

MMC6936 VISUAL STORYTELLING WORKSHOP

FALL 2019

INSTRUCTOR INFORMATION

Instructor: Alyson Larson
Contact Info: alandry@jou.ufl.edu | 813-495-1241 Office: N/A
Office Hours: Tuesday or Friday by appointment.

CLASS & LAB MEETINGS

Class Thursday Period 11-E2 (6:15 PM - 9:10 PM) WEIM Room 3324 (INC Editing Lab)

COURSE OBJECTIVE

MMC6936 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 online.

STUDENT LEARNING OUTCOMES

By the end of the semester, the student should be able to:

- 1) Use a prosumer DSLR for professional purposes.
- 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 software to organize, sequence, color correct, and audio mix.
- 5) Export projects in the optimal codecs for online, mobile and TV broadcast.
- 6) Identify and effectively utilize lighting instruments to enhance content.
- 7) Offer constructive feedback of your own work and that of peers.

PREREQUISITES

EQUIPMENT ROOM POLICIES

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.

TEXTBOOK

No required textbook. Handouts will be provided for you.

COMPUTER & SOFTWARE

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.

ATTENDANCE, TARDINESS, AND LATE ASSIGNMENT POLICIES

Students are allowed one absence per semester. Each additional absence will result in a two-point deduction from a student's final grade. The third absence will result in an additional 6-point deduction from final grade. Any unexcused late assignment's 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.

UNIVERSITY POLICIES

STUDENTS WITH DISABILITIES

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.

STUDENT EVALUATION OF COURSE AND INSTRUCTOR

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.

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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

Assessments	10 PTS
Field acquisition practice assignments	35 PTS
Short Story Visual Project	10 PTS
Short story Interview and broll project.....	15 PTS
Final Group 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

MMC6936 will have a series of classes designed to reinforce professional production skills needed for digital storytelling.

All classes 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 as well as prepare for next semester's capstone project.

ASSIGNMENTS & ASSESSMENTS

SEE CANVAS FOR MORE DETAILS AND DUE DATES

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.

ASSIGNMENT 2) Reinforcement of fundamentals from previous assignment with the addition of custom white balance and demonstration of different focal lengths in how it impacts video storytelling.

ASSIGNMENT 3) Reinforcement of the above with the addition of composition as it applies to interviews. Introduction of audio capture and editing. Students will record a well composed interview and have accurate audio levels in the final 60-second product.

ASSIGNMENT 4) Students will produce a 30-second montage that guides the audience through the story line by the audio bed. This can be a combination of narrative recordings, natural sound and/or music. Editing will be heavily emphasized and taught within weekly workshops previous to this assignment.

ASSIGNMENT 5) Short Story Visual Assignment - Students will conceive, create a production plan, shoot and edit a one-minute story. This story must contain broll and no talking-head interview. This story may also contain graphics, text, music, etc.

ASSIGNMENT 6) Using recently acquired visual storytelling knowledge, students will go back to the basics of storytelling by using only graphics, photographs and audio to tell a compelling story. This will fine tune storytelling skills with bare bones materials.

ASSIGNMENT 7) - Students will use checked out lights to interview a subject and/or use available light to demonstrate knowledge in shaping a character through 3-point cinematic lighting. Students will demonstrate the knowledge of key, fill, rim and background light.

ASSIGNMENT 8) - Short Story Interview and Broll Project - Students will produce 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.

ASSIGNMENT 9) - Use assignment 8's interview and broll project files to create a 60, 30 and 15-second version for social media purposes. This could be created for Facebook, Instagram (including InstaTV), or Twitter. Creativity is encouraged.

FINAL PROJECT - Students will produce a three to four-minute feature story about a subject with supporting interviews from one additional subject. Broll, graphics and text are expected. This is a group project of 2-5 students. Each project will also require a 60-second AND 15-second social media cut to be catered to a specific platform.

ASSESSMENTS - Both of these assessments will be hands on, not written assessments.

COLOR CORRECTION ASSESSMENT - Students will demonstrate the ability to color correct footage with Adobe Premiere tools taught in weekly workshops. Students will be able to fix white balance issues, create adequate contrast and read data enforced waveforms in relation to images.

AUDIO CORRECTION ASSESSMENT - Students will be able to use the tools of Premiere and Audition to correct and repair audio glitches, noises, and mix audio adequately for storytelling.

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Thursday		THURSDAY PERIODS 11 - E2 OR 6:15 - 9:10 P.M. ROOM 3324
AUG 22	WEEK 1 - Intro to the course, camera intro	ASSIGNMENT DUE DATES BELOW
AUG 29	WEEK 2 - Video Storytelling and fundamentals part 2	ASSIGNMENT 1 Field Practice DUE 11:59 p.m. AUG 28
SEPT 5	WEEK 3 - Premiere, Editing and Interviews	ASSIGNMENT 2 Field Practice DUE 11:59 p.m. SEPT 04
SEPT 12	WEEK 4 - Audio Storytelling and Editing	ASSIGNMENT 3 Field Practice DUE 11:59 p.m. SEPT 11
SEPT 19	WEEK 5 - Current Video Narratives	ASSIGNMENT 4 Field Practice DUE 11:59 p.m. SEPT 18
SEPT 26	WEEK 6 - Use of Graphics and Text for Visual Storytelling	ASSIGNMENT 5 Field Practice DUE 11:59 p.m. SEPT 25
OCT 03	WEEK 7 - Lighting for location and character	ASSIGNMENT 6 Field Practice DUE 11:59 p.m. OCT 02
OCT 10	WEEK 8 - Pitch story ideas for Assignment 8. Lighting Part 2.	ASSIGNMENT 7 Field Practice DUE 11:59 p.m. OCT 09
OCT 17	WEEK 9 - TBD	Possible NO CLASS to work on Assignment 8 or deep dive of previously learned principles. Depending on curve of the semester.
OCT 24	WEEK 10 - Video Storytelling and its use on different social platforms.	ASSIGNMENT 8 Field Practice DUE 11:59 p.m. OCT 23
OCT 31	WEEK 11 - Color Correction and in depth Audio Correction in Audition	ASSIGNMENT 9 Field Practice DUE 11:59 p.m. OCT 30
NOV 07	WEEK 12 - Pitch final project, discussion, preparation for capstone	FINAL PROJECT - 3.5 weeks for completion. ROUGH CUT DUE NOV. 26 for Instructor Critique.
NOV 14	WEEK 13 - Color and Audio Assessments	
NOV 21	WEEK 14 - NO CLASS - Work on Projects	NO Class - Work on Final Projects
NOV 28	WEEK 15 - Happy Thanksgiving	NO Class - SEND ROUGH CUT BY Nov. 26
DEC 5	Final Projects DUE Dec. 3rd	NO FORMAL CLASS - Airing of Final Projects and Critique before reading days. TBD