



**MPMT 4930
Video Storytelling
Using iPhone**

*We now live in the fast-paced information age, where information, concepts, and ideas continuously bombard us from every direction.
Do stories really matter?*

WELCOME!

MPMT 4930 **Video Storytelling using iPhone** is intended for students who want to harness the power of video, sound and editing to tell a compelling story

HELLO!

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!

MY CONTACT INFORMATION

Instructor: Professor Tim Sorel
Contact Info: tsorel@ufl.edu
Office Hours by Zoom or in person by appointment

CLASS MEETINGS

We will meet for one class before leaving for study abroad. In country class dates will be announced per our travel schedule,

CAMERA

Students will use their own iPhone 12 or higher. We will provide other accessory equipment that will be returned at end of study abroad.

TEXTBOOK

No required textbook. Online instruction using Linked in will be required viewing.

COMPUTER & SOFTWARE

Students must a laptop with the Adobe Creative Suite loaded on the maching prior to leaving the country. We will meet once in April to confirm this.

ATTENDANCE, TARDINESS, AND LATE ASSIGNMENT POLICIES

I will be introducing you to a great deal of technical material and class attendance is important. Attendance in mandatory during study abroad in accordance with the rules of the program students will lose a letter grade for each missed class. Students who are late to class can have 2- points deducted from their final grade for each late to class occurrence. Assignments submitted after the due date will result in a 20% grade deduction for that assignment. Assignments submitted seven days after the dues date will not be accepted.

STUDENT LEARNING OUTCOMES

- By the end of the semester, the student should be able to:
- 1) Use an iphone video camera with professional image capture technique.
 - 2) Edit audio and video at a professional level using Adobe Premiere
 - 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 on line, mobile and TV broadcast.



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 on line 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.



**ASSIGNMENTS,
PROJECTS, &
GRADING**

Undergraduate student grading

Video practice assignments 60 PTS
 Final Project..... 40 PTS

Graduate student grading

Video practice assignments 45 PTS
 Final Project..... 40 PTS
 Written Project 15 PTS

fractional point totals over .04 will be rounded up.

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**

MPMT 4930 will have a series of **hands-on assignments** designed to reinforce professional production skills needed for photography. 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.

ASSIGNMENTS

See Canvas for descriptions and due dates

- PREVIEW - Workflow test- 5pts
- ASSIGNMENT 1) Shooting in Venice or Florence- 10 pts
- ASSIGNMENT 2) Cinematic Concepts- 5pts
- ASSIGNMENT 3) Color Correction practice- 5pts
- ASSIGNMENT 4) Self Narrated Story- 15pts
- ASSIGNMENT 5) Shot Sequencing- 10 pts
- Project 1) Interview and B roll Italy- 20pts
- Project 2) Interview and B-roll USA- 20pts



GRADUATE PROJECT

Project Goal

Students taking this course for **graduate** credit will provide a written analysis of storytelling and modern day marketing.

Required Reading

Storynomics: Story Driven Marketing in the Post-Advertising World by Mckee and Garace.

(I have copies of this book I am willing to lend)

Analysis short answer. Half page to full page for each of the following:

- 1) Discuss the author's theories on traditional advertising and changing landscape and challenges for chief marketing officers.
- 2) Discuss the author's storytelling examples that supported successful marketing efforts. Do you agree or disagree with the thinking? Support your position.
- 3) Demonstrate that you understand the differences between engaging storytelling verses process, hierarchy, chronology and journey-type narratives.
- 4) Discuss the authors eight stages of story design and the role of each.
- 5) Similar to what the authors discuss about the film *Moneyball*, provide an analysis of a different film and apply the eight stages of story, identifying each part of the story that assisted in keeping the audience engaged.
- 6) On page 77, the authors describe Dove's "Real Beauty Campaign" and why *Ad Age* named the campaign one of the best of the century. Consider this and provide a modern day example of a branding campaign that has used engaging storytelling to capture and hold attention of targeted consumers.



DATE

TUESDAY

OUTSIDE OF CLASS

CLASS 1 5/11	Shot framing basics	
CLASS 2 5/15	Framing, rule of thirds, depth of field, camera position composition, negative space.	Work on assignment 1
CLASS 3 5/17	Cinematic concepts and working with natural light	Work on assignment 2
CLASS 4 5/18	Color correct practice	Work on assignment 3
CLASS 5 5/19	Discuss and plan the self- narrated project	Work on assignment 4
CLASS 6 5/23	We will finish editing assignment 4 in class	Work on assignments 5
CLASS 7 5/24	We will meet outside and discuss sequence coverage	Plan for project 1
CLASS 8 5/25	Interviewing techniques	Plan for project 1
CLASS 9 5/26	Audio mixing of assignment 5	Work on assignment 6
CLASS 10 5/29	Independent class - shoot Florence interview	Work on project 1 interview and b roll
CLASS 11 5/31	Interview editing- bring interview on computer to class	Back to states
DUE DATE	project 1 due date June 9	Work on project 2 interview and b roll
DUE DATE	project 1 due date June 20	Work on project 2 interview and b roll