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|  |  | FALL 2014, Carroll 60 M/W 5pm-6:50pm |
| MULTIMEDIA  STORYTELLING  782.1 |  | Instructor:  ROSS TAYLOR E-Mail: rossdav@email.unc.edu Phone: 757.412-8558 Office: CA 75 Office Hours: Tuesday 2pm-4pm  TA – Evey Wilson eveywils@live.unc.edu |
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| OVERVIEW We will work to help broaden your skills to help you be a more well-rounded storyteller through video production and web publication. These skills can help you dramatically in the workplace, as well as create opportunity for you. GOALS • To become comfortable with the tools necessary in multimedia.  • To understand how to frame a story from the foundation.  • To better understand your own internal motivation, and better understand how to verbalize your purpose.  • To have a better understanding of publishing your content online. REQUIREMENTS • You will need a hard drive, I would recommend at least a Firewire 800 7200 rpm drive that you can always repurpose for later work. If you can afford it, we recommend one with a thunderbolt connection.  • Personal URL (buy as many as you can related to your brand identity!) This includes Vimeo accounts.  • Hosting Space  • Headphones  • I recommend you getting your own audio equipment – it’s such an integral part and it’s relatively inexpensive (Tascam or a Zoom recorders are not too expensive)  • Cards to record data |  | Key thought to consider You are the determinate of your own success. It’s worth repeating: you are the determinate of your own success.  You are in a graduate program and the expectations for personal organization and motivation are high. Set yourself apart by being organized, hard working and open to feedback. This class is an opportunity not only for creativity, but to learn valuable skills. Attendance Policy It’s mandatory. You can not miss a class to shoot. You must be in class to present your work. You are allowed one unexcused absence, but not on due dates, unless a serious medical emergency. Each subsequent absence subtracts 2% from the grade. You must be on time, two lates for roll call means one unexcused absence.  **I am firm about being on time. It demonstrates that you are serious and are ready to work. Show the respect your classmates deserve and be on time. In the work force this will be not only expected, but required.** |

# GRADING CONSIDERATIONS

• Content (concept, plan, storytelling, captions, can it be published)

• Aesthetic (Creative, mood, composition, graphics, color, posing, styling)

• Technical (execution, lighting technique, exposure, toning)

FINAL GRADE

Component Point Value

Classroom Participation/On-Time arrival 50

Audio exercises 50

Final project research/proposal 50

Video exercises 50

Logo/Graphic Design exercises 50

Final project video (working versions) 200

Final website (working versions also included) 150

Final project 400

TOTAL

1000

Your end-of-semester grade will be calculated as follows:

960-1000 points = H

750-959 points = P

640-749 points = L

Less than 640 points = F

Students will operate within the requirements of the honor code. All work must be your own, must be done specifically for this class, and should be done with the high level of honesty and integrity that this University demands.

As noted previously, attendance is required, participation is expected and deadlines are absolute. All assignments are due at the beginning of class on the specified dates. NO LATE ASSIGNMENTS WILL BE ACCEPTED.

FINAL PROJECT DESCRIPTION/PROPOSAL

Early in the semester you will choose a final project topic that will tell a complete story using different media forms. This will be the project you develop throughout the semester. More details will be provided in class.

AUDIO, VIDEO, GRAPHIC & WEB EXERCISES

These exercises will be targeted toward skill acquisition for the final project.

VIDEO,  GRAPHIC/WEB & WRITTEN FINAL PROJECT COMPONENTS

During the second part of the semester, drafts of each element of your final project multimedia story will be due. You will receive a grade for each element.  You can (and should) revise any of these components based on the graded feedback you receive to improve the quality of your final project.

FINAL PROJECT

Your final project will be a WordPress web presentation that incorporates all the storytelling methods you have learned throughout the semester.  You should be working on the project from the day your proposal is approved.  More details will be provided in class. Be prepared to work on the final video for much of the semester. I’m a believer in multiple drafts instead of one final submission.

KEY DATES

8/27 Audio exercise Due (soundwalk), URL purchased

9/1 Audio exercise Due (moment of transformation)

9/17 Video exercise 1 Due

9/17 Proposal Draft

9/22 Video exercise Due (a silent film)

9/24 Logo/ Design/Website Site Map - First Draft

9/29 Proposal Due

10/1 Final video – first draft

10/8 Logo/ Design/Site Map - Final Draft

10/13 Website - First Draft

10/20 Final video – Second draft

10/29 Final video – Third draft

11/12 Website - Second Draft

11/19 Website - Third Draft

11/24 Final video - Fourth Draft

12/3 Website and Video Due

Each week will be a mixture of lectures, guest lectures (possibly some via Skype), in-class editing and building production skills. I am also open to meeting your needs, since it will be a smaller class, and I will be open to adjusting the course in ways that can benefit your growth (some of you will be more advanced than others and I want to make sure to expand your growth). The important thing is for you to reach out to me and verbalize where you want to grow.

A few items to consider:

* You will note that a URL is a required purchase. We will go over this as well as hosting space.
* You will need to sign an agreement to check equipment out.

• This class will require a large amount of out-of-class time to complete exercises and final projects, so time management (like in life) will be crucial.

\*NOTE: All work turned in for this class, must be done in the same semester (don’t turn in work you’ve done previous to this class) This syllabus is subject to change as the needs of the class become more evident.

Remember, we are here to help you along the way but in the end, you are the determinate for your success.

The Accrediting Council on Education in Journalism and Mass Communications (ACEJMC) requires that, irrespective of their particular specialization, all graduates should be aware of certain core values and competencies and be able to:

* Understand and apply the principles and laws of freedom of speech and press for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;
* Demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
* Demonstrate an understanding of gender, race ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications;
* Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society;
* 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;
* Conduct research and evaluate information by methods appropriate to the communications professions in which they work;
* Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
* Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
* Apply basic numerical and statistical concepts;
* Apply tools and technologies appropriate for the communications professions in which they work.

Units requesting evaluation of a graduate program must also demonstrate how their master’s graduates attain this additional core competency:

Contribute to knowledge appropriate to the communications professions in which they work.