

## JOMC 187.2 SP16

### Introduction to Interactive Media

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#### Instructor

Steven King, Assistant Professor of Interactive Media

Steven.king@unc.edu

#### Office Hours

**After class and by appointment**

#### Course Description

Multimedia authoring tools provide communicators with some of the most powerful and effective storytelling options available. Understanding these tools is essential for anyone who plans a successful career in the media industry. However, the ability to resourcefully and proficiently use these tools is an even greater asset. The goal of this class, therefore, is to help you gain knowledge of both these aspects. You will examine and understand the value of multimedia in the journalism industry and begin to develop the skills to execute your ideas.

#### Course Format

This course will consist of four interactive media projects and a student presentation on an interactive document or product; quizzes, assignments, critiques and class discussions on practice and readings. The course uses flipped classroom content and lecture when necessary.

#### Course Progression

Part I: User Experience: Content Strategy, Information Architecture, User Interface, Design Part II: HTML & CSS Part III: PHP & Content Management Systems

**Attendance** This course is demanding, and skills will be taught in each

session that you will need to proceed with your assignments. Missing a class will leave you behind. Therefore, attendance is required, participation is expected and deadlines are absolute.

Each student will be allowed one unexcused absence. Additional unexcused absences will result in a 2% reduction in your final grade. Excused absences (doctor's note or cleared with me in advance) do not affect your grade.

Additionally, you are expected to arrive to class on time. Arriving more than 15 minutes late or leaving more than 15 minutes early will count as an absence.

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## Class Expectations

Most class sessions will consist of lecture/demonstration and lab time used to work on the current assignment. Students should plan on spending a generous amount of additional lab time outside of class to complete readings, tutorials and assignments. You are expected to come to every class on time, interact with your classmates and the instructor, and work hard inside and outside of lab.

Once class has started, you are expected NOT to check your cell phone or browse non-course related websites during class. This is distracting to students around you and to the instructor. Failure to do so will lower a student's participation grade.

Also, please be aware that you will be working in a computer lab filled with expensive equipment. Therefore drinks and food are not allowed on desks next to computers.

## Course Textbooks Required:

**HTML & CSS: Design and Build Websites** Jon Duckett John Wiley & Sons (2011) ISBN-13: 978-1118008188

## Other Course Materials

Website domain (around \$10) Website hosting with Hostgator or another server (around \$6/month for two to three months)

## Software and Training

Some software programs are required for this course, including Adobe Illustrator. All of the programs you need will be available on the lab computers. If you wish to have Adobe Illustrator on your personal computer, it can be purchased through the UNC Ram Shop online or in store. Contact: (919) 962-2422 or ramshop@email.unc.edu. Software programs are nonrefundable, so be sure you are buying what you want. Earlier versions of Illustrator (CS3, CS4, CS5) are acceptable for use in this course.

Lynda.com is a software training and tutorial video library that is now offered free to UNC students. We will use Lynda.com and other free tutorials throughout the semester. To learn more about Lynda.com, visit the ITS website at its.unc.edu.

## Assignments

**Projects** There will be four main projects during this course.

1. The first one will challenge you to design a website using Adobe Illustrator and employing sound design techniques that we will discuss in class.
2. The second project will expand on the first by asking you to both design and develop a website using HTML and CSS.
3. The third will challenge you to create your own personal portfolio website using WordPress.
4. The final project will be an 4 online magazine/publication with a completely custom design and WordPress theme. Additional information about all of these projects will be provided during class.

**In-class exercises and quizzes** In-class exercises will cover the reading assignments and material pertaining to the particular week's lessons. There may also be a couple unannounced quizzes on reading assignments and class discussion. If you keep up with the reading assignments and pay attention in class, the quizzes should be easy to complete.

**Website Critique** You will be asked to critique and lead a discussion about a professional multimedia project of your choosing for the class. More specifics about the requirements of this presentation and the accompanying paper will be provided during class.

**Assessment** Your success in this course will be determined by participation as well as completion and effort on assignments. There will be smaller assignments, quizzes and four main projects throughout the semester. In general, late projects are unacceptable.

It is also important that you share your work during critiques and informal class discussions when we are sharing our work. Failure to do so will lower your participation grade.

## **Grading**

There are basic expectations that any supervisor or project manager will have for a project undertaken by an interactive designer or developer. 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:

Presented and shared during class critiques and informal discussions  
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 design and production standards.

For a grade of “A” or better, your work will be evaluated for information and news value, presentation, editing decisions, information architecture, aesthetic design choices, and creativity and innovation.

**Grade Weighting** Participation: 10% Assignments and Quizzes: 15%  
Website critique: 10%

Projects: 65%

## Grading Scale

94% and higher: A

90-93: A-

87-89: B+

84-86: B

80-83: B-

77-79: C+

74-76: C

70-73: C-

67-69: D+

64-66: D

60-63: D-

59% or below: F

**Honor Code** I expect that each student will conduct himself or herself within the guidelines of the University honor system (<http://honor.unc.edu>). All academic work should be done with the high levels of honesty and integrity that 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 see the course instructor 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.

**Seeking Help** If you need individual assistance, it's your responsibility to meet with the instructor. 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/>

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.

## **Schedule (subject to change)**

**Week 1** Introduction

**Week 2** Interaction Design Basics

**Week 3** Layout and Grid Basics

**Week 4** Usability

### **PROJECT 1: IA/UX DESIGN DUE**

**Week 5** HTML

**Week 6** CSS

**Week 7** Responsive Design **Week 8** Graphics and Copyright

### **PROJECT 2: WEBSITE DUE**

**Week 9** PHP

**Week 10** Plugins & Wiki's

### **PROJECT 3: PORTFOLIO DUE**

**Week 11** Wordpress Theming SEO

**Week 12** Site Architecture **Week 13** Framework Integration

**Week 14** Interactive Graphics

**Week 15** Publish

### **PROJECT 4: MAGAZINE DUE (last day of class)**

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## 390.1 MOBILE APP DESIGN AND DEVELOPMENT



# J390 Mobile App Design and Dev

Professor: Steven King, Assistant Professor of Interactive Media

UNC School of Media and Journalism

Tuesday and Thursdays 9:05 - 10:45 Carroll Hall Rm 59

Office Hours: Wednesdays from 10am-Noon and when sign says open!

Office: Room 77 In VisCom Suite near class room.

Couse Website: <https://github.com/steven-king/j491-appdesigndev>

Twitter: @steven\_king

GitHub: steven-king

Phone: 919-360-8907

## **COURSE DESCRIPTION**

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## J390 MOBILE APP DESIGN AND DEV

This class will teach you how to think about mobile media products. You will learn to solve problems, design mobile user experiences, write the code to make it work and then deploy test and make it better!

The class will be a mix of design and product development theories (Human Centered Design, Mobile First, etc.), UX (User Experience) thinking, information architecture, and code development using web technologies (HTML, CSS and JavaScript) and PhoneGap. You will design, develop and deploy both Android and iOS applications. The class time will be about 50% discussion and lecture and 50% application (doing). Some days that will be lecture then code. Some days will be in-the-field learning from users and other days there will be a lot of technical lecture.

**Expect a heavy amount of out-of-class work** on your mobile app.

The last couple of weeks of class will be spent developing your final project.

Producing effective mobile apps requires extensive and detailed skill sets that will be taught, include:

- Expertise in mobile layout using html, CSS, JavaScript, PhoneGap and Parse
- Effective use of media and interactivity
- solid, ethical journalistic and computer science professional decision-making
- Design thinking and visual problem solving

## PREREQUISITES AND PRIOR KNOWLEDGE

There are no official prerequisites but previous experience of HTML, CSS and basic JavaScript are required.

Having taken an intro level computer programming course is helpful but not required. For example, if you don't know how to count the number of times through a loop or how if statements work then this class will be very difficult and I might suggest supplementing that knowledge quickly or dropping the class.

## 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.

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

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- 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;
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## J586

- 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 will receive a 0 grade.

**LATE ASSIGNMENTS WILL 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

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## 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:

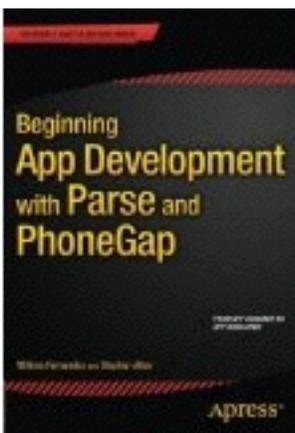
- completed according to the assignment specifications.
- completed on time.
- free of typographical, grammatical and mechanical errors.
- completed so as to evidence a clear grasp of interactive development standards and design concepts.

When appropriate your multimedia work also will be evaluated for:

- news value
- presentation editing decisions
- architecture of information presentation
- aesthetic design choices
- creativity and innovation

## RESOURCES AND SOFTWARE

### Text Book



Beginning App Development with Parse and PhoneGap

By: Wilkins Fernandez

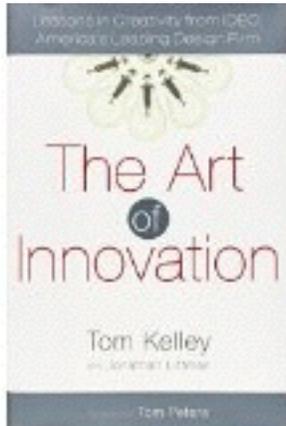
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1st Edition

~\$35

[bit.ly/jsandjQueryBook](http://bit.ly/jsandjQueryBook)



Art of Innovation

By; Tom Kelley of IDEO

1st Edition

~\$15

<http://bit.ly/hcdBook>

## 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.

## Developer Subscriptions

Apple Developer Account \$99

Google Play (Android) Account \$25

## ASSIGNMENTS

This class follows a project-driven approach and is built on one major project that demonstrate the skills taught in the class.

## In-class Assignments and Quizzes

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In-class exercises will cover the reading assignments and issues pertaining to the particular week's lessons. You always will be able to use your notes and textbook to complete the exercises, so be sure to bring them to class everyday. Some of these assignments may count as a quiz grade.

You also will have unannounced more traditional quizzes on reading assignments throughout the semester. If you keep up with the reading assignments, the quizzes will be easy to complete.

### Professional Test

There will be one exam during the second half of the semester, possibly on exam day. Date will be determined and you will be informed in plenty of time to study. This test will be similar to what you might see on a job interview. This exam helps you prepare for such a day and show you have the deeper knowledge of what you build.

### App Project

You will be working on one App/project for the entire semester. Each week you will iterate and advance your app. Each week you will turn in a new version of the build that advanced past your previous week. By the end of the semester your final App will have at least 10 iterations if not more. Each week you will receive points based on the progress of your App. If you do not make significant advancements each week you will not earn the points for that week. More information about these projects will be provided during class.

This project should demonstrate a comprehensive menu of mobile app design and development skills commensurate with what you learned during this course.

Assignments	Points Each	% of Grade
Exercises and Quizzes	20	20%
App Iterations	100	30%
Final	400	40%
Professional Test	100	10%
<b>Total</b>		<b>100%</b>

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Class	Date	Topic/Assignment
1	Tuesday, Aug. 18, 2015	Introductions, Policies
2	Thursday, Aug. 20, 2015	History, Future and Command Line
3	Tuesday, Aug. 25, 2015	Intro to Git
4	Thursday, Aug. 27, 2015	Intro to Human Centered Design
5	Tuesday, Sept 1, 2015	UI Design Designs Assigned
6	Thursday, Sept. 3, 2015	App/ Hybrid Stack, Design Critique
7	Tuesday, Sept 8, 2015	MVP Development MVP UI Assigned
8	Thursday, Sept. 10, 2015	MVP UI Critique MVP v 0.1 assigned
9	Tuesday, Sept 15, 2015	MVP Development, Logic, Interaction
10	Thursday, Sept. 17, 2015	Open Lab Day. No Lecture
11	Tuesday, Sept 22, 2015	MVP v 0.1 Critique
12	<b>Thursday, Sept. 24, 2015</b>	<b>No Class. ONA Confrence</b>
13	Tuesday, Sept 29, 2015	Intro to Development Language Frameworks, App v1 Assigned
14	Thursday, Oct. 1, 2015	Development Language Frameworks
15	Tuesday, Oct 6, 2015	Lab Time on App v1.0
16	Thursday, Oct. 8, 2015	App v1.0 Critique
17	Tuesday, Oct 13, 2015	Data Sources, XML/JSON App v1.1 Assigned
<b>BREAK</b>	<b>Wednesday, Oct. 14-18, 2015</b>	<b>Fall Break</b>
18	Tuesday, Oct 20, 2015	Data Sources, Parse
19	Thursday, Oct. 22, 2015	Lab Day: Data
20	Tuesday, Oct 27, 2015	Economics of Apps, Lab time
21	Thursday, Oct. 29, 2015	App v1.2 Critique
22	Tuesday, Nov. 3, 2015	API Integration App v1.3 Assigned

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Class	Date	Topic/Assignment
<b>23</b>	Thursday, Nov 5, 2015	Startup vs. Corporate Innovation App v1.3 Critique
<b>24</b>	Tuesday, Nov. 10, 2015	App v1.4 Assigned
<b>25</b>	Thursday, Nov 12, 2015	App v1.4 Critique
<b>26</b>	Tuesday, Nov. 17, 2015	Store Requirements and pitfalls. App v1.5 Assigned
<b>27</b>	Thursday, Nov 19, 2015	App v1.5 Critique
<b>28</b>	<b>Tuesday, Nov. 24, 2015</b>	Lab Day: v1.5 <b>APP STORE SUBMISSION DEADLINE 11:59pm</b>
<b>BREAK</b>	<b>Wednesday, Nov 25, 2015</b>	<b>Thanksgiving Break</b>
	Tuesday, Dec. 1, 2015	Professional Standards
<b>EXAM</b>	<b>Thursday, Dec 3, 2015</b>	<b>Professional Test</b>

\*Schedule is a guide and a goal for the class but is subject to change based on how quickly the class understands the material, weather and other factors.

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# J487 Intermediate Interactive Media

Professor: Steven King, Assistant Professor of Interactive Media

UNC School of Media and Journalism

Tuesday and Thursdays 11-12:45 Carroll Hall Rm 58

Office Hours: Wednesdays from 10am-Noon and when sign says open!

Office: Room 77 In VisCom Suite near class room.

Course Website: <https://github.com/steven-king/mj487>

Twitter: @steven\_king

GitHub: steven-king

Phone: 919-360-8907

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## COURSE DESCRIPTION

Web programming, graphic design and storytelling for the Web. Students will use HTML5 CSS3, JavaScript and other web publishing languages while learning how to design, storyboard and script an interactive storytelling project. Students will collect and incorporate photos, text, video, graphics and database information into interactive multimedia presentations.

This course will expand on the knowledge and skills learned in J187 and multimedia design by increasing your ability to develop and present media. You will learn more advanced CSS and HTML. You will learn the basics of JavaScript and how to use and implement jQuery (JavaScript Framework).

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

## PREREQUISITES AND PRIOR KNOWLEDGE

JOMC 187 Introduction to Interactive Media. or proven experience of HTML, CSS and responsive design

## ACCREDITATION

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  - 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.
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## COURSE POLICIES

### Attendance and Assignments

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**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

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## 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
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## RESOURCES AND SOFTWARE

### Text Book



JavaScript and JQuery: Interactive Front-End Web Development

By: John Duckett

1st Edition

~\$25

[bit.ly/jsandjQueryBook](http://bit.ly/jsandjQueryBook)



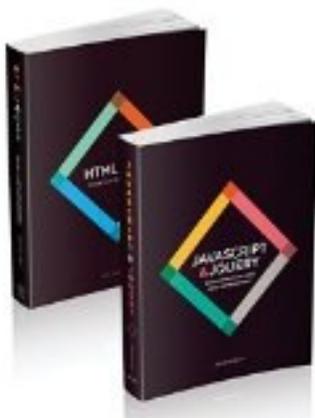
HTML and CSS: Design and Build Websites

By; John Duckett

1st Edition

~\$18

<http://bit.ly/htmlBook>



**OR** By both as a set and save money.

[bit.ly/htmlJSbook](http://bit.ly/htmlJSbook)

~\$40

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## 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 is built on four major projects that demonstrate the skills taught in the class.

### In-class Assignments and Quizzes

In-class exercises will cover the reading assignments and issues pertaining to the particular week's lessons. You always will be able to use your notes and textbook to complete the exercises, so be sure to bring them to class everyday. Some of these assignments may count as a quiz grade.

You also will have unannounced more traditional quizzes on reading assignments throughout the semester. If you keep up with the reading assignments, the quizzes will be easy to complete.

### Professional Test

There will be one exam during the second half of the semester, possibly on exam day. Date will be determined and you will be informed in plenty of time to study. This test will be similar to what you might see on a job interview. This exam helps you prepare for such a day and show you have the deeper knowledge of what you build.

### Projects

On four occasions during the semester you will be assigned projects that will require you to create an original Web site or interactive. More information about these projects will be provided during class.

The final project should demonstrate a comprehensive menu of Web design and multimedia production skills commensurate with what you learned during this course. The same grading criteria used for other assignments submitted during the semester will be used when evaluating your final project but this project is worth 4x the points because it requires extra efforts and proves you have mastered all the skills and concepts for the entire semester. Think of it as your final exam. Additional information about required elements will be provided during class.

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Assignments	Points Each	% of Grade
Exercises and Quizzes	20	20%
Projects	100	30%
Final	400	40%
Professional Test	100	10%
<b>Total</b>		<b>100%</b>

Grading	Grade
A	$\geq 94\%$
A-	90-93%
B +	87-89%
B	85-86%
B-	80-83%
C+	77-79%
C	74-76%
C-	70-73%
D+	67-69%
D	64-66%
D-	60-63%
F	$\leq 59\%$

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## Schedule

Class	Date	Topic/Assignment
1	Tuesday, Aug 22	Introductions, Policies CSS Review
2	Thursday, Aug 24	Advanced CSS, Sprits Project 1 Assigned
3	Tuesday, Aug 29	Command Line
4	Thursday, Aug 31	Intro to Git
5	Tuesday, Sept 5	Lab Day: CSS
<b>Project 1</b>	<b>Wednesday, Sept 6</b>	<b>Project 1 Due by 11:59pm</b>
6	Thursday, Sept 7	Show Projects and Intro to JavaScript
7	Tuesday, Sept 12	JavaScript Continued
8	Thursday, Sept 14	Intro to jQuery Project 1 Assigned
9	Tuesday, Sept 19	jQuery Sliders
10	Thursday, Sept 28	Open Lab Day. No Lecture TA assist in lab.
11	Tuesday, Oct 2	jQuery Advanced, Lab Time
12	Thursday, Oct 5	<b>NO CLASS ONA Conference</b>
13	Tuesday, Oct 10	Lab Time
<b>Project 2</b>	<b>Wednesday, Oct 11</b>	<b>Project 2 Due by 11:59pm</b>
14	Thursday, Oct 12	<b>University Day NO CLASS</b>
	Tuesday, Oct 17	Intro to AJAX
14	Thursday, Oct 19	<b>Fall Break NO CLASS</b>
15	Tuesday, Oct 24	AJAX Part 2 Project 3 Assigned
16	Thursday, Oct 26	AJAX Part 3
17	Tuesday, Oct 31	Dynamic Charts
18	Thursday, Nov 2	Data Sources

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Class	Date	Topic/Assignment
19	Tuesday, Nov 7	Lab Day: Data
<b>Project 3</b>	<b>Wednesday, Nov 8</b>	<b>Project 3 Due</b>
20	Thursday, Nov 9	Intro to APIs and Google Maps
21	Tuesday, Nov 14	Image APIs, Flickr Final Project Assigned
22	Thursday, Nov 16	News APIs
23	Tuesday, Nov 21	Twitter API
<b>BREAK</b>	<b>Thursday, Nov 23</b>	<b>Thanksgiving Break</b>
24	Tuesday, Nov 28	Twitter API Part 2
25	Thursday, Nov 30	Lab Day
26	Tuesday, Dec 5	<b>FINAL PROJECT DUE</b>
<b>EXAM</b>	<b>EXAM DATE FOR CLASS</b>	<b>Professional Test</b>

\*Schedule is a guide and a goal for the class but is subject to change based on how quickly the class understands the material, weather and other factors.

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## J582 Multimedia Narratives

Professor: Steven King, Assistant Professor of Interactive Media

UNC School of Media and Journalism

Wednesdays 3:30-5:00pm Carroll Hall Rm 67

Office Hours: Wednesdays from 10am-Noon and when sign says open!

Office: Room 77 In VisCom Suite near class room.

Twitter: @steven\_king

GitHub: steven-king

Phone: 919-360-8907

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## COURSE DESCRIPTION

This class will teach you how to think about multimedia narrative documentaries of various mediums. You will learn to better tell stories, solve problems and create a story for a specific audience.

The class will be a mix of field and desk work to create an edited and full experience for viewers. Some days that will be lecture, or professional meetings or public critique. Other days will be in-the-field learning.

**Expect a heavy amount of out-of-class work working on your project.**

The last couple of weeks of class will be spent developing and producing your final project.

Producing effective storytelling narratives requires extensive and detailed skill sets that will be taught, include:

- Understanding an audience and producing content for them
- Effective use of media and interactivity
- 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.**

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## J586

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 in at a later date. You are allowed one un-excused absence. Any other missed class assignments will 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.

### 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 editor, publisher or producer would have for a project undertaken by a multimedia specialist. All of your assignments must meet the following minimum basic standards to be considered for a grade of "B" or better.

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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:

- news value
- presentation editing decisions
- architecture of information presentation
- aesthetic design choices
- creativity and innovation

## **RESOURCES AND SOFTWARE**

### **Text Book**

There is no specific text book for the class but we will use various online resources through out the semester.

### **Software**

We will use Adobe project for video editing and use Komodo Edit for code editing but any IDE or HTML/CSS/ JavaScript Code editor will be fine. Many students luse Sublime Text or Atom but NEVER USE Dreamweaver.

## **ASSIGNMENTS**

This class follows a project-driven approach and is built on one major project that demonstrate the skills taught in the class.

### **Documentary Project**

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You will be working on one project for the entire semester. This could be individual or as a team but you will be graded individually. Each week you will iterate and advance story project. Each week you will turn in a new version or edit that advanced past your previous week. By the end of the semester your final project will have at least 8 iterations if not more. Each week you will receive points based on the progress of your project. If you do not manage significant advancements each week you will not earn the points for that week. More information about the projects will be provided during class.

This project should demonstrate a comprehensive understanding of narrative and interactive storytelling skills.

Class	Date	Topic/Assignment
1	Wednesday, Aug. 19, 2015	Introductions, Policies
2	Wednesday, Aug. 26, 2015	Story Planning
3	Wednesday, Sept 2, 2015	Collection, Design
4	Wednesday, Sept 9, 2015	Production of Stories
5	Wednesday, Sept 16, 2015	<b>Open Lab Day. No Lecture</b>
6	Wednesday, Sept 23, 2015	Content Rough Drafts Due, Site Due
7	Wednesday, Sept 30, 2015	Critique and Continued Editing
8	Wednesday, Oct 7, 2015	Editing continues
9	Wednesday, Oct 14, 2015	<b>Fall Break</b>
10	Wednesday, Oct 21, 2015	Clean Cut Due
11	Wednesday, Oct 28, 2015	Critique
12	Wednesday, Nov 4, 2015	Editing continues
13	Wednesday, Nov 11, 2015	Editing continues
14	Wednesday, Nov 18, 2015	Final Cut Due
15	Wednesday, Nov 25, 2015	<b>Thanksgiving Break</b>
16	Wednesday, Dec 2 2015	Last Day of class

\*Schedule is a guide and a goal for the class but is subject to change based on how quickly the class understands the material, weather and other factors.

# J583 Advanced Interactive Media

Professor: Steven King, Assistant Professor of Interactive Media

UNC School of Media and Journalism

Monday and Wednesday from 11:15 am -1pm in Room 58

Office Hours: Wednesday 10-11am Room 77 and by appointment

Office: Room 77 In VisCom Suite near class room.

Couse Website:

Twitter: @steven\_king

GitHub: steven-king

Phone: 919-360-8907

## **COURSE DESCRIPTION**

Advanced Web programming and storytelling for the Web with focus on data visualization and data storytelling. Students will use learn Python,JavaScript and other web publishing languages while creating interactive storytelling and data visualization projects. Students will collect and incorporate data via APIs, datasets, databases and web scraping along with photos, text, video and graphics to create interactive multimedia presentations using advanced Python and javascript concepts, libraries and frameworks such as D3.js, Flask and Pandas

This course will expand on the knowledge and skills learned in J586 and multimedia design by increasing your ability to develop and present media, specifically data. You will learn to collect and process data in Python and Pandas and then get a deeper level of JavaScript and how to use and implement D3 (JavaScript Framework).

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

## **PREREQUISITES AND PRIOR KNOWLEDGE**

JOMC 586 Intermediate Interactive Media or proven JavaScript experience.

## **ACCREDITATION**

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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 in at a later date. You are allowed one un-excused absence. Any other missed class assignments will 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.

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## 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 and Scale

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

<b>A</b>	>=94%
<b>A-</b>	90-93
<b>B+</b>	87-89
<b>B</b>	84-86
<b>B-</b>	80-83
<b>C+</b>	77-79
<b>C</b>	74-76
<b>C-</b>	70-73
<b>D+</b>	67-69
<b>D</b>	60-66
<b>F</b>	<=59%

- 
- aesthetic design choices
  - creativity and innovation

## RESOURCES AND SOFTWARE

### Text Book

Python the Hard Way by Zed Shaw

<https://learnpythonthehardway.org/book/> ( optional purchase)

Data Visualization with Python and JavaScript by Kyran Dale

<https://www.amazon.com/Data-Visualization-Python-JavaScript-Transform/dp/1491920513>

### Software

We will use Terminal, Atom and iPython 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 is built on two major projects that demonstrate the skills taught in the class.

### In-class Assignments and Quizzes

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In-class exercises will cover the reading assignments and issues pertaining to the particular week's lessons. You always will be able to use your notes and textbook to complete the exercises, so be sure to bring them to class everyday. Some of these assignments may count as a quiz grade.

You also will have unannounced more traditional quizzes on reading assignments throughout the semester. If you keep up with the reading assignments, the quizzes will be easy to complete.

### Progressive Project

Throughout the semester, the class will work on a single project in-class and you will do a second but similar project using a topic and data of your choice. Each week this project will grow and develop over time.

### Projects

The final project should demonstrate a comprehensive menu of data collection and visualization skills commensurate with what you learned during this course. The same grading criteria used for other assignments submitted during the semester will be used when evaluating your final project but this project is worth 2x the points because it requires extra efforts and proves you have mastered all the skills and concepts for the entire semester. Think of it as your final exam. Additional information about required elements will be provided during class.

Assignments	Points Each	% of Grade
Exercises and Quizzes	20	10%
Progressive Project	200	45%
Final Project	200	45%
<b>Total</b>		<b>100%</b>

Class	Date	Topic/Assignment
1	Wednesday, Jan, 10, 2018	Introductions, Policies Intro to Python
2	<b>Monday, Jan 15</b>	<b>MKL Day NO CLASS</b>

Class	Date	Topic/Assignment
3	Wednesday, Jan 17	<b>Understanding Data</b> The Tool Kit and the Stack Dev Setup: Anaconda, VM, Python Python Logic and Operators
4	Monday, Jan 22	The Medium of Data Viz Writing Data Files (CSV, JSON) in Python
5	Tuesday, Jan 24	Representing Data Scraping Basics: Beautiful Soup
6	Monday, Jan 29	Scraping Adv: Scrapy
7	Wednesday, Jan 31	<b>Exploring Data</b> Visual Exploration of Data NumPy and Pandas
<b>PP</b>	<b>Sunday, Feb 4: 11:59 pm</b>	<b>Data Collected and Stored</b>
8	Monday Feb 5	Cleaning Dataa with Pandas
9	Wednesday, Feb 7	Viz with Clarity Exploring with Matplotlib
<b>PP</b>	<b>Sunday, Feb 11: 11:59 pm</b>	<b>Data Cleaned and Visualized</b>
10	Monday Feb 12	Exploring more with Pandas
11	Wednesday, Feb 14	<b>Delivering Data</b> Dynamic Data with Flask
12	Monday, Feb 19	RestAPI with Flask
13	Wednesday, Feb 21	<b>Planning a DataViz</b> Intro to D3
<b>PP</b>	<b>Sunday, Feb 24, 11:59 pm</b>	<b>API Built</b>
14	Monday Feb 26	Basics of D3 and Charts
15	Wednesday Feb 28	Advanced Charting
<b>PP</b>	<b>Sunday, March 4, 11:59 pm</b>	<b>Data Visualized</b>
16	Monday March 5	More D3 controls and polish
17	Wednesday, March 7	Lab Time in D3
<b>PP</b>	<b>Friday, March 9, 11:59 pm</b>	<b>Progressive Project Due</b>

Class	Date	Topic/Assignment
<b>BREAK</b>	<b>Monday, March 12</b>	<b>SPRING BREAK</b>
<b>BREAK</b>	<b>Wednesday, March 14</b>	<b>SPRING BREAK</b>
<b>18</b>	Monday, March 19	Designing DataViz for specific audience Mapping with D3
<b>19</b>	<b>Wednesday, March 21</b>	Mapping with D3
<b>20</b>	Monday March 26	D3 Continued
<b>21</b>	Wednesday March 28	Gathering Data
<b>22</b>	Monday, April 2	Gathering Data
<b>23</b>	Wednesday, April 4	Cleaning Data
<b>24</b>	Monday, April 9	Cleaning Data
<b>25</b>	Wednesday, April 11	API Development
<b>26</b>	Monday April 16	API Development
<b>27</b>	Wednesday April 18	DataVis Development
<b>28</b>	Monday, April 23	DataVis Development
<b>29</b>	Wednesday, April 25	Final Project Due
<b>EXAM</b>	Wednesday, May 8 at Noon	Final EXAM

\*Schedule is a guid and a goal for the class but is subject to change based on how quickly the class understands the material, weather and other factors.

# DOCUMENTARY PROJECTS

international projects | MALAWI 2015

## 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 the international health organization CARE, tell the story of the maternal and child health programs in the Ntcheu district in rural Malawi. We will use all of our tools to tell strong personal and data-driven stories that will ultimately benefit CARE's mission in Malawi. [Learn more about CARE.](#)

CARE is our client, so a portion of our course will be dedicated to learning how to collaborate with an international organization, to communicate the importance of story - in all of its forms, and to fulfill our obligation. CARE came to us because of our history at UNC of producing interactive, multi-platform projects. We must carry the torch forward by producing the best work we can and by pushing beyond what we have created in the past.

We will travel to Malawi over spring break to produce content including documentary video, motion graphics, data-driven interactives and more. We hope to break ground with data visualization, 3d modeling and immersive media. We will build a foundation to enable future students to travel to Malawi or other countries in which CARE has programs, reporting on the latest health issues there.

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. This is no small task, but with the power of story, we can do it. You are also part of a storytelling ecosystem and you will be called on to help in all aspects of project creation.

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
- ◆ And we'll learn some basic Swahili and Chichewa!

Get a head start on basic Chichewa and Swahili greetings and common sayings:

<http://malawi.tripod.com/chichewa.html>  
<http://www.chichewadictionary.org>

J584.1 TR 11:00-12:15 CA58  
 PROFESSOR: STEVEN KING  
 OFFICE: CA 77  
[steven.king@unc.edu](mailto:steven.king@unc.edu)  
<http://stevenking.com>

▫ OFFICE HOURS:  
 Wednesday - 1-3 pm

▫ I will be happy to schedule an appointment.

▫ This syllabus and course schedule is flexible.  
 Be prepared for change.

▫ Your final grade will be determined out of a 1000 point scale:

Participation/team work: 100  
 Planning Assignments: 350  
 Proposal, Research and Ideas: 150  
 Making deadlines 100  
 Final Project: 300

▫ ATTENDANCE IS VITAL TO SUCCESS IN THIS CLASS.

▫ Cell Phones: Please mute cell phones for class.  
 BE RESPECTFUL.

▫ IMPORTANT DATES:  
 MLK DAY - 01/19  
 LAST DAY TO WITHDRAW - 03/11  
 SPRING BREAK - 03/07-15

## Schedule

The class will be divided into three sections:

### **Pre-Production Phase - January 7 - March 5:**

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

### **Production Phase - March 6-15:**

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.

### **Post-Production Phase - March 15-April 22:**

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.

## Projects

### *Story-Driven Responsive Website*

We will open the semester with a creating the design of the overall website. This will be responsive and driven by a CMS.

### *Research*

Graduate students will research and report to the class on topics relevant to our travel to Malawi and the maternal healthcare program led by CARE. Everyone will be responsible for researching topics relevant to their potential stories as we get closer to our travel dates.

### *Story Infographics*

You will create unique and interactive infographics using data and code for various stories.

## Project Submission and Grade Determination

This class is a bit different from most courses. Both sections of 584 will function as a team, and as such your grade will be based on the work you produce for the project and how you function as a member of the team. Each team member will have assignments based on their specialty, but you will also be expected to help the team in a variety of ways that may change based on the dynamic nature of the project. Managing your time, meeting deadlines, following directions and volunteering to help in whatever ways possible will be important, especially in the final production phase. Your success depends on the success of everyone.

### Assessment:

- 1) Assignments are due at the minute class begins on the due date!
- 2) Any deadline not met will receive zero points.
- 3) You must be present in class to receive credit (server-only Turn In does not count).
- 4) Class participation is critical to success in this course.

## Equipment and Supplies

You are required to have a laptop for this class with Adobe Illustrator, Photoshop and a Text Editor for writing code.

## Attendance

Is absolutely necessary if you are to succeed in this class. It is not simply a trip to Malawi; we will be working as a team and as such will depend on each member to carry their share of the workload. Attendance will be recorded and will be taken into account for your grade.

## Deadlines

For this project to be successful, production deadlines must be met consistently. Each deadline is worth points towards your final grade.

## Team Teaching and Coaches

Chad Stevens and I are teaching two different sections of 584, although we meet at the same time and in the same location. Chad will also be a great resource and provide direction and critique. Ross Taylor and Pat Davison will be joining us in country as video story coaches.

## ACEJMC

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<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 the last eight bullet dots under "Professional values and competencies" in the link above.

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!

Office: Room 77 In VisCom Suite near class room.

Twitter: @steven\_king

GitHub: steven-king

Phone: 919-360-8907

## 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 course 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:

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- 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:

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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 will 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

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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, design 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.

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### **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.

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# Syllabus

steven-king edited this page on Sep 10, 2014 · 2 revisions

Multimedia authoring tools provide communicators with some of the most powerful and effective storytelling options available. Understanding these tools is essential for anyone who plans a successful career in the media industry. However, the ability to resourcefully and proficiently use these tools is an even greater asset. The goal of this class, therefore, is to help you gain knowledge of both these aspects. You will examine and understand the value of multimedia in the journalism industry and begin to develop the skills to execute your ideas.

## Course Description:

This course will expand on the knowledge and skills learned in J187 and multimedia design by increasing your ability to develop and present media. You will learn more advanced CSS and HTML. You will learn the basics of JavaScript and how to use and implement jQuery (JavaScript Framework).

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

- expertise in Web site layout using html, CSS, a Web editing program (such as Dreamweaver) and JavaScript/jQuery
- effective use of photography, graphics, artwork, audio, video and the written word
- solid, ethical journalistic decision-making
- Policies

Attendance is required, participation is expected and deadlines are absolute. Each student will be allowed one unexcused absence. After the first unexcused absence, each additional absence will result in a 2% reduction in the student's final grade. All assignments are due at 8:00 a.m. on the specified dates unless otherwise specified. NO LATE ASSIGNMENTS WILL BE ACCEPTED unless special arrangements are made prior to the due date.

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.

## Values and Competencies of this Course

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

### Pages 10

[Book and Resources](#)[Examples](#)[Grading and Assignments](#)[Home](#)[Project 1: CSS Bootstrap Dashboard](#)[Project 2: Educational Slider](#)[Project 3: Data App](#)[Project 4 Final: API Integration](#)[Schedule](#)[Syllabus](#)

### Clone this wiki locally

<https://github.com/steven-king/j586/wiki>[Clone in Desktop](#)

- 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.

## Class Time Organization

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Each class will consist of lecture/demonstration and lab time. In most cases students will use lab time to begin work on an assignment that is related to the class material and sometimes due the next class period. Students should plan on spending additional lab time outside of class to complete these assignments.

## Software and Skills

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HTML and CSS using [Komodo Edit](#) Maintaining a hosted website via FTP ([Fetch](#), or [Cyber Duck](#))

## Grading

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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 multimedia production standards and design concepts.

When appropriate your multimedia work also will be evaluated for:

- news value
- presentation editing decisions
- architecture of information presentation
- aesthetic design choices
- creativity and innovation





# J586 Intermediate Interactive Media

Professor: Steven King, Assistant Professor of Interactive Media

UNC School of Media and Journalism

Tuesday and Thursdays 11-12:45 Carroll Hall Rm 58

Office Hours: Wednesdays from 10am-Noon and when sign says open!

Office: Room 77 In VisCom Suite near class room.

Couse Website: <https://github.com/steven-king/j586>

Twitter: @steven\_king

GitHub: steven-king

Phone: 919-360-8907

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## COURSE DESCRIPTION

Web programming, graphic design and storytelling for the Web. Students will use HTML5 CSS3, JavaScript and other web publishing languages while learning how to design, storyboard and script an interactive storytelling project. Students will collect and incorporate photos, text, video, graphics and database information into interactive multimedia presentations.

This course will expand on the knowledge and skills learned in J187 and multimedia design by increasing your ability to develop and present media. You will learn more advanced CSS and HTML. You will learn the basics of JavaScript and how to use and implement jQuery (JavaScript Framework).

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

## PREREQUISITES AND PRIOR KNOWLEDGE

JOMC 187 Introduction to Interactive Media. or proven experience of HTML, CSS and responsive design

## 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 will 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.

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## 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.

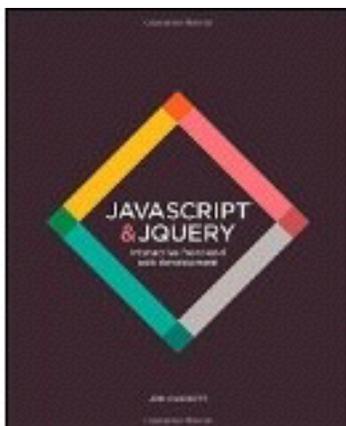
When appropriate your multimedia work also will be evaluated for:

- consumer value
  - architecture of information presentation
  - aesthetic design choices
  - creativity and innovation
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## RESOURCES AND SOFTWARE

### Text Book



JavaScript and JQuery: Interactive Front-End Web Development

By: John Duckett

1st Edition

~\$25

[bit.ly/jsandjQueryBook](http://bit.ly/jsandjQueryBook)



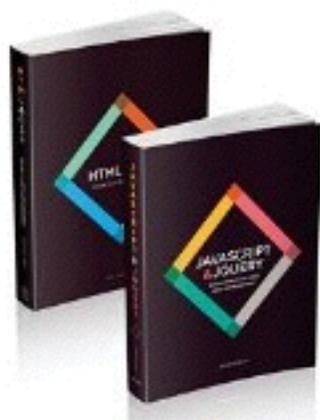
HTML and CSS: Design and Build Websites

By; John Duckett

1st Edition

~\$18

<http://bit.ly/htmlBook>



**OR** By both as a set and save money.

[bit.ly/htmlJSbook](http://bit.ly/htmlJSbook)

~\$40

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## 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 is built on four major projects that demonstrate the skills taught in the class.

### In-class Assignments and Quizzes

In-class exercises will cover the reading assignments and issues pertaining to the particular week's lessons. You always will be able to use your notes and textbook to complete the exercises, so be sure to bring them to class everyday. Some of these assignments may count as a quiz grade.

You also will have unannounced more traditional quizzes on reading assignments throughout the semester. If you keep up with the reading assignments, the quizzes will be easy to complete.

### Professional Test

There will be one exam during the second half of the semester, possibly on exam day. Date will be determined and you will be informed in plenty of time to study. This test will be similar to what you might see on a job interview. This exam helps you prepare for such a day and show you have the deeper knowledge of what you build.

### Projects

On four occasions during the semester you will be assigned projects that will require you to create an original Web site or interactive. More information about these projects will be provided during class.

The final project should demonstrate a comprehensive menu of Web design and multimedia production skills commensurate with what you learned during this course. The same grading criteria used for other assignments submitted during the semester will be used when evaluating your final project but this project is worth 4x the points because it requires extra efforts and proves you have mastered all the skills and concepts for the entire semester. Think of it as your final exam. Additional information about required elements will be provided during class.

Assignments	Points Each	% of Grade
Exercises and Quizzes	20	20%
Projects	100	30%

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Assignments	Points Each	% of Grade
Final	400	40%
Professional Test	100	10%
<b>Total</b>		<b>100%</b>

Class	Date	Topic/Assignment
1	Tuesday, Jan. 12	Introductions, Policies CSS Review
2	Thursday, Jan. 14	Advanced CSS, Sprints Project 1 Assigned
3	Tuesday, Jan. 19	Command Line
4	Thursday, Jan. 21	Intro to Git
5	Tuesday, Jan. 26	Lab Day: CSS
<b>Project 1</b>	<b>Wednesday, Jan 27</b>	<b>Project 1 Due by 11:59pm</b>
6	Thursday, Jan. 28	Intro to JavaScript
7	Tuesday, Feb 2	JavaScript Continued
8	Thursday, Feb 4	Intro to jQuery Project 1 Assigned
9	Tuesday, Feb 9	jQuery Sliders
10	Thursday, Feb 11	Open Lab Day. No Lecture TA assist in lab.
11	Tuesday, Feb 16	jQuery Advanced, Lab Time
12	Thursday, Feb 18	Lab Time
<b>Project 2</b>	<b>Monday, Feb 22</b>	<b>Project 2 Due by 11:59pm</b>
13	Tuesday, Feb 23	Intro to AJAX
14	Thursday, Feb 25	No Class for J/i Conf
15	Tuesday, Mar 1	AJAX Part 2 Project 3 Assigned
16	Thursday, Mar 3	AJAX Part 3
17	Tuesday, Mar 8	Dynamic Charts

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Class	Date	Topic/Assignment
<b>BREAK</b>	<b>Mar 10-21</b>	<b>Spring Break Trip</b>
<b>18</b>	Tuesday, Mar 22	Data Sources
<b>19</b>	Thursday, Mar 24	Lab Day: Data
<b>Project 3</b>	<b>Monday, Mar 28</b>	<b>Project 3 Due</b>
<b>20</b>	Tuesday, Mar 29	Intro to APIs
<b>21</b>	<b>Thursday, Mar 31</b>	Google Maps API
<b>22</b>	Tuesday, April 5	Image APIs, Flickr Final Project Assigned
<b>23</b>	Thursday, April 7	Image APIs, Instagram
<b>24</b>	Tuesday, April 12	Twitter API
<b>25</b>	Thursday, April 14	Twitter API Part 2
<b>26</b>	Tuesday, April 19	News/Search APIs
<b>27</b>	Thursday, April 21	Lab Day: API
<b>28</b>	Tuesday, April 26	<b>FINAL PROJECT DUE</b>
<b>EXAM</b>	<b>EXAM DATE FOR CLASS</b>	<b>Professional Test</b>

\*Schedule is a guide and a goal for the class but is subject to change based on how quickly the class understands the material, weather and other factors.

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# J588 Storytelling with Emerging Technologies

Professor: Steven King, Assistant Professor of Interactive Media

UNC School of Media and Journalism

Office Hours: As needed by appointment

Office: Room 77 In VisCom Suite.

Twitter: @steven\_king

GitHub: steven-king

Phone: 919-360-8907

## **COURSE DESCRIPTION**

This course will introduce students to storytelling with emerging technologies used in storytelling in Augmented Reality, Virtual Reality, 360 Video, robots, drones and other new technologies. Students will have the opportunity to learn and work with the latest VR hardware including the Oculus Rift and the HTC Vive.

Student will learn

- Media Product Design Concepts (Human Centered Design)

- How Virtual Reality Works with the brain

- What makes a good VR and AR Experience

- Storytelling in both 360 video, AR and VR.

- Technical skills to produce storytelling including drones and robots

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Producing effective interactive media projects requires extensive and detailed skill sets. This class will teach skills in shooting and editing drone video, 360 video, creating virtual environments in Unity, file generations for multiple platforms and build on critical, ethical and journalistic decision-making to generate quality interactive storytelling.

## 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>

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- 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. It difficult to pass the class if you don't come to class.

**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.

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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 or game either in the footer or a credits/about 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 and Scale

There are basic expectations that any supervisor or project manager would have for a project undertaken by a multimedia designers, developer or product manager and you are expected to produce professional work. 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

<b>A</b>	>=94%
<b>A-</b>	90-93
<b>B+</b>	87-89
<b>B</b>	84-86
<b>B-</b>	80-83
<b>C+</b>	77-79
<b>C</b>	74-76
<b>C-</b>	70-73
<b>D+</b>	67-69
<b>D</b>	60-66
<b>F</b>	<=59%

## RESOURCES, SOFTWARE AND ASSETS

### Text Book

<http://making360.com/> (Free)

<https://remotepilot101.com/> Subscription is \$100 using the promo code UNC20

There will be outside readings and tutorials as assigned.

### Software

We will use many different applications and will try to use free or open source applications whenever possible. This includes:

Atom from Atom.io but any IDE or HTML/CSS/JavaScript Code editor will be fine.

Android Development Software

Unity 3D

Kolor Auto Pano Video (in labs)

Kolor Giga Pan (in labs)

### 3D Assets

During the VR development you can use free 3D Assets but many students in the past have choose to purchase assets for their projects through various stores. This will save you time and make your projects more professional. These are optional but I suggest budgeting \$50-\$75 for assets

### FAA UAS Pilot Test

After completing the Remove Pilot training Course you will have the highly-encouraged option of taking the official FAA UAS Knowledge Test to obtain your drone pilot license. The cost is \$60 paid to the testing facility at RDU Airport.

### Total Cost of Class:

It should be noted that the cost to take the class will be at least \$100 but if you want to get your license and purchase quality 3D assets through out the semester **you could spend \$200-\$250** so please take this into consideration during the drop time and account for the optional cost later in the semester.

## ASSIGNMENTS

This class follows a project-driven approach and is built on building to one major project that demonstrate the skills taught in the class.

### In-class Assignments and Quizzes

In-class exercises will cover the reading assignments and issues pertaining to the particular day's lessons. You will be able to use your notes and textbook to complete the exercises, so be sure to bring them to class everyday.

### Drone Test Completion and Training Day

Students will complete the Remote Pilot 101 training course and pass the practice test to obtain the certificate of completion by a specific date about half way through the semester. This course requires about **30-40 hours** of out-of-class time.

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## 360 Video Project

Student will work in teams of 2 to shoot a narrative story using 360 video. Due to the limited number of cameras. There will be a specific schedule for shooting assignments using the gear.

## Emerging Tech Research Presentation

Students will complete a research assignment to finding a new and emerging technology that could have storytelling potential. Each student will present a 3-5 minute presentation to the class along with a written post complete with images, links and videos of the technology.

## Final Project

The final project should demonstrate a comprehensive menu interactive media production skills and VR or AR storytelling commensurate with what you learned during this course. The same grading criteria used for other assignments submitted during the semester will be used when evaluating your final project. Think of it as your final exam. Additional information about required elements will be provided during class.

## Grading

Assignments	Points Each	% of Grade
In Class Assignments (~5)	20	20%
360 Video Project	100	20%
Emerging Tech Research Presentation	50	10%
Drone Course Completion	100	20%
Final Project	200	30%
<b>Total</b>		<b>100%</b>

## Schedule

### Week 1:

#### Class Topics

Class Overview

Future Technologies

#### Assignment

360 Video project example with critique of the story and production value.

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## Week 2:

### Class Topics

Storytelling in 360

Tech: Intro to Shooting 360 Video

### Assignment

Plan a story for 360 video and write a pitch proposal for the project with your teammate.

## Week 3:

### Class Topics

Introduction to Virtual environments

Tech Introduction to Unity and scene creation

### Assignment

VR storytelling example with critique of the story and production value.

Create a simple scene

## Week 4:

### Class Topics

Field Trip \*date subject to change

### Assignment

## Week 5:

### Class Topics

Introduction to Oculus and HTC Vive

Tech: Unity, Interactive Scenes

### Assignment

Advance scene to include interactivity

## Week 6:

### Class Topics

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Narrative in VR

Tech: Unity and 3D tools

### **Assignment**

Animate a character

## **Week 7:**

### **Class Topics**

Augmented Reality and 3D objects

### **Assignment**

Design Storyboards and flow for AR project.

## **Week 8:**

### **Class Topics**

AR technology development

### **Assignment**

Design and Develop a simple AR app

## **Week 9:**

### **Class Topics**

Character Development

### **Assignment**

Design Storyboards and flow of your project.

## **Week 10:**

### **Class Topics**

Audio in 3D

### **Assignment**

Write proposal for final project

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## **Week 11:**

### **Class Topics**

Gaming Speaker

### **Assignment**

Design Storyboards and flow of your project.

## **Week 121:**

### **Class Topics**

Field Trip: Opening of Ready Player One Movie

## **Week 13-15:**

### **Class Topics**

Working on final projects. Class and professor feedback

## **Week 16:**

Final Project Presentations

## **Final Exam:**

Tuesday, May 8th at 8 a.m.

\*Schedule is a guide and a goal for the class but is subject to change based on how quickly the class understands the material, weather and other factors.

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# J660 Storytelling with Emerging Technologies

Professor: Steven King, Assistant Professor of Interactive Media

UNC School of Media and Journalism

Office Hours: As needed by appointment

Office: Room 77 In VisCom Suite near class room.

Twitter: @steven\_king

GitHub: steven-king

Phone: 919-360-8907

## **COURSE DESCRIPTION**

This course will introduce students to emerging technologies used in storytelling from Virtual Reality headsets, to 360 Video to Robots. Students will have the opportunity to learn and work with the latest VR hardware including the Oculus Rift and the HTC Vive.

Student will learn

- Media Product Design Concepts (Human Centered Design)

- How Virtual Reality Works with the brain

- What makes a good VR Experience

- What makes good VR Storytelling

- Storytelling in both 360 video vs Virtual Environments

- Technical skills to produce VR Projects

---

Producing effective interactive media projects requires extensive and detailed skill sets. This class will teach skills in shooting and editing 360 video, creating virtual environments in Unity, file generations for multiple platforms and build on critical, ethical and journalistic decision-making to generate quality interactive storytelling.

## ACCREDITATION

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- 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. It difficult to pass the class if you don't come to class.

**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

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## Seeking Help

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## Special Accommodations

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When appropriate your multimedia work also will be evaluated for:

- consumer value
  - architecture of information presentation
  - aesthetic design choices
-

- creativity and innovation

## RESOURCES AND SOFTWARE

### Text Book

<http://making360.com/> (Free)

There will be outside readings and tutorials as assigned.

### Software

We will use many different applications and will try to use free or open source applications whenever possible. This includes:

Atom from Atom.io but any IDE or HTML/CSS/JavaScript Code editor will be fine.

Android Development Software

Unity 3D

Kolor Auto Pano Video (in labs)

Kolor Giga Pan (in labs)

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### 360 Video Project

Student will work in teams of 2 to shoot a narrative story using 360 video. Due to the limited number of cameras. There will be a specific schedule for shooting assignments using the gear.

### Emerging Tech Research Presentation

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Students will complete a research assignment to finding a new and emerging technology that could have storytelling potential. Each student will present a 5 minute presentation to the class along with a written post complete with images, links and videos of the technology.

## Final Project

The final project should demonstrate a comprehensive menu interactive media production skills and VR storytelling commensurate with what you learned during this course. The same grading criteria used for other assignments submitted during the semester will be used when evaluating your final project. Think of it as your final exam. Additional information about required elements will be provided during class.

## Grading

Assignments	Points Each	% of Grade
In Class Assignments (~5)	20	20%
360 Video Project	100	20%
Emerging Tech Research Written Component	50	10%
Emerging Tech Research Presentation	50	10%
Final Project	200	40%
<b>Total</b>		<b>100%</b>

## Schedule

### Week 1:

#### Class Topics

Class Overview

Future Technologies

#### Assignment

360 Video project example with critique of the story and production value.

### Week 2:

#### Class Topics

Storytelling in 360

Tech: Intro to Shooting 360 Video

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## **Assignment**

Plan a story for 360 video and write a pitch proposal for the project with your teammate.

## **Week 3:**

### **Class Topics**

Tech: Stitching and Exporting 360 Video

### **Assignment**

Stitch provided 360 video files

## **Week 4:**

### **Class Topics**

Field Trip \*date subject to change

### **Assignment**

## **Week 5:**

### **Class Topics**

Introduction to Virtual environments

Tech Introduction to Unity and scene creation

### **Assignment**

VR storytelling example with critique of the story and production value.

Create a simple scene

## **Week 6:**

### **Class Topics**

Introduction to Oculus and HTC Vive

Tech: Unity, Interactive Scenes

### **Assignment**

Advance scene to include interactivity

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## **Week 7:**

### **Class Topics**

Narrative in VR

Tech: Unity, Mixamo and Playmaker

### **Assignment**

Animate a character

## **Week 9:**

### **Class Topics**

Web VR and 3D Web technologies

### **Assignment**

Design Storyboards and flow of your project.

## **Week 10:**

### **Class Topics**

Audio in 3D

### **Assignment**

Write proposal for final project

## **Week 11:**

### **Class Topics**

Gaming Speaker

### **Assignment**

Design Storyboards and flow of your project.

## **Week 12-15:**

### **Class Topics**

Working on final projects. Class and professor feedback

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**Week 16:**

Final Project Presentations





JOMC 717 Summer 2014

# Information Visualization



The communication landscape has changed as a consequence of the spread of new means of gathering, organizing and delivering information.

JOMC 717 explores the overlap between several disciplines: cognitive science, graphic design, information visualization/architecture, and journalism. In this course, you will learn the basic rules of graphic design and information visualization through readings from main authors in each field, discussions on real-world examples and the design of several projects. The goal is not that you become a graphic designer, but that you learn to visually organize information to improve understanding.

The course will begin with five in-house sessions at the MATC summer residency, then continue to be delivered online using Sakai (<http://sakai.unc.edu>).

## Required materials

### Readings

The required text for this course is *The Functional Art* by Alberto Cairo, published September 2012 (<http://www.thefunctionalart.com>). It includes a DVD with 90 minutes of video-lectures, which you will be viewing in the beginning weeks.

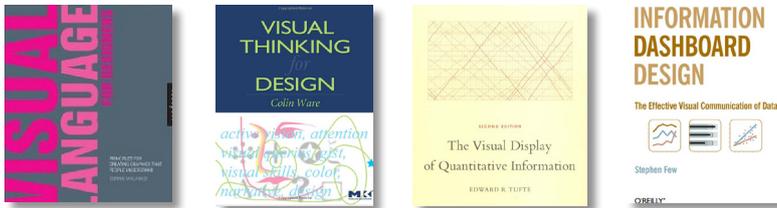
Readings of articles and book chapters and other links will be posted in the Sakai Week-by-Week. If you are really interested in information visualization and architecture, some of the books from which material is taken are:

***Information Dashboard Design*** Stephen Few, O'Reilly Media (2006)

***The Visual Display of Quantitative Information*** Edward Tufte, Graphics Press (2001)

***Visual Language for Designers*** Connie Malamed, Rockport Publishers (2009)

***Visual Thinking for Design*** Colin Ware, Morgan Kaufmann (2008)



### Video Lectures

Some weeks there will be video lectures rather than written lectures. These are required viewing and very important. There is also a DVD of video lectures that accompanies the text, but these are optional. You are encouraged to use these as a resource as we progress through the course.

### Adobe Illustrator Software and Training

Adobe Illustrator is required software for this course. A good understanding of Illustrator is necessary for succeeding on the exercises. The basics will be taught at our on-campus sessions during summer residency, May 19-23.

Illustrator can be purchased through Adobe through the Creative Cloud, which is a monthly subscription to use Adobe products. There are many options but I suggest one of these two:

1. Illustrator CC for \$29/month: <https://store1.adobe.com/cfusion/store/html/index.cfm?store=OLS-US&event=displayProduct&categoryPath=/Applications/Illustrator>
2. Educational year subscription to entire CC library including Illustrator and others: <http://www.adobe.com/products/creativecloud/buying-guide-education.html>

Earlier versions of Illustrator (CS4, CS5, CS6) are acceptable for use in this course.

A subscription or access to Lynda.com is also required. Lynda.com is a software training tutorials. video library. Specific Illustrator and Infographics tutorials will be assigned viewing in the first three weeks of class.

Lynda.com can be purchased at [www.lynda.com](http://www.lynda.com) for \$25/month. It can also be accessed via UNC's Virtual Private Network (VPN). More details will be provided in the Sakai site.

## Course calendar

**On-campus  
sessions***Mon., May 19**Fri., May 23***CORE CONCEPTS and TOOLS****Monday, 2-4 pm, CA 59 - Syllabus review; Introduction to core concepts****Tuesday, 9-11 am, CA 59 - Illustrator Intro to Interface****Wednesday, 9-11 am, CA 59 - Illustrator: Drawing and Polishing tools****Thursday, 9-11pm, CA 59 - Illustrator: Data Charts and Graphics****Friday, 9-noon pm, CA 59 - Online Tools, Production, review and critique****WEEK 1***May 27-June 3***Design Concepts****WEEK 2***June 4-10***Understanding Information Design****WEEK 3***June 11-17***Visual Perception and Graphics Forms****WEEK 4***June 18-24***Interviewing and Visualizing Data****WEEK 5***June 25-July 1***Uses, Purposes and Styles of infographics****WEEK 6***July 2-8***Maps and Interactive Infographics****WEEK 7***July 9-15***Ethics of Representation****WEEK 8***July 16-22***Final Project and Wrap Up**

With the exception of the first week, each week will start on Wednesday morning and run until midnight Tuesday. All assignments and discussions must be submitted by 11:55 pm the day they are due.

Formal discussions will take place between Wednesday and Sunday nights. Class critiques or informal discussion will take place between Sunday and Tuesday nights. Assignments and projects are due Sunday nights.

## Assignments and grading

### *Grading*

This course uses the graduate grading scale of H (high pass), P (pass), L (low pass), and F (fail). Your grade will be based on several discussions, papers and exercises.

#### **My Grading Philosophy**

The purpose of each assignment is not to follow rules or complete a checklist but to create a professional, informative, well-designed project that demonstrates your knowledge and ability. Your burden is to prove you understand the subject matter, so make it abundantly clear that you are an expert on the subject by executing a quality project. I expect professional, high quality work and projects must be at a level you would be proud to show a potential employer at a major publication,

Criteria	% Grade	Criteria	Grade
Discussion Questions	20	Top Quality Work	H
Articles	20	Work meets expectations	P
Excercises/Projects	30	Work lower than expectations	L
Final Project	30	Work is unacceptable	F

### *Components*

The main grading components will be two articles (for which work spans multiple weeks); several exercises based on the concepts learned in the assigned readings and completed in *Illustrator*; a final project that consists of a complete information graphic about a news topic chosen in the last three weeks of the course; and your participation in discussions.

### *Article*

The articles will be graded based on the following criteria:

-Writing style. The article should be written in an informal and engaging manner; these are not scholarly papers, but articles that could fit the style of publications such as *Editor&Publisher* or a professional blog, such as *Information Aesthetics* or *Poynter*. You must include footnotes and bibliographical references, but avoid overusing jargon.

-Comprehension. Your text will get you a better grade if it proves that you have a good grasp of course materials and that you are able to apply what you have learned to the analysis of visualizations in the media. (Both articles are critical reviews of news coverage.) Demonstrating your comprehension and synthesis of course materials is the first component of each article.

-Problem Solving. Proposing alternatives that, if implemented, would greatly improve the graphics and coverages is the second component of the article. You should write about different ways of conveying the same information, discuss what kind of professionals should be involved in the project if the newspaper/magazine had another chance to work on it, etc.

## *Exercises*

The following will be considered in grading the four exercises in Illustrator, including the final project:

- How well you apply the principles discussed in class.
- How clear the presentation is. Are the data well displayed? Is the graphic clear?
- How original your proposals are. Do not feel strictly constrained by rules but be able to innovate in an organized manner. That means create something different, but also be able to defend your ideas when the projects are discussed in forums: Why did you decide to use a particular font? Why did you arrange the layout that way? What do those colors mean?

## *Discussions*

Through out the course there will be two types of discussions, but only one each week.

**Formal:** These are written essays where you should research, form an opinion, present and argument and provide evidence to your point that is linked and referenced. You are expected to keep up with the discussion and reply to your classmates as they discuss your viewpoint.

**Informal/Critique:** Throughout the class you will be asked to critique each other's work. You will need to critique two different students' work and each person should have two or three critiques. You should respond to classmates' critiques when appropriate.

Feedback will be provided on how you are doing discussion after the first week, so you can address issues on your participation for future conversations.

At the end of the semester, your contributions to discussions will be graded pass/fail.

If you are involved in the discussion providing quality responses on a regular basis you pass.

If you are not involved or responses are not substantive then you fail this portion of the class.

## *Missed work*

You can miss assignments only in the case of medical and urgent situations. In many cases, you will be given support in making up assignments, but the instructor and MATC administration should be informed as soon as possible of the situation. It is your responsibility to find out what was covered during the time you missed.

## *Contact information*

Steven King, Assistant Professor

steven.king@unc.edu

skype: cujophoto | Gchat: stevenamyking@gmail.com | 919-360-8907

Steven will be available by appointment. Please email to schedule a time to meet by phone, Google Hangout or Skype.

### *Online Course Statement*

1. By enrolling as a student in this course, you agree to abide by the University of North Carolina at Chapel Hill policies related to the Acceptable Use of online resources. Please consult the Acceptable Use Policy (<http://help.unc.edu/1672>) on topics such as copyright, net-etiquette and privacy protection.
2. As part of this course you may be asked to participate in online discussions or other online activities that may include personal information about you or other students in the course. Please be respectful of the rights and protection of other participants under the UNC Chapel Hill Information Security Policies ([http://its.unc.edu/ITS/about\\_its/its\\_policies/index.htm](http://its.unc.edu/ITS/about_its/its_policies/index.htm)) when participating in online classes.
3. When using online resources offered by organizations not affiliated with UNC Chapel Hill, such as Google or Youtube, please note that the Terms and Conditions of these companies and not the University's Terms and Conditions apply. These third parties may offer different degrees of privacy protection and access rights to online content. You should be well aware of this when posting content to sites not managed by UNC Chapel Hill.
4. When links to sites outside of the unc.edu domain are inserted in class discussions, please be mindful that clicking on sites not affiliated with UNC-Chapel Hill may pose a risk for your computer due to the possible presence of malware on such sites.
5. Online courses may at times require Web-based assignments that are public in nature and may be viewed by third parties online. This is especially true in social media and blogging platforms. Be mindful of the information you choose to share publicly as part of your assignments. Under the Federal Family Education Rights and Privacy Act of 1974 (FERPA) and UNC's FERPA regulation ([http://registrar.unc.edu/AcademicServices/PoliciesProcedures/StudentRights/CCM1\\_042762](http://registrar.unc.edu/AcademicServices/PoliciesProcedures/StudentRights/CCM1_042762)), a student's education records are protected from disclosure to third parties. However, FERPA protection does not extend to material shared publicly by students.

### *UNC Honor Code*

It shall be the responsibility of every student at the University of North Carolina at Chapel Hill to obey and to support the enforcement of the Honor Code (<http://instrument.unc.edu>), which prohibits lying, cheating, or stealing when these actions involve academic processes or University, student, or academic personnel acting in an official capacity.