J584.2
Documentary Project Design/Dev

Professor: Steven King, Assistant Professor of Interactive Media
UNC School of Media and Journalism
Tuesday and Thursdays 1:00-2:45 Carroll Hall Rm 60
Office Hours: Wednesdays from 10am-Noon and when sign says open!
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COURSE DESCRIPTION

In this class you will be a member of a multimedia content gathering, editing, design and programming team that will, in collaboration with Marine Sciences, tell the story human effects on the coral reef in Panama. We will use all of our tools to tell strong personal and data-driven stories.

Our project must appeal to a range of potential target audiences, with a premium on producing character-driven stories that reach into the hearts of the audience, opens them up to the connectedness of humankind and pushes them to see, feel and connect with these people a half a world away.

General topics will include:
•   Traveling and working internationally
•   Researching to understand the culture and strengthen the storytelling
•   Collaborating with an organization
•   Data insights and visualizations
•   Focusing on audience
•   Working with a team of journalists to create a multidimensional web experience

This curse will expand on the knowledge and skills learned in J586 and multimedia design by increasing your ability to develop and present media. You will learn more advanced javaScript. You will learn the a deeper level of JavaScript and how to use and implement new technologies.

Producing effective multimedia projects requires extensive and detailed skill sets, including:

- Expertise in Web site layout using html, CSS, a code editing program and JavaScript/jQuery
- effective use of photography, graphics, artwork, audio, video and the written word
- solid, ethical journalistic decision-making
- Design thinking and visual problem solving

ACCREDITATION

The School of Journalism and Mass Communication's accrediting body outlines a number of values you should be aware of and competencies you should be able to demonstrate by the time you graduate from our program. Learn more about them here:

http://www2.ku.edu/~acejmc/PROGRAM/PRINCIPLES.SHTML#vals&comps

No single course could possibly give you all of these values and competencies; but collectively, our classes are designed to build your abilities in each of these areas. In this class, we will address a number of the values and competencies, with special emphasis on "Professional values and competencies" listed below.

- Understand concepts and apply theories in the use and presentation of images and information;

- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;

- Think critically, creatively and independently;

- Apply tools and technologies appropriate for the communications professions in which they work.

COURSE POLICIES

Attendance and Assignments

Attendance is required, participation is expected and deadlines are absolute.
To succeed in this class you must attend and participate in the discussion and hands-on, in-class assignments. Each in-class assignment is worth 20 points and can only be completed during class and will not be turned at a later date. You are allowed one un-excused absence. Any other missed class assignments with receive a 0 grade.

LATE ASSIGNMENTS WILL NOT BE ACCEPTED unless special arrangements are made prior to the due date. Major projects will be due at 11:59 p.m. Deadlines are vital to success in this industry and you are expected to make deadline.

Honor Code and Plagiarism

It is expected that each student in this course will conduct himself or herself within the guidelines of the UNC honor code. All academic work should be done with the high level of honesty and integrity this university demands. You are expected to produce your own work in this class. If you have any questions about your responsibility or your instructor's responsibility as a faculty member under the Honor Code, please talk with me or Senior Associate Dean Charlie Tuggle, or you may speak with a representative of the Student Attorney Office or the Office of the Dean of Students.

It is acceptable to use coding resources such as tutorials, libraries and **some** source code on sites like GitHub but the software license must allow for the usage and the **code should be credited**, linked and commented in your source code and credited visibly on the site either in the footer or a credits page.

Seeking Help

If you need individual assistance, it's your responsibility to contact me. If you are serious about wanting to improve your performance in the course, the time to seek help is as soon as you are aware of the problem – whether the problem is difficulty with course material, a disability, or an illness.

Diversity

The University's policy on Prohibiting Harassment and Discrimination is outlined in the 2011-2012 Undergraduate Bulletin http://www.unc.edu/ugradbulletin/. UNC is committed to providing an inclusive and welcoming environment for all members of our community and does not discriminate in offering access to its educational programs and activities on the basis of age, gender, race, color, national origin, religion, creed, disability, veteran's status, sexual orientation, gender identity, or gender expression.

Special Accommodations

If you require special accommodations to attend or participate in this course, please let the instructor know as soon as possible. If you need information about disabilities visit the Accessibility Services website at https://accessibility.unc.edu/

Grading Policy

There are basic expectations that any supervisor or project manager would have for a project undertaken by a multimedia design specialist. All of your assignments must meet the following minimum basic standards to be considered for a grade of "B" or better.

The project must be:

- completed according to the assignment specifications.

- completed on time.

- free of typographical, grammatical and mechanical errors.

- completed so as to evidence a clear grasp of interactive development standards and design concepts.

When appropriate your multimedia work also will be evaluated for:

- consumer value

- architecture of information presentation

- aesthetic design choices

- creativity and innovation

Software

We will use Komodo Edit but any IDE or HTML/CSS/JavaScript Code editor will be fine. Many students use Sublime Text or Atom but NEVER USE Dreamweaver.

ASSIGNMENTS

This class follows a project-driven approach and will have one major project at the end. There will be several deadlines along the way where you will be graded.

The class project should demonstrate a comprehensive menu of Web design and multimedia production skills commensurate with what you learned during this course.

SCHEDULE

The class will be divided into three sections:

Pre-Production Phase - January 7 - March 10:

Pre-production will include research, planning, desige and development of the site.

Field Phase - March 10-20:

Content gathering will include shooting, recording, translating, and editing all video stories, shooting and producing panoramas and time lapses, and content gathering for any motion graphics and design. We will organize content and develop infographics on-site in Malawi. We will be working long, long days. Our time in Malawi is limited and vital.

Production Phase - March 21-April 28:

Final production will include finalizing all content and presentation, implementing final site design and uploading all content. This will require much out-of-class work time, so be prepared to spend as much time as it takes to make this the best project possible. Also, this is a time in which you really need to be a team player and participate in all facets of production. We may have organized editing time at night near the end of post- production.