



# MMC6936

Visual Storytelling  
Workshop

<p><b>WELCOME!</b></p>	<p>We now live in the fast-paced information age, where information, concepts, and ideas continuously bombard us from every direction. <b>Do stories really matter to us anymore?</b> Think about that and be prepared to discuss. This class combines storytelling <b>strategies</b> and digital storytelling <b>tactics</b>. Working together we will demystify cinematography and post-production techniques to create effective and meaningful video stories.</p> <p>I want you to be you in your project work. On the first day of class I will show a wide range of diverse projects produced by students over the years. It's why I love teaching this class!</p>
<p><b>HELLO!</b></p>	<p>If you would like to be called by a name other than what I have on the UF registration please let me know. I am looking forward to meeting and working with you so please introduce yourself!</p>
<p><b>MY CONTACT INFORMATION</b></p>	<p>Instructor: Professor Tim Sorel          Contact Info: <a href="mailto:tsorel@jou.ufl.edu">tsorel@jou.ufl.edu</a>   352-392-2849 (email is best!)          Office: 1080 Weimer Hall   Office Hours by Zoom or in person by appointment          Open office hours: Monday 12:30-2.</p>
<p><b>CLASS &amp; LAB MEETINGS</b></p>	<p>Tuesday periods 3-5          Class will be held in room 3324- Mac lab in the INC.</p>
<p><b>EQUIPMENT ROOM POLICIES</b></p>	<p>You will be issued camera gear for the semester. 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.</p>
<p><b>TEXTBOOKS</b></p>	<p>No required textbook. Handouts provided.</p>
<p><b>COMPUTER &amp; SOFTWARE</b></p>	<p>Students will benefit from having a laptop with the Adobe Creative Suite loaded; however, students can use the editing lab when available. I will discuss in class.</p>
<p><b>ATTENDANCE, TARDINESS, AND LATE ASSIGNMENT POLICIES</b></p>	<p>I will be introducing you to a great deal of technical material and class attendance is important. 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. Assignments turned in over one week late will not be accepted.</p>
<p><b>STUDENT LEARNING OUTCOMES</b></p>	<p>By the end of the semester, the student should be able to:</p> <ol style="list-style-type: none"> <li>1) Use a prosumer DSLR for professional purposes.</li> <li>2) Record and edit audio and video at a professional level.</li> <li>3) Apply cinematic composition techniques to advance and complement a story.</li> <li>4) Use non-linear software to organize, sequence, color correct, and audio mix.</li> <li>5) Export projects in the optimal codecs for online, mobile and TV broadcast.</li> <li>6) Identify and effectively utilize lighting instruments to enhance content.</li> </ol>



**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.

**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.

**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**

Cinematography/editing assignments .....	45 PTS
Social media research presentation... ..	5 PTS
Service Project Campaign.....	20 PTS
Final Project Campaign.....	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 **hands-on assignments** 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 campaign projects as well as prepare for your professional masters capstone project.



## ASSIGNMENTS

See Canvas for descriptions and due dates

ASSIGNMENT 1) Technical practice

ASSIGNMENT 2) Shooting and framing

ASSIGNMENT 3) Editing in Premiere

ASSIGNMENT 4) Edit pacing

ASSIGNMENT 5) Practice Interview edit and b-roll

ASSIGNMENT 6) Shoot practice interview and b-roll

ASSIGNMENT 7) Photography principles

ASSIGNMENT 8) Cinematography challenge one

ASSIGNMENT 9) Cinematography challenge two

Service project campaign

Final project pitch

Final project campaign



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DATE	TUESDAY	OUTSIDE OF CLASS
AUG 24	Canon 80D intro. Controls, lens care, check outs. Lets go shoot! WEFATI	Work on assignment 1
AUG 31	Introduction to Premiere Pro Editing I Shooting sequences of b-roll cinematography fundamentals of composition I	Work on assignment 2 & 3 & social media response and reaction
SEP 7	Small group camera workshops	Work on assignment 4
SEP 14	Premiere Pro Editing II Audio techniques and mixing. Social media observations	Work on assignment 5
SEP 21	Storytelling. News, non-fiction and fiction narratives. Story Arc. Interviewing. Assignment 6 prep	Work on assignment 6
SEP 28	Small group lighting work shops	Work on assignment 6
OCT 5	Photography- fundamentals of composition II Introduction to Lightroom	Work on assignment 7 Consider your final project
OCT 12	Premiere Pro Editing III using stills, jpegs and title. Informal project pitch	Organize your service project campaign media
OCT 19	Premiere Pro Editing IV Color correction I	Edit/create service project campaign Develop formal pitch final project and project timeline
OCT 26	Formal Pitches of final projects	Schedule final project. Cinematography Challenge 1
NOV 2	Cinematography challenge color correction II	Schedule final project. Cinematography Challenge 2
NOV 9	No class scheduled. One on one sessions	Shoot final project
NOV 16	No class scheduled. One on one sessions	Shoot final project
NOV 23	No class scheduled. One on one sessions	Edit final project
NOV 30	RETURN CAMERAS TO EQUIPMENT ROOM No class scheduled. One on one sessions	Edit final project
DEC 7	In class project screening and presentations	ENJOY YOUR BREAK