

Syllabus  
RTV 4930 Spring 2024  
Visual Storytelling

Professor: Houston Wells

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Office Hours: M period 7-8 (1:55-3:50) and by appointment/Zoom

Class times: online (self-paced)

Course Description:

At the intersection of storytelling and visual communication lies a powerful set of tools for engaging audiences, transmitting ideas, and encouraging new perspectives. In this course, you will discover how the human affinity for character and story can be used as a conduit for effective visual communication. You will also gain experience with some of the essential software tools used by professional visual storytellers.

Required text: *Storynomics: Story-Driven Marketing in the Post-Advertising World*, by Robert Mckee and Thomas Gerace

Learning Objectives: Students will develop comprehension in the following

- The elements of story
- The science of great storytelling
- Engaging audiences with story
- Digital tools for storytelling and content creation
- Fundamentals of composition and color
- Fundamentals of audio-visual editing

NOTICE: this course requires reliable internet access as well as access to the Adobe Creative Cloud suite of software (primarily Photoshop and Premiere Pro.) If you cannot meet these requirements, you should not take this course.

A discounted subscription to Adobe Creative Cloud specifically for University of Florida students can be accessed at <https://software.ufl.edu/>

In addition, there are many open computer lab spaces on UF campus that have the Adobe Creative Cloud suite of software. For more information check <https://labs.at.ufl.edu/>

#### Quizzes and assignments:

Check the online modules for “complete by” dates for quizzes and assignments. Please note that although all of the assignments will be available for you to complete from the start of the semester, the due dates are staggered throughout the semester. Assignments submitted late will be assessed a 20% penalty for each 24 hour period (or portion thereof) past the due date.

The quizzes are short (5-7 question) comprehension checks for the readings and lecture/tutorial viewings. The **two lowest quiz scores will be dropped** at the end of the course; if you miss a quiz for ANY reason, this will count as one of the dropped quizzes. This includes technical reasons such as unreliable internet or low computer battery, so plan accordingly. You do not need to contact your instructor if you miss a quiz.

#### Grading scale:

A	93.50-100
A-	89.50-93.49
B+	87.50-89.49
B	83.50-87.49
B-	79.50-83.49
C+	77.50-79.49
C	73.50-77.49
C-	69.50-73.49
D	64.50-69.49
E	0-64.49

#### Point distribution:

Quizzes	40% of final grade
Exercises	50% of final grade
Discussion Posts	10% of final grade

### **Module 1: The power of storytelling**

VIEW: An introduction to the course (video)

READ: Medium, the Science of Storybuilding

“A Foreward from Andy Goodman” by Andrew Goodman

“Narrative Transportation” by Annie Neimand, Ph.D.

“When you want better stories, look how you structure them” by Matt Sheehan

DISCUSSION POST: Introduce yourself on video. (See instructions on Canvas.)

COMPLETE: Quiz 1 (on Canvas)

### **Module 2: Crafting story for your audience**

READ: Medium, the Science of Storybuilding

“Create Space for your Audience” by Ann Searight Christiano

VIEW: Lecture “Color”

VIEW: Introduction to Photoshop Tutorial 1

READ: *Storynomics* Chapter 1: Advertising, A Story of Addiction

COMPLETE: Photoshop exercise one (Duplicate an image element, crop, export as .jpg) (Instructions on Canvas)

COMPLETE: Quiz 2 (on Canvas)

### **Module 3: Photography Aesthetics**

VIEW: Introduction to Photoshop Tutorial 2

VIEW: Lecture “Composition”

VIEW: “The Four Pillars of Composition” Taz Tally, Photography: Exploring Composition. (LinkedIn Learning link on Canvas. View all segments. The quiz at the end is optional viewing.)

READ: *Storynomics* Chapter 2: Marketing, A Story of Deception

DISCUSSION POST: Photo critique (Instructions on Canvas)

COMPLETE: Photoshop exercise two (Improve contrast using curves) (Instructions on Canvas)

COMPLETE: Quiz 3 (on Canvas)

### **Module 4: Photography post-production**

VIEW: Introduction to Photoshop Tutorial 3

VIEW: Lecture “Fields of View and Camera Angles”

READ: *Storynomics* Chapter 3: The Evolution of Story

COMPLETE: Photoshop exercise three (Improve exposure using layer masks) (Instructions on Canvas)

COMPLETE: Quiz 4 (on Canvas)

### **Module 5: Photography in practice**

VIEW: Writing Advice from Matt Stone and Trey Parker (link on Canvas)

VIEW: Introduction to Photoshop Tutorial 4

READ: *Storynomics* Chapter 4: The Definition of Story

COMPLETE: Photoshop exercise four (Creating image-filled text and gradients)  
(Instructions on Canvas)

COMPLETE: Quiz 5 (on Canvas)

### **Module 6: An introduction to editing video**

VIEW: Lecture "Resolution and frame rate"

VIEW: Premiere Pro Tutorial 1

VIEW: Exporting from Premiere Pro

READ: *Storynomics* Chapter 5 part 1: The Full Story (up to and including "The Violation of Expectation")

COMPLETE: Premiere Pro first edit and export (Instructions on Canvas)

COMPLETE: Quiz 6 (on Canvas)

### **Module 7: Editing video continued**

VIEW: Premiere Pro Tutorial 2

READ: *Storynomics* Chapter 5 part 2: The Full Story (starting with "Turning Points")

COMPLETE: Premiere Pro b-roll and music edit and export (Instructions on Canvas)

COMPLETE: Quiz 7 (on Canvas)

### **Module 8: The psychology of editing video**

READ: *Storynomics* Chapter 6 part 1: The Purpose-Told Story (up to and including "Location and Duration in Time")

VIEW: Lecture "Editing"

COMPLETE: Quiz 8 (on Canvas)

### **Module 9: Editing for continuity**

READ: *Storynomics* Chapter 6 part 2: The Purpose-Told Story (starting with "Stage Three: The Inciting Incident")

VIEW: Tutorial "Editing for continuity"

VIEW: Tutorial "Editing audio in Premiere Pro"

COMPLETE: Continuity practice edit

COMPLETE: Quiz 9 (on Canvas)

**Module 10: Editing the interview**

READ: *Storynomics* Chapter 8 part 1: Storified Branding (up to and including “Story and the Psychology of Influence”)

VIEW: Tutorial “Editing the interview plus b-roll”

COMPLETE: Interview practice edit

COMPLETE: Quiz 10 (on Canvas)

**Module 11: Editing dialog**

READ: *Storynomics* Chapter 8 part 2: Storified Branding (starting with “The Search for Subject Matter”)

VIEW: Tutorial “Introduction to editing dialog”

COMPLETE: Dialog practice edit

COMPLETE: Quiz 11 (on Canvas)

**Module 12: The camera in motion**

READ: *Storynomics* Chapter 9: Storified Advertising

COMPLETE: Self-shot Dialog or Interview plus B-roll edit (instructions on Canvas)

COMPLETE: Quiz 12 (on Canvas)

## University of Florida Policies

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the Disability Resource Center.

[disability.ufl.edu/students/get-started/](https://disability.ufl.edu/students/get-started/)

It is important for students to share their accommodation letter with their instructor and discuss their access needs as early as possible in the semester.

For information on current UF grading policies for assigning grade points:

[catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies](https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies)

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found in the online catalog at

[catalog.ufl.edu/UGRD/academic-regulations/attendance-policies](https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies)

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. 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

[ufl.bluera.com/ufl/](https://ufl.bluera.com/ufl/)

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 implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." The Honor Code

[sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/](https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-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.

### **Campus Resources:**

#### *Health and Wellness*

U Matter, We Care: If you or a friend is in distress, please contact [umatter@ufl.edu](mailto:umatter@ufl.edu) or 352 392-1575 so that a team member can reach out to the student.

Counseling and Wellness Center: <http://www.counseling.ufl.edu/cwc/Default.aspx>, 392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.

Sexual Assault Recovery Services (SARS) Student Health Care Center, 392-1161.

University Police Department, 392-1111 (or 9-1-1 for emergencies). <http://www.police.ufl.edu/>

#### *Academic Resources*

E-learning technical support, 352-392-4357 (select option 2) or e-mail to [Learningsupport@ufl.edu](mailto:Learningsupport@ufl.edu). <https://lss.at.ufl.edu/help.shtml>.

Career Resource Center, Reitz Union, 392-1601. Career assistance and counseling.

<http://www.crc.ufl.edu/>

Library Support, <http://cms.uflib.ufl.edu/ask>. Various ways to receive assistance with respect to using the libraries or finding resources.

Teaching Center, Broward Hall, 392-2010 or 392-6420. General study skills and tutoring.  
<http://teachingcenter.ufl.edu/>

Student Complaints Campus: [https://www.dso.ufl.edu/documents/UF\\_Complaints\\_policy.pdf](https://www.dso.ufl.edu/documents/UF_Complaints_policy.pdf) On-Line Students Complaints: <http://www.distance.ufl.edu/student-complaint-process>

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, 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.