



# MMC6936

Visual Storytelling  
Workshop

<p>WELCOME!</p>	<p><i>We now live in the fast-paced information age, where information, concepts, and ideas continuously bombard us from every direction. Do stories really matter to us any-more? Think about that and be prepared to discuss. This class combines storytelling strategies and digital storytelling tactics. Working together we will demystify cinematography and post-production techniques to create effective and meaningful video stories.</i></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>HELLO!</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>MY CONTACT INFORMATION</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 12:00-1:30. Zoom meetings are available 7 days a week.</p>
<p>CLASS &amp; LAB MEETINGS</p>	<p>Tuesday periods 3-5          Class will be held in room 3324- Mac lab in the INC.</p>
<p>EQUIPMENT ROOM POLICIES</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>TEXTBOOKS</p>	<p>No required textbook. Handouts provided.</p>
<p>COMPUTER &amp; SOFTWARE</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>ATTENDANCE, TARDINESS, AND LATE ASSIGNMENT POLICIES</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>STUDENT LEARNING OUTCOMES</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 SLR camera 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>



### **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/>.

### **CLASS RECORDINGS**

Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor. A "class lecture" is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture does not include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or lecturer during a class session. Publication without permission of the instructor is prohibited. To "publish" means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book or magazine.



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## 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

94pts or higher	= A
90-93pts	= A-
88-89pts	= B+
84-87pts	= B
80-83pts	= B-
78-79pts	= C+
74-77pts	= C
70-73pts	= C-
65-69pts	= D
64pts 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 camera 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
JAN 4	Class starts next week.	I am happy to meet with you the week of January 3rd
JAN 11	Canon 80D intro. Controls, lens care, check outs. Lets go shoot! WEFATI	Work on assignment 1
JAN 18	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
JAN 25	Small group camera workshops	Work on assignment 4
FEB 1	Storytelling. News, non-fiction and fiction narratives. Story Arc. Interviewing. Assignment 6 prep	Work on assignment 5
FEB 8	Premiere Pro Editing II Audio techniques and mixing. Social media observations	Work on assignment 6
FEB 15	Photography- fundamentals of composition II Introduction to Lightroom	Work on assignment 7 Consider your final project
FEB 22	Premiere Pro Editing III Color correction I stills, jpegs and title. Informal project pitch	Organize your service project campaign media
MAR 1	Small group mic work shops	Edit/create service project campaign Develop formal pitch final project and project timeline
MAR 8	Spring Break	Research final project. Cinematography Challenge 1
MAR 15	Formal Pitches of final projects color correction II	Cinematography Challenge 1. Research final project
MAR 22	Color Correction III. Secondary color correction	Cinematography Challenge 2. Schedule final project
MAR 29	One on one sessions	Shoot final project
APR 5	One on one sessions	Edit final project
APR 12	RETURN CAMERAS TO EQUIPMENT ROOM No class scheduled. One on one sessions	Edit final project
APR 19	In class project screening and presentations	ENJOY YOUR BREAK