

MMC6936 – Art and Science of Story

Spring 2020

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Office Hours: Virtually by appointment. You may check and book times here: <https://calendly.com/sheehan-matt> (Links to an external site.)

Course Objectives:

During this course we shall explore what research from behavioral, cognitive and social science tell us about story, how we process information, and how we can design information to break through to specific communities. We'll explore and apply precepts of human-centered design methodologies in the story generation and design processes.

Learning Outcomes:

- Evaluate tenets from what research tells us about compelling stories to strategically create stories designed to engage specific communities
- Critique methodologies of storytelling on multiple platforms and extrapolate to inform your own work
- Apply principles of human-centered design to conceptualize and develop ideas
- Present high-level concepts to mixed audiences in an effective manner soliciting support for development of ideas

Course Learning Management System

This course will utilize Canvas (<https://elearning.ufl.edu>). All assignments, due dates and official course schedule and records shall be kept on that site. If electronic and paper information conflicts during term, the latest accessible information on Canvas is operating version.

Course Communications:

Much of our official communication will occur through the Canvas e-learning system. Questions or comments may be shared with the instructor and fellow students in the [discussions](#) area of the Canvas site. Questions that deal with specific inquiries related to individual student performance or experience may be e-mailed to the

instructor either through the Canvas system or directly to mattsheehan@ufl.edu. I try to respond to all inquiries within 24 hours—if your individual inquiry has gone unanswered following that time and you did not receive an out-of-office notification, please send again directly to my email box.

Course Schedule

The schedule of course meetings, topics, assignments and due dates is maintained on the course Canvas site. Enrolled students shall be able to access at elearning.ufl.edu ([Links to an external site.](#))

The course is broken down into a series of modules that will be unlocked sequentially through the course of the semester. In each module, students will be provided required readings and will be asked to review lecture or example videos. For many modules, supplementary and optional readings will be provided. Students will be asked to complete periodic quizzes and reflections of the module materials, participate in digital discussion and provide feedback on that discussion to their course peers. Students will make virtual presentations via the Zoom platform and will work toward developing a final project applying the frameworks and insights from the cumulative module discovery.

Modules include:

Module 1: Course Overview and Introduction

Module 2: The Power of Story

Module 3: Story Analysis and Product Thinking

Module 4: Models of Creativity

Module 5: Human-Centered Design, part 1: Ideation & Research

Module 6: Human-Centered Design, part 2: Prototype & Test

Module 7: SCIENCE OF STORY BUILDING: Structure

Module 8: SCIENCE OF STORY BUILDING: Emotion

Module 9: SCIENCE OF STORY BUILDING: Empty Space

Module 10: SCIENCE OF STORY BUILDING: Verisimilitude

Module 11: SCIENCE OF STORY BUILDING: Deceptive Cadence

Module 12: SCIENCE OF STORY BUILDING: Narrative Transportation

Module 13: SCIENCE OF STORY BUILDING: Dominant/Counter Narratives

Module 14: Sacred Bundle

Module 15: Course wrap and project presentations

Required Texts:

Readings for this course will be selected from open-access resources or resources available to you through the UF library and access system, therefore there are no additional texts to purchase for this course. Links to those resources will be provided in Canvas. For some topics there may be optional supplementary readings from popular press literature, many of which may be available through your local library system.

Required Technical Requirements:

To successfully complete the course, you will need regular access to a computer capable of operating the UF-provided learning management systems. Some readings may require access to the UF Library systems through UF network connections which might require installation and operation of the UF VPN (virtual private network) on your machine That is provided at <http://www.uflib.ufl.edu/login/vpn.html> (Links to an external site.). Your computer should also have an operational webcam, microphone and speakers capable of operating the Zoom (<https://ufl.zoom.us/> (Links to an external site.)) platform. The UF computer policy is available <https://it.ufl.edu/policies/student-computing-requirements/> (Links to an external site.) and Canvas information is found at <https://elearning.ufl.edu/student-help-faq/> (Links to an external site.)

Course Performance Evaluation

Quizzes	15 percent
Digital discussion participation	20 percent
Presentations	15 percent
Module reflection analyses	25 percent
Final Project	25 percent

Grading Policies

This course follows standard UF grading policies. If applicable, grades are rounded to tenth of a point. <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx> (Links to an external site.)

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found at: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx> (Links to an external site.)

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, www.dso.ufl.edu/drc/ ([Links to an external site.](#))) 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.

Course Evaluations: Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at <https://gatorevals.aa.ufl.edu/students/> ([Links to an external site.](#)). Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/>. ([Links to an external site.](#)) Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/> ([Links to an external site.](#)).

Academic Integrity

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/> ([Links to an external site.](#))) 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. If you have any questions or concerns, please consult with the instructor.

Course Etiquette

All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions and chats. For a fuller exposition of our shared ‘netiquette’ can be accessed here: <http://teach.ufl.edu/wp-content/uploads/2012/08/NetiquetteGuideforOnlineCourses.docx> ([Links to an external site.](#))

Campus Resources

For issues with technical difficulties for Canvas, please contact the UF Help Desk at:
<http://helpdesk.ufl.edu>
(352) 392-HELP (4357)
Walk-in: HUB 132

Any requests for make-ups due to technical issues must be accompanied by the ticket number received from the Help Desk when the problem was reported to them. The ticket number will document the time and date of the problem. You must e-mail your instructor within 24 hours of the technical difficulty if you wish to request a make-up.

Other resources are available at <http://www.distance.ufl.edu/getting-help> ([Links to an external site.](#)) for:

- Counseling and Wellness resources
- Disability resources
- Resources for handling student concerns and complaints
- Library Help Desk support

Should you have any complaints with your experience in this course please visit <http://www.distance.ufl.edu/student-complaints> ([Links to an external site.](#)) to submit a complaint.

Health and Wellness

U Matter, We Care: If you or a friend is in distress, please contact umatter@ufl.edu or 352 392-1575 so that a team member can reach out to the student.

Counseling and Wellness Center: <https://counseling.ufl.edu/>, 392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.

Sexual Assault Recovery Services (SARS): Student Health Care Center, 392-1161.

University Police Department: 392-1111 (or 9-1-1 for emergencies).
<http://www.police.ufl.edu/>

Academic Resources

E-learning technical support, 352-392-4357 (select option 2) or e-mail to Learningsupport@ufl.edu. <https://lss.at.ufl.edu/help.shtml> ([Links to an external site.](#))
Career Connections Center, Reitz Union, 392-1601. Career assistance and counseling. <https://career.ufl.edu/> ([Links to an external site.](#))
Library Support, <http://cms.uflib.ufl.edu/ask> ([Links to an external site.](#)). Various ways to receive assistance with respect to using the libraries or finding resources.
Teaching Center, Broward Hall, 392-2010 or 392-6420. General study skills and tutoring. <http://teachingcenter.ufl.edu/> ([Links to an external site.](#))
Writing Studio, 302 Tigert Hall, 846-1138. Help brainstorming, formatting, and writing papers. <http://writing.ufl.edu/writing-studio/> ([Links to an external site.](#))
Student Complaints On-Campus: <https://sccr.dso.ufl.edu/policies/student-honorcode-student-conduct-code/> ([Links to an external site.](#))

On-Line Students Complaints: <http://distance.ufl.edu/student-complaint-process/> (Links to an external site.)

Disclaimer: This syllabus represents my current plans and objectives. As we go through the semester, those plans may need to change to enhance the class learning opportunity. Such changes, communicated clearly, are not unusual and should be expected.