

MMCXXXX Visual Storytelling Workshop

FALL 2018

INSTRUCTOR INFORMATION	<p>Marc Turchin mgturchin@jou.ufl.edu 352.294.7545 (O) 310.279.0739 (C)</p>
CLASS & LAB MEETINGS	<p>Room 3324, Weimer Hall UF School of Journalism and Communications</p>
COURSE OBJECTIVE	<p>MMC XXXX Visual Storytelling Workshop is intended to give career-path communication students instruction in the use of digital audio and video production tools as well as the fundamentals of effective visual storytelling for broadcast and the web.</p>
STUDENT LEARNING OUTCOMES	<p>By the end of the semester, the student should be able to:</p> <ol style="list-style-type: none"> 1) Use a professional video camera. 2) Record and edit audio and video at a professional level. 3) Apply cinematic composition techniques to advance and complement a story. 4) Use non-linear editing software to organize and sequence images efficiently. 5) Use non-linear editing software to color correct, audio correct and audio mix. 6) Identify and effectively utilize lighting instruments for cinematic effect. 7) Export video projects in the optimal codecs for each of these: mobile devices, websites, television broadcast and cinema. 8) Offer constructive feedback of your own work and that of peers.
PREREQUISITES	
EQUIPMENT ROOM POLICIES	<p>Students will sign an equipment room contract. Failure to adhere to the contract may result in a student having a grade point deduction and/or receiving an incomplete or failing grade in the class. Late returns will result in equipment privileges being revoked. Parking for the equipment room is limited to ten minutes. Failure to adhere to this policy can result in a point deduction from a student's final grade.</p>
COMPUTER & SOFTWARE	<p>It is suggested the students own a MacBook Pro and have access to the Adobe Creative Cloud Software. However, students will have access to the Mac editing lab. It is recommended that students have a Thunderbolt/USB3.0 combo external drive for media storage.</p>
ATTENDANCE, TARDINESS, AND LATE ASSIGNMENT POLICIES	<p>Students are allowed one absence per semester. The second absence will result in a 2-point deduction from final grade. The third absence will result in an additional 6-point deduction from final grade. Any unexcused late assignment will be lowered 20% of the total possible points. Any assignment turned in over a week late will be lowered 50% of the possible points. No assignments will be accepted beyond two weeks of the due date.</p>
TEXT	<p>Multimedia Storytelling for Digital Communications in a Multiplatform World by Seth Gitner, 2016.</p>
UNIVERSITY POLICIES	<p>STUDENTS WITH DISABILITIES</p> <p>Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the Instructor when requesting accommodation.</p> <p>STUDENT EVALUATION OF COURSE AND INSTRUCTOR</p> <p>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.</p>

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UNIVERSITY POLICIES

UF HONOR CODE

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.

HELP WITH COPING

The UF Counseling and Wellness Center is a terrific, free resource for any student who could use help managing stress or coping with life. The center, at 3190 Radio Road on campus, is open for appointments and emergency walk-ins from 8 a.m. to 5 p.m. Monday through Friday. To make an appointment or receive after-hours assistance, call 352-392-1575.

ASSIGNMENTS, PROJECTS & GRADING

Reading Quizzes.....	20 PTS
Field acquisition practice assignments.....	20 PTS
Short story visual project.....	10 PTS
Short story Interview and b-roll project.....	20 PTS
Final project.....	30 PTS

GRADING SCALE

94% or higher	= A
90%-93%	= A-
88%-89%	= B+
84%-87%	= B
80%-83%	= B-
78%-79%	= C+
74%-77%	= C
70%-73%	= C-
65%-69%	= D
64% or below	= E

FORMAT OF CLASS

MMCXXXX will have a series of classes and workshops designed to reinforce professional production skills needed for digital storytelling.

All workshops are designed to reinforce specific production skills needed to complete assignments. All assignments are designed to reinforce production skills needed to complete the course final project and prepare for next semester’s capstone project.

ASSIGNMENTS

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All assignments are designed to build knowledge and comprehension of technical and artistic use of advanced digital photography and acquisition equipment.

Practice Assignment 1

Reinforcement of camera science fundamentals: aperture, shutter speed, depth of field, ISO and how they pertain to proper exposure and focus through a series of interior and exterior shooting exercises. Shallow vs extended depths of field and the use there of.

Practice Assignment 2

Reinforcement of camera science fundamentals from previous assignment with the addition of custom white balance, depth of field and wide lenses. Demonstrate the effects of using different lenses and how it impacts video storytelling. Begin to talk about editing and how it's used to help tell the story. Discuss graphics and adding text.

Practice Assignment 3

Reinforcement of camera science and artistic fundamentals from previous assignments with the addition of creating compelling shots, composition, mis en scene and rule of thirds. An emphasis will be placed on the use of wide shots, medium shots and close ups that add context to a story. Introduce students to audio recording, microphone usage. More editing discussion.

Short Story Visual Assignment

Using concepts from previous assignments and editing learned in VIC3001, students will conceive, create a production plan, shoot and edit a series of 50 video shots featuring the UF campus and students. This will be edited to music. Detailed plan and rubric in on Canvas. Montage should include 2-3 seconds for each shot.

Practice Assignment 4

Reinforcement of camera science and artistic fundamentals from previous assignments with the addition of staged-interviewing techniques (Framing and composition) and use background. In addition, audio mixing in post- production.

Practice Assignment 5

Reinforcement of camera science and artistic fundamentals from previous assignments with the addition of producing a short story about a subject. Main interview shot and the addition of b-roll to add context will be emphasized. This will be short and practice for the next project.

Short Story Interview and B-roll Project

Reinforcement of camera science and artistic fundamentals from previous assignments with the addition of producing a two-minute feature story about a subject. Discuss pitching story ideas and what elements make a good video story. Main interview shot and the addition of b-roll to add context will be emphasized.

Final Project

Reinforcement of camera science and artistic fundamentals from previous assignments. Students will produce a 3 to 4 minute feature story about a subject with supporting interviews from two additional subjects. B-roll, graphics and text are expected.

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	CLASS MEETINGS	WEEKLY ASSIGNMENTS
WEEK 1	Intro to course. Camera instruction photography fundamentals	Field practice assignment 1
WEEK 2	Advanced Camera instruction	Field practice assignment 2
WEEK 3	Working with audio and mics	Field practice assignment 3
WEEK 4	No class meeting. Work on assignments	Field practice assignment 4
WEEK 5	Review and critique of assignments	Field practice assignment 5
WEEK 6	Designing the visual story	Visual Project
WEEK 7	No class meeting. Work on assignments	Visual Project
WEEK 8	Review and critique of Visual Project Discuss final project	Submit story idea for final project
WEEK 9	Interview subjects, posing, lighting and backgrounds.	Field practice assignment 6
WEEK 10	Review and critique of assignments	Interview and B-roll project
WEEK 11	No class meeting. Work on assignments	Interview and B-roll project
WEEK 12	Preparation for final projects and capstone	Work on final project
WEEK 13	No class meeting. Work on assignments	Work on final project
WEEK 14	No class meeting. Work on assignments	Work on final project
WEEK 15	Review and critique of work in progress	Work on final project
WEEK 16	Screening of final project	