. None of the asynchronous material can replace your presence and participation in class. You will earn an E&P grade for midterm, and one at the end of the semester.

Assignments: You will produce two major projects for this class. The various stages of production for each of these two assignments have due dates and will receive feedback and credit:

- **A1: PSA Project:** each team will produce a 30-60 second Public Service Announcement about a public health concern. (This is a group project.)
- **A2: Promo Video:** Each student will choose a topic/product/client and produce a short promotional video for it.

Note: This course does not have a final exam. The final draft of A2: Promotional Video serves as the final exam and **is due on the scheduled Final Exam Day.**

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 Associate Dean Julie Dixon-Green, 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.

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.

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.

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 (gvscc@unc.edu; confidential) to discuss your specific needs. Additional resources are available at safe.unc.edu.

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.

FINAL EXAM DAY

Dec 12, Tuesday 12:00 pm

COURSE SCHEDULE

Weekly course schedule will be available on the course Canvas site.

TENTATIVE SCHEDULE & WEEKLY TOPICS

1	Tu. 08.22	Introduction
	Th. 08.24	Public Service Announcement Discuss the PSA group project.
2	Tu. 08.29	Camera, DSLR Foundations + Lens Talk & Depth
	Th. 08.31	Workshop: Canon 5D + Lenses Basic shots + Depth of the Field
3	Tu. 09.05	Well-Being Day
	Th. 09.07	<u>Due: E1: Selective Focus Exercise In-class Group Exercise by 11:55 pm</u> Workshop: Composition & Depth of the Field
4	Tu. 09.12	Research & Development, Pre-production
	Th. 09.14	Anti-vaping Effective messaging, Guest Speaker: Seth Noar
5	Tu. 09.19	<u>Due: E2: PSA Synopsis by 11:55 pm</u> Workshop: Brainstorm concept. Decide and finalize.
	Th. 09.21	Workshop: Script Writing

6	Tu. 09.26	Due: E3: PSA AV script/Script by 11:55 pm Production Tips and Techniques
	Th. 09.28	Due: E4: Production Plan by 11:55 pm Workshop: Create a one-page production plan(E4)
7	Tu. 10.03	Client Communication and Team workflow strategies – Guest Speaker
	Th. 10.05	PSA Project Production Day
8	Tu. 10.10	E5: PSA footage and all other assets due at the start of class PSA Editing Lab
	Th. 10.12 University Day	PSA Editing Lab
9	Tu. 10.17	Due E6: PSA First Draft due at the start of class Receive Feedback PSA Editing Lab
	Th. 10.19	Fall Break
10	Tu. 10.24	Brand Stories: Promo, Brand profile, Pitch videos
	Th. 10.26	Due: A1: PSA Final Cut (Screening & Presentation) due at the start of class A1 Peer Evaluations due by 11:55 pm PSA Screening and Presentation
11	Tu. 10.31	Due: Promo Project -Idea Treatment + Review 3-act structure + B-roll ideas
	Th. 11.02	Workshop
12	Tu. 11.07	Due: A2-1: Promo Treatment Video in the Corporate World – Guest Speaker
	Th. 11.09	Promotional Video Production day
13	Tu. 11.14	Tech Talk: Mirrorless and Cinema camera
	Th. 11.16	Due: A2-2: Promo AV Script Project 2 Editing Lab
14	Tu.11.21	Project 2 Editing Lab

	Th. 11.23	Thanksgiving
15	Tu. 11.28	Due: Promo Project Rough Draft Project 2 Editing Lab
	Th. 11.30	Project 2 Editing Lab
16	Tu. 12.05 LDC	<u>Due: Due: A2-3: Promo, Final Cut</u> Project 2 Editing Lab
	Final Exam Day	Project 2 screening