



MMC6926

Visual Storytelling
Workshop

INSTRUCTOR INFORMATION

Instructor: Associate Professor Tim Sorel
Contact Info: tsorel@jou.ufl.edu | 352-392-2849
Office: 1080 Weimer Hall | Office Hours: Tuesday 1-2 pm and by appointment

CLASS & LAB MEETINGS

Tuesday periods 3-5
Room WEIM 3324.

COURSE OBJECTIVE

MMC6926 is intended to give career-path communication students an introduction to various audio and video digital storytelling tools and techniques.

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.

PREREQUISITES

EQUIPMENT ROOM POLICIES

Students will sign an equipment room contract. Failure to adhere to the contract can 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.

TEXTBOOKS

No required textbook. Handouts provided.

COMPUTER & SOFTWARE

It is suggested that students own a MacBook Pro and have access to the Adobe Creative Cloud Software. However, students will have access to the Mac editing lab. Students will need gloves, Leatherman or similar pocket tool.

ATTENDANCE, TARDINESS, AND LATE ASSIGNMENT POLICIES

Students are allowed one class absence per semester. Each additional absence will result in a five point deduction from a student's final grade for each occurrence. Students are allowed to be tardy once during the semester. Each additional tardiness will result in a two-point deduction first occurrence then five-point deduction for each occurrence after. 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.

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.



**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.

MENTAL HEALTH AWARENESS AND HELP

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.

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/>. 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/>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>

**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 descriptions and due dates

ASSIGNMENT 1) Fundamentals of Visual Storytelling and B-roll

ASSIGNMENT 2) Interview Practice

ASSIGNMENT 3) Interview with B-roll

ASSIGNMENT 4) The First Story

ASSIGNMENT 5) Interview Lighting

ASSIGNMENT 6) The Second Story

ASSIGNMENT 7) Social Media Targeting of the story

ASSIGNMENT 8) Soft pitch of Final Project idea

ASSIGNMENT 9) Formal pitch of Final Project idea

Final project pitches

Final project



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DATE	TUESDAY	OUTSIDE OF CLASS
JAN 7	Canon 80D intro. Controls, lense care,check outs. Lets go shoot!	Work on assignment 1
JAN 14	Introduction to Premiere Pro Editing I	Work on assignment 2
JAN 21	Audio techniques, mics and mixing Interview techniques-where/how. Practice session.	Work on assignment 3. Research assignement 4.
JAN 28	What makes a good story? Why do we watch? Examples. Shooting practice.	Work on assignment 4. Find a story!
FEB 4	Introduction to Premiere Pro Editing II Quicker tools for assembly. Interview editing/organization. Lighting I	Work on assignment 4.
FEB 11	Assignment 4 First Story due. In-class view and discussion. Lighting II-working small	Work on assignment 5/6. Consider final project
FEB 18	Deeper look into camera technology and lens theory. Practice and edit with lenses	Work on assignment 5/6. Consider final project
FEB 25	Lighting due- review Introduction to Premiere Pro Editing III Refining the edit/color correction-audio correction	Work on assignment 5/6. Determine final project
MAR 3	SPRING BREAK.	Work on assignment 5/6. Determine final project
MAR 10	Lighting due- review Introduction to Premiere Pro Editing III Refining the edit/color correction-audio correction	Develop soft pitch final project
MAR 17	Assignment 6 Second Story due. In-class view and discussion. Social media cuts and differentials Managing multiple sequences	Develop formal pitch final project and project timeline
MAR 24	Soft pitches of final projects Social media cuts and differentials due	Develop formal pitch final project and project timeline
MAR 31	Formal pitches of final projects	Shoot final project
APR 7	Project organization, advanced editing	Shoot final project/begin project organization. Rough cut next week
APR 14	Rough cuts of final due in class. Sorel will review.	Refine editing
APR 21	NO Class this week. Work on final projects.	Color correction and audio correction
APR 28	Final cuts of Final Project due online. No- class	ENJOY YOUR BREAK