

Digital Storytelling MMC6936

Fall 2016

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This course will meet on Fridays, periods 6-8 (12:50 - 3:50 p.m.) in room 3324, Weimer Hall.

Course Objectives

This course will explore the art of multimedia storytelling using a combination of text, video, still photos, audio, graphics, mobile apps, social media and other emerging digital storytelling tools to develop non-linear narratives for an online audience. Students will gain a deeper understanding of this rich storytelling medium by researching and analyzing current and evolving industry trends, while producing multi-dimensional stories for a digital environment.

Course Outcomes

At the end of this course, students will be able to:

- Identify and analyze current trends in multimedia/digital storytelling.
- Assess, compare and contrast, and rate the work of professionals and classmates through critique and interpretation.
- Apply journalism ethics of truth, accuracy and fairness to your work.
- Collaborate with and critique fellow journalists and communicators in choosing stories that can become effective digital stories and guide them in the production of those stories for the Web.
- Research and report a topic and story utilizing the best short form and long form storytelling tools and platforms to best communicate the concepts and narrative
- Use still images in video storytelling.
- Demonstrate how to conduct a successful interview on video with good light, composition, sound and content.

- Demonstrate how to capture high quality a-roll and b-roll and use those components to build multimedia/digital stories.
- Demonstrate how to capture and edit high-quality audio with ambient and natural sounds
- Effectively edit video stories using several forms of media and styles
- Apply successful mobile multimedia reporting techniques in the field.
- Demonstrate an aptitude of visual literacy using photos, videos, graphics and audio to tell engaging stories in the digital space
- Illustrate how to produce a storyboard for your projects.
- Write short summaries of their stories and provide web links to additional info
- Write effective headlines and subheads utilizing effective SEO (Search Engine Optimization)
- Demonstrate proficiency in using social media and evolving digital storytelling tools and techniques to best communicate journalistic and strategic stories for an intended audience

Required Text:

Multimedia Storytelling for Digital Communicators in a Multiplatform World by Seth Gitner ISBN-13: 978-0765641328

https://www.amazon.com/Multimedia-Storytelling-Digital-Communicators-Multiplatform/dp/0765641321?ie=UTF8&*Version*=1&*entries*=0

Suggested Readings:

Nieman Journalism Lab

PBS MediaShift

Poynter Institute

New York Times (Free online as UF student)

More to come...

Equipment:

- Reasonably new iPhone, Android, Lumina, Experia or other equitable smartphone and applicable apps

- HDSLR or Video camera (optional)
- Tripod or Gorillapod
- Rode Lavalier mic or equivalent
- Access to editing software including Photoshop/Lightroom, iMovie, Adobe Premiere, Final Cut

Course Management and Story Publishing

We will be utilizing Canvas, Medium and Vimeo/YouTube among others in this course

** Course schedule subject to change*

Class Schedule:

Week	Date	Topic
Week 1	August 26	Course Intro
Week 2	September 2	What is Storytelling to You ?
Week 3	September 9	Critique/This is your brain on storytelling
Week 4	September 16	No Class - ONA
Week 5	September 23	Story Analysis/The Tools
Week 6	September 30	Social Media Storytelling - Guest Speaker
Week 7	October 7	Homecoming (No Class)
Week 8	October 14	Guest Speaker - Video Storytelling/Mobile Video/ Shooting Adjectives
Week 9	October 21	Data Visualizations
Week 10	October 28	New Platforms
Week 11	November 4	Project Proposals/Story Boards
Week 12	November 11	Holiday (No Class)
Week 13	November 18	Project Rough Drafts
Week 14	November 25	Holiday (No Class)
Week 15	December 2	Final Project Presentations

Week	Date	Topic
Week 16	December 9	Reading Days (No Class)
Week 17	December 16	Finals Week (Grades Due on Dec. 19)

Attendance:

Attendance is necessary for constructive in-class critiques and group seminars. You are expected to attend unless you have an excused reason for not coming to class. Excused absences include family emergencies, illness, jury duty, military service, and professional conferences where you are presenting work, speaking on a panel, or accepting an award. If you must miss class, please contact me BEFORE class, unless otherwise unavoidable. All work must be turned in on time unless other arrangements are made with me. Arriving late or leaving early is disruptive to creating a critical learning environment. Please be on time and remain until class is dismissed. Your participation in class not only benefits you, but everyone else in the class. We need you there for the entirety to elevate the experience for everyone.

[Approved Calendar - 2016-2017 Academic Year](#)

Be Respectful: We will be using technology on many different platforms throughout the course for myriad reasons, however, limiting your cell phone and laptop use during lectures or critiques, unless using them to contribute to the discussion, enhances the learning environment for everyone. Please limit any unnecessary disruptions or distractions during lectures, critiques and labs.

Classroom Procedures: No food is allowed in class or lab. The technology we will be using during the course is highly susceptible to damage from food and drinks. We will have breaks during class to provide you the opportunity to eat a snack. You may bring drinks to class, but please have a secure lid on the container or bottle. Do not set your drinks near laptops, computers or keyboards. Please dispose of all food and drink containers, wrappers, bags, etc... outside of the classroom and lab.

Grading: Grading for this course will be at times, subjective. I will do my best to be fair and balanced. Each assignment will be judged through the lens of professional quality journalism and communications as it pertains to accuracy, craftsmanship, effort and enterprise.

Grading Scale

The minimum score to pass this course is a C, or 72.5. Scores are rounded to the nearest whole point: 89.4 rounds down to 89 (B+) while 89.5 rounds up to 90 (A-).

	Percent		Percent		Percent		Percent
		B+	89-87%	C+	79-77%	D+	69-67%
A	100-93%	B	86-83%	C	76-73%	D	66-63%
A-	93-90%	B-	82-80%	C-	72-70%	D-	62-60%

Grading Rubric:

Assignments: 50% (There are nine)

Final Project: 30% (There is one)

Medium Posts: 10% (You will post weekly)

Class Participation:10%

Take risks: You are encouraged to take risks in this class. We learn the most from our mistakes. Don't just emulate what you have already seen. Innovate. Try something new and different. Fail and try again. You need to

know and understand the basics first — from there you can push through to new and exciting territories.

Carry it forward: You will have opportunities to carry your peer and instructor feedback forward to improve your grade throughout the course. Your effort and participation in the learning process are the most critical components to your grade. Your final grade will depend mainly on the quality of work you hand in with special emphasis on your improvement throughout the course.

Deadlines: Missing deadlines is unacceptable in the “real world” and will significantly lower your grade. If you miss the deadline, you will lose one letter grade for each day the assignment is not turned in, up until the third day. After the third day, you will receive zero points for the assignment. We need everyone to turn in their assignments on time to have constructive critiques, even if the assignment or project is not perfect. In the real world, it doesn’t matter how good a story is if it is turned in after deadline and nobody gets to see it. We will stick firmly to these principals.

Honesty, Integrity and Ethics: UF students are bound by The Honor Pledge which states, “We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: “On my honor, I have neither given nor received unauthorized aid in doing this assignment.” The Honor Code (<http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. Student conflict and conflict resolutions guidelines can be found at <http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>. If you have any questions or concerns, please consult with the instructor or TAs in this class.

All students in this class are expected to adhere to the ethical guidelines and principles of journalism. Some useful resources can be found at <http://>

www.spj.org/ethicscode.asp and https://nppa.org/code_of_ethics. If you have an ethical dilemma, seek advice from the faculty.

Make sure that what you write, shoot, and edit is your own work. Plagiarism is cheating. Using someone's intellectual property without their permission or attribution is an egregious violation of journalism ethics and principals, one in which you will lose your job and possibly your career. If you incorporate music, sound, still images, video, or written words in your work that is not produced by you and you alone, you **MUST** receive permission to use the material and give appropriate credit. If you have questions or concerns about using a particular photograph, video clip or piece of music or sound, please come talk to me **BEFORE** using it in your story. Any attempt to pass off another person's work as your own **will result in a failing grade and your violation will be reported to the Dean of Students office.**

Students with Disabilities: Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, www.dso.ufl.edu/drc/) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

Useful Resources:

- **Division of Student Affairs** (352-392-1261) – Contact this office if you need to miss class due to an on-going medical problem or family emergency. The office will send a courtesy email to your instructors about your absence. <http://www.ufsa.ufl.edu/>
- **UF Counseling & Wellness Center** (352-392-1575) – The center provides scheduled and drop-in appointments with counselors to discuss a range of personal issues. <http://www.counseling.ufl.edu/cwc/>
- **Disability Resource Center** (352-392-1261) – Students requesting class accommodations must first register with the Disability Resource Center. You will receive documentation to give to each of your instructors. You must meet with your lab instructor and with me during office hours to

discuss special arrangements. Please take action immediately. <http://www.dso.ufl.edu/drc/>

- **Communication Coaching Center** (1088 Weimer Hall) – Student members of the Journalism and Communications Ambassadors staff the center. They can provide coaching on writing assignments, grammar and AP style issues. They also can assist you in applying for internships and finding sources for a story. <http://www.ufjca.org/communications-coaching-center.html>
- **Computers** – Call 352-392-HELP (4357) or email helpdesk@ufl.edu.
- **Knight Division for Scholarships, Career Services and Multicultural Affairs** (1080 Weimer) -Provides information on scholarships and internships and sets up the College Interviewing Day each semester. Mr. Charles Harris is the director. <http://www.jou.ufl.edu/knight/>
- **Career Resource Center** – The CRC is located on the main floor of the Reitz Union and provides free career assessment and counseling. Check the CRC website for information about workshops, career and job fairs, or to schedule an appointment. <http://www.crc.ufl.edu/>
- **SNAP** – Offering pick-up and drop-off services for after-dark safety. Call 352-392-7627 or check online <http://www.police.ufl.edu/community-services/student-nighttime-auxiliary-patrol-snap/> You can get the SNAP App for free by using either the Android Market or Apple App Store and searching for SNAP UF.

Course Evaluations: Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results/>.