



VIC 6008, Video Storytelling

Academic Term: Fall 2023
4 Credit Hours

Instructor

Name: Dr. Colleen E. McEdwards

Email Address: mcedwardsc@jou.ufl.edu

Office Phone Number and Times: N/A

Virtual Office Hours: Monday 9 -11 A.M., Wednesday 3 -7 P.M., EST or by appointment on practically any online chat or meeting software such as Zoom, Skype, WhatsApp, or the old standby: phone (cellular provided upon request).

Course Description and Prerequisites

Course Description:

Corporate messaging, branding, news and information, even self-published stories and opinions are more visible, shareable and potentially influential than ever before. Students will review and analyze traditions in storytelling and its evolution from traditional to modern-day structures. Students will examine narrative structures including character, arc, master plots and framing, and apply such elements to communication contexts relevant to our age of rapid communication and ubiquitous information. Students will assess and create video content that forges an emotional connection and tells a story in a memorable way without sacrificing accuracy or message. Students will examine how organizations and brands are leveraging trans-media storytelling to reach key audiences through compelling video narratives. Students will apply storytelling techniques in authentic communication contexts relevant to today's professional, digitized world. Building on students' foundation in video gathering and editing, the course requires students to storyboard, develop characters and critically evaluate elements suitable for video stories.

Course Prerequisites – N/A

Course Expectations

This is a fully online course; you must log in to Canvas with your Gatorlink username and password to access the materials and assignments. The course is organized into modules with due dates. Unless otherwise specified, each module begins on Monday at 12:00 AM ET and ends on Sunday at 11:59 PM ET.

Time Commitment & Student Workload Expectations

Expect to spend 10 to 20 hours per week per course watching or attending lectures, reading, working on assignments and projects, and engaging in discussions.

Expectations for Writing Assignments: Writing Style

To meet the academic rigor and standards of a graduate program, all students must use the Publication Manual of the American Psychological Association (APA) 7th Edition style in their courses when appropriate for the assignment. The APA 7th Edition Manual has a plethora of guidelines that includes scholarly writing, publishing principles, elements and format for your papers, writing style and grammar, bias-free language guidelines, mechanics of style, in-text citing



references, etc. For additional information on notable changes, see changes between APA 6th Edition and APA 7th Edition.

Class Demeanor

Respectful and professional tone and content in all discussion postings, assignments and communications is expected. Personal issues around health and wellness, family issues such as illness or death will not be handled by your professor but by the Dean of Students' office. Links, forms and official processes for verification of such issues will be provided in Canvas.

Attendance Policy

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies. [Click here to read the university attendance policies](#) for information on absences, religious holidays, illness, and the twelve-day rule. Excused absences must be consistent with university policies in the [Graduate Catalog](#) and require appropriate documentation.

Late Assignment Policy

Late assignments will not be accepted unless it is a [University excused absence](#), as stated in the attendance policies. **No late work will be accepted for final projects or work due in the final week of class due to the university grading deadlines.** If potential issues arise concerning submitting the final work, students must contact their instructors before the assignment deadline.

Note that this course in particular deals with journalism, public relations, media business etc. which fundamentally depends on deadlines. Consistent with professional practice, **late work is not accepted in this course** without a verifiable emergency discussed **in advance**. A process through the Dean of Students known as CARES will be required for official verification of emergency situations (links and processes will be provided in Canvas). Clients will not wait. Late professional work normally means you lose the account. We will apply the same standards in this course. University excused absences may be acceptable in this course, if discussed IN ADVANCE. Consult Canvas and the instructor's introductory course video for additional details on submission policies **specific to this course**.

Video assignments that cannot be played will not be graded and will receive zero. Canvas and your instructor's introductory presentation includes more details on the playability policy. Videos must be hosted on the site of your choice, YouTube, Google Drive etc. Video files such as MP4 or other large file formats will not be accepted for grading. I will give a student one warning regarding playability or formatting issues early in the course. Subsequent problematic assignments will receive an automatic zero. By week six of the semester, I will not respond to emails about playability or MP4s files, nor will I entertain excuses from students who continue to ignore course policy for their assignment submissions. It's an automatic zero with no further courtesy warning.

Per departmental policy, **late discussion postings will not be accepted.**

Student Guidelines for Course Challenges

A student with questions regarding course content such as assignments, assessments, instructional materials, lectures, meetings, course objectives, course module objectives, or other areas of the course, please adhere to the following guidelines: First, *approach the faculty member who is teaching the course* to ask for clarifications regarding the course assignments, assessments, materials, lectures, meetings, etc. Use the instructor's contact information to request an appointment where you can address any concerns and/or questions. If, after meeting with *the faculty member teaching*



the course, you are still unclear on the course assignments, assessments, materials, lectures, meetings, etc., then the next step would be to contact online advising (onlineadvising@jou.ufl.edu) for additional guidance.

Accessibility/Students with Disabilities Information

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the [Disability Resource Center](#). It is important for students to share their accommodation letters with their instructors and discuss their access needs as early as possible in the semester.

Course Evaluation

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 professionally and respectfully 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/>.

Course-Level Objectives

Upon successful completion of this course, students will be able to:

1. Evaluate storytelling theory. (CO: 1)
2. Analyze how meaning is constructed in media work. (CO:2)
3. Identify models for story framing. (CO: 3)
4. Explain plots and their applications. (CO:4)
5. Apply strategies to investigate and evaluate media productions. (CO:5)
6. Analyze media impact in particular contexts and for different audiences and purposes. (CO:6)
7. Evaluate video storytelling as used to tell a brand organization's story in journalistic and PR contexts. (CO:7)
8. Apply storytelling concepts to create elements of a project video. (CO:8)
9. Use video shooting and editing techniques to create online content. (CO:9)
10. Discuss global perspectives on environmental issues and impact storytelling. (CO: 10)
11. Demonstrate competency in editing and rendering video and uploading video online (CO:11)
12. Apply the use of camera and editing software to demonstrate techniques suitable for digital media production (CO:12).
13. Identify professional and deadline-driven practices typical in digital media contexts including content marketing, public relations and journalism. (CO:13).

(CO = Course-Level Objective)

Textbooks and Materials

Required Course Textbook(s)

Fuller, Patrick (2019). *Storytelling Through Video: 7 Steps for Producing & Promoting Video Content*.

- ISBN: 9781088510636

Bennett, B. Rain (2021). *Six Second Stories: Maximize Your Impact in Minimal Time with Video Storytelling*.

- ISBN: 9781736213513



Required Software: Video editing software of your choice is required. Free versions are fine. The Adobe suite of video editing software is available to students at a discount; however, it is not required. A camera, DSLR or cell phone for recording video is required, but again, you do not have to purchase anything special or particular for this course.

Recommended Textbook(s)

This textbook is recommended in all CJC Online classes to support student expectations for writing style.

American Psychological Association. (2020). *Publication manual of the American Psychological Association: The official guide to APA style* (7th ed.).

- ISBN-13: 978-1433832161
- ISBN-10: 143383216X

University and Course Grading Policies

University 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 Conduct Code specifies the number of behaviors that violate this code and the possible sanctions. Click here to read the Conduct Code. If you have any questions or concerns, please consult with the instructor in this class.

Plagiarism

Plagiarism is unacceptable, especially in academic communities. All academic work must be an original work of your own thought, research, or self-expression. Plagiarism includes, but is not limited to, prohibited collaboration, consultation, and submission of academic work that has been purchased or obtained (see the [UF Policy: Student Conduct Violation](#)). In addition, self-plagiarism is also unacceptable. Self-plagiarism is defined as recycling or reusing one’s own specific words from previously submitted assignments or published texts. Remember that plagiarism is unacceptable in any of your work, including all discussion board posts, journal entries, wikis, and other written and oral presentation assignments. It’s important to always cite your sources in your assignments.

Grading Criterion

Your grade will be calculated based on the following:

Assignments/Assessments	Weight (%)
Course Orientation: These assignments are required; however, they do not count toward the final grade. <ul style="list-style-type: none"> • Student Introduction • Course Evaluation 	0%
10-12 Discussion postings and substantive responses	20%
4-5 Video/Editing Exercises	30%
3 Journal/logs covering readings, lectures, theoretical concepts.	5%
2-3 Peer Reviews (one early-course and 2-3 on final video projects).	5%
Final Project Sequence (two major video installments: Rough cut and revised/final cut)	40%



TOTAL	100%
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Grade	Percentage
A	92.5-100%
A-	89.5-92.4%
B+	86.5-89.4%
B	82.5-86.4%
B-	79.5-82.4%
C+	76.5-79.4%
C	72.5-76.4%
C-	69.5-72.4%
D+	66.5-69.4%
D	62.5-66.4%
D-	59.5-62.4%
E	0 – 59.4%

The only passing grades for graduate students are A, A-, B+, B, B-, C+, and C. Letter grades of C-, D+, D, D- or E are not considered passing at the graduate level. However, the grade points associated with these letter grades are included in grade point average calculations. See the [Graduate Catalog](#) and [UF graduate school grading policy](#) for more information.

Student Privacy

Federal laws protect your privacy regarding grades earned in courses and on individual assignments. For more information, please see the [Notification to Students of FERPA Rights](#).

Technology Requirements

Software Use

All faculty, staff, and students at the university are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against university policies and rules, disciplinary action will be taken as appropriate. We, the members of the University of Florida community, pledge to uphold ourselves and our peers to the highest standards of honesty and integrity.

Software

- [Microsoft Office 365](#).
- [UF Apps](#) – access UF software applications from any device from any location at any time.
- [Adobe Reader](#)
- [Zoom](#)

Technical Support

If you have technical difficulties with your course, don't hesitate to contact the UF Computing Help Desk by filling out an online request form or calling 352-392-4357 (HELP).



If your technical difficulties cause you to miss a due date, you must report the problem to the Help Desk and then email your instructor. Include the ticket number you are given from the Help Desk in an email to the instructor to explain the late assignment/quiz/test.

IT Support

For all Technical assistance questions, please get in touch with the UF Computing Help Desk.

Phone: 352-392-HELP (4357)

Email: helpdesk@ufl.edu

Communication Policies

Student Expectations

You are responsible for watching all lectures and keeping up with the course readings. I send weekly reminder emails which you are also expected to read. All assignments contain detailed instructions and rubrics which students are expected to read.

Announcements

You are responsible for reading all announcements posted in the course each time you log in.

Email

You are responsible for reading all your course emails and responding promptly (within 24 hours).

Instructor Communications

Email Policy

Except for weekends, holidays, and University breaks, the instructor will typically respond to emails within 48 hours. For course-related questions, please post on the Canvas FAQ discussion board. If you have questions of a personal nature, please email me directly.

Assignment Feedback Policy

I will provide feedback/grades on submitted assignments within two weeks of the due date. Some assignments may require a longer review period, which I will communicate to you if necessary.

Course Policies

Video Recording

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 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, magazine, newspaper, leaflet, or third-party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under [UF Regulation 4.040 Student Honor Code and Student Conduct Code](#).

Privacy

If your course includes live synchronous meetings, the class sessions will all be recorded for students in the class to refer to and for enrolled students who cannot attend live. Students who participate with their camera engaged or utilized a profile image agree to have their video or image recorded. If you are unwilling to consent to have your profile or video image recorded, keep your camera off and do not use a profile image. Likewise, students who unmute during class and participate agree to have their voices recorded. If you are not willing to consent to have your voice recorded during class, you will need to keep your mute button activated and communicate exclusively using the "chat" feature, which allows students to type questions and comments live. Please see UF’s Information Technology [policies](#) for additional information.

Challenging Topics

In this course, we may cover subjects that may be sensitive and/or challenging. As in all our courses, we do this not to indoctrinate but to instruct, to prepare you to be the most effective and successful media professional or scholar you can be. We encourage you to understand all concepts presented in class, but we know that what you personally believe is your choice. If you want to discuss anything regarding this, don’t hesitate to contact me directly.

Commitment to Diversity

The College of Journalism and Communications embraces diversity as a shared responsibility among faculty, staff, and students and strives for tangible expressions of this responsibility. We are committed to fostering a safe, welcoming, and inclusive environment for individuals of all races, genders, nationalities, religions, sexual orientations, identities, and abilities to express their culture and perspectives through the art and science of journalism and communication.

Academic and Student Resources

Academic Resources

- E-learning Technical Support: Contact the UF Computing Help Desk at 352-392-4357 (HELP) or via e-mail at helpdesk@ufl.edu.
- [Career Connection Center](#): Career assistance and counseling. Reitz Union, Phone: 352-392-1601.
- [Library Support](#): Various ways to receive assistance concerning using the libraries or finding resources.
[UF Library Services for Distance Students](#)
[Ask a Librarian](#) – chat with librarians online.
CJC Librarian - April Hines, Phone: 352-273-2728, Email: aprhone@uflib.ufl.edu.



- [Writing Studio](#): Provides one-on-one consultations and workshops tailored to specific classes (graduate and undergraduate). 302 Tigert Hall, Phone: 352-846-1138.

Health and Wellness

- *U Matter, We Care*: If you or someone you know is in distress, please contact umatter@ufl.edu, call 352-294-2273, or visit the website to refer or report a concern, and a team member will reach out to the student in distress.
- *Counseling and Wellness Center*: Visit the [Counseling and Wellness Center](#) website or call 352-392-1575 for information on crisis and non-crisis services.
- Student Health Care Center: Call 352-392-1161 for 24/7 information to help you find the care you need or visit the [Student Health Care Center website](#).
- University Police Department: Visit the [UF Police Department](#) website or call 352-392-1111 (or 9-1-1 for emergencies).
- GatorWell Health Promotion Services: For prevention services focused on optimal well-being, including wellness Coaching for Academic Success, visit the [GatorWell website](#) or call 352-273-4450.

Student Fees and Service Entitlement

Student Fees

There are fees mandated by the state and one local fee that ALL students must pay per credit hour. Visit the [University Bursar](#) for up-to-date fee rates.

- Capital Improvement Trust Fund Fee
- Technology Fee
- Student Financial Aid Fee [not applicable for certificate programs]

Student services and entitlements

The student services that the distance student is entitled to are comparable to those of the resident student and should include the following:

- Eligibility for financial aid and financial aid advising [not applicable for certificate programs]
- Student complaints and concerns
- Student counseling and advising
- Student organizations
- Technology assistance



Course Schedule

Week Number	Topic and Assignments
1	Course introduction and introductory discussion posting. Syllabus/course policy ungraded quiz.
2	Self-guided online editing training. and video topics (Two discussion postings).
3	Basic Editing principles and practice. Editing assignment. Early readings journal/log.
4	Sequences in video storytelling. Shoot and edit a sequence assignment; discussion posting.
5	Visualization and editing. Video assignment: stillness. CNN guest lecture takeaways discussion.
6	Video genres. Short/mobile video and narrative discussion. Journal/log-Readings. Peer review.
7	Storytelling theory and application. Discussion posting and annotation of foundational work(s).
8	Video genres: Explainers. Discussion posting/analysis.
9	The art of the interview. Video assignment, shoot/edit an interview; discussion posting.
10	Preproduction vitals. Storyboarding/story mapping assignment with peer feedback.
11	Final video project sequence begins. Video assignment: shoot and rough cut b-roll (visuals).
12	Final project sequence continues. Shoot a rough cut of your final project.
13	Final project sequence continues. Submit and revise your rough cut based on feedback.
14	Final project sequence continues. Time intensive field work. Shooting and editing.
15	Final projects due. Video assignment, submit revised, final video. Readings/concepts journal/log.
16	It's a Wrap! Your final projects, celebrated! Peer review assignment.

The instructor reserves the right to adjust this syllabus, as necessary.