

JOU4930 – 360/Nontraditional Video Storytelling

Spring 2017 | Weimer 3219

Instructors:

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<https://calendly.com/sheehan-matt> to make an appointment

Our Objective This Semester

In this class, we're going to explore the emerging field of storytelling using immersive video. We will host a series of hands-on workshops and you will develop four projects using immersive storytelling during the course of the semester, individually and in pairs. While the course will focus primarily on immersive (360) video, we will introduce concepts and tools for other non-traditional video storytelling techniques and introduce the concepts of augmented and virtual reality video in partnership with the College's Media Effects and Technology Lab.

Learning Outcomes:

- Identify opportunities that immersive video storytelling is appropriate and can add something that conventional storytelling cannot. Evaluate when immersive is warranted and effective
- Develop ability to gather high quality immersive video
- Demonstrate technical proficiency in 360 video tools
- Script and execute a compelling immersive video story
- Determining whether the entire story is immersive, or part of a multi-modal/multi-platform story presentation

Required Equipment:

- Steady access to a smartphone (iOS, Android) that is able to shoot video and connect to a WiFi network. Able to run Facebook and YouTube apps. May require enough memory to hold video or photo assets that you shoot.
- A pair of Google Cardboard (available from many resellers, including Amazon)

How will you be assessed?

Your final grade will be a combination of:

- Benchmark assignments, such as your cool-stuff presentations, weekly assignments, reading responses, etc. (15 percent),
- Project One (15 percent)
- Project Two (15 percent)
- Project Three (25 percent)
- Project Four (30 percent)

An A indicates superior performance; B, highly competent, above-average work; C, average; D, below average; E, unsatisfactory. Final grades are calculated following the scale of 100-90, A; 89-80, B; etc. Note: 'A' work required significant independent work and thought. If you do everything we ask of you, you will earn a B.

A Note on Deadlines

Deadlines will be very important in this course. If they are not met, that deliverable will automatically fail. I am not kidding. If you run into issues on reporting/producing, let me know as soon as possible. Do not let the deadline whiz by and then tell me you had problems.

To borrow some language from the great Prof. Mike Foley:

CAUTION: This is a professional course. The rules probably are different than those of other courses. You must not only do the work, but you must demonstrate that you can do the work acceptably within a limited time. Grades on stories can be lowered as the result of students misrepresenting themselves or otherwise being unprofessional while working on story assignments. Do NOT tell sources you are working for the Alligator or any other publication. Students often find sources are more willing to talk if the students are dressed appropriately.

Sources: One of the best ways to ensure your stories are fair accurate and complete is to gather information from a variety of sources. In selecting potential sources for your stories, keep in mind that we live in a diverse, multicultural world. You should make every effort to have your stories reflect that. Talk to a variety of people from different backgrounds, educational levels, etc. to get a complete story.

Students enrolled in this course should not be used as sources in your stories unless they are involved directly in the story. Friends, roommates, relatives sorority sisters, fraternity brothers, etc. usually pose a conflict-of-interest threat when used as sources.

Do your own reporting and writing. Plagiarism—including using material from news releases and information gathered from the Internet without attribution—will result in serious and harsh consequences. You can find the college's official ethical standards at <http://www.jou.ufl.edu/academic/jou/honesty/demic/jou/honesty/>. If you have even the smallest doubt or are confused about this or anything else in the course, PLEASE ASK.

</Foley>

And now the University's required language:

Lectures and materials in this class are the property of the University/faculty member. Lectures may not be taped without permission from the lecturer and may not be used for any commercial purpose. Students found in violation may be subject to discipline under the University's Student Conduct Code.

The **University of Florida Honor Code** was voted on and passed by the Student Body in the Fall 1995 semester. The Honor Code reads as follows:

Preamble: In adopting this Honor Code, the students of the University of Florida recognize that academic honesty and integrity are fundamental values of the University community. Students who enroll at the University commit to holding themselves and their peers to the high standard of honor required by the Honor Code. Any individual who becomes aware of a violation of the Honor Code is bound by honor to take corrective action. A student-run Honor Court and faculty support are crucial to the success of the Honor Code. The quality of a University of Florida education is dependent upon the community acceptance and enforcement of the Honor Code.

The Honor Code: We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity. 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."

For more information about academic honesty, contact Student Judicial Affairs, P202 Peabody Hall, 392-1261.

Students requesting classroom accommodation must register with the Dean of Students Office. The Dean will provide documentation to the student who must provide documentation to the instructor when requesting accommodation. You must submit this documentation prior to submitting assignments or taking the quizzes or exams. Accommodations are not retroactive, therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations. Students with Disabilities who may need accommodations in this class are encouraged to notify the instructor and contact the Disability Resource Center (DRC) so that reasonable accommodations may be implemented. DRC is located in room 001 in Reid Hall or you can contact them by phone at 352-392-8565.

Your well-being is important to the University of Florida. The U Matter, We Care initiative is committed to creating a culture of care on our campus by encouraging members of our community to look out for one another and to reach out for help if a member of our community is in need. If you or a friend is in distress, please contact umatter@ufl.edu so that the U Matter,

We Care Team can reach out to the student in distress. A nighttime and weekend crisis counselor is available by phone at 352-392-1575. The U Matter, We Care Team can help connect students to the many other helping resources available including, but not limited to, Victim Advocates, Housing staff, and the Counseling and Wellness Center. Please remember that asking for help is a sign of strength. In case of emergency, call 9-1-1.

Course Website and Login

Your course is Canvas (UF e-Learning). Go to <http://elearning.ufl.edu/>. Click the blue e-Learning button. Login with your GatorLink account. Your course will be in the Courses menu on the left navigation. You might have to click All Courses at the bottom depending on how many courses you have taken at UF. Contact UF Helpdesk <http://helpdesk.ufl.edu/> (352) 392-HELP (4357) if you have any trouble with accessing your course.

Course Evaluation:

Students are expected to provide feedback on the quality of instruction in this course based on 10 criteria. These evaluations are conducted online 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>

Working Course Schedule

Jan 6 -

Course Introduction
Examples

Jan 13 -

Introduction to the equipment / Ricoh Theta, Nikon Keymission
Project: In pairs, shoot 3 segments of one minute each. By end of class each pair has uploaded a 360 video to YouTube.

Jan 20 -

360 Story Presentations
Demonstrate other 360 rigs (Omni / Freedom 360)

Jan 27

360 Story Presentations
METL Visit

Feb 3

360 Story Presentations
Guest speaker
Project: Document Event: Each student will shoot an event in 360 with five scenes, include VO (Group A Due Feb. 10/ Group B Due Feb. 17)

Feb 10

360 Story Presentations
Project Intro: Primarily 360, incorporate one interview, possibly using non-traditional shooting technique

Feb 17

360 Story Presentations
Guest Speaker

Feb 24

360 Story Presentations
Intro Final Story Project
Project 3 in-class workshop

March 3

FINAL PROJECT WORKSHOP DAY (NO CLASS MEETING)
Project 3 Due

March 10 - Spring Break (No Class)

March 17

Drone Day (meet off campus)

March 24

360 Story Presentations

Final project story check-in

March 31

360 Story Presentations

Final Project In-class Workshop

April 7

Final Project Due

Final Presentations, Part 1

April 14

Final Presentations, Part 2