

**Video Storytelling – COMM 284-201
Loyola University Chicago**

FALL SEMESTER 2018

INSTRUCTOR
JOHN C.P. GOHEEN

CLASS LOCATION: Water Tower - School of Communication- Room 015

OFFICE LOCATION: Lewis Towers Room 910A

OFFICE HOURS: Tuesday and Wednesday 2:00 p.m. – 4:00 p.m.
or
by appointment

OFFICE PHONE: 312.915.8537

EMAIL ADDRESS: jgoheen@luc.edu
Email messages from students will be answered within 48 hours. An email on Friday may not receive a response until Monday.

INSTRUCTOR WEB PAGE: Sakai

CLASS HOURS: Tuesday 7:00 – 9:30 p.m.

PREREQUISITE: COMM 135 or enrolled in the
Digital-Media & Storytelling Masters program

**“Our liberty depends on the freedom of the press, and that cannot be limited without being lost.”
Thomas Jefferson**

COURSE DESCRIPTION

COMM 284-201 is an advanced level video production course that will serve to prepare students to work alone, often referred to as a ***One-Man-Band***. The goal of the course is for the student to develop the ability to capture great video images and audio, and to be able to edit these elements together to tell a story.

Other common titles for this:

MMJ or Multi-media Journalist
Backpack Journalist
VJ or Video Journalist
Brand Journalist

During the course each student will be taught:

- The fundamentals of operating a video camera.
- Advanced principles of how to capture great video and audio.
- How to write and combine through electronic editing video and audio to create visual stories.

COURSE OBJECTIVES

- Learn to shoot and edit video specific to TV/Online application.
- Learn to write and format stories for TV/Online.
- Produce video content while working alone.

METHOD OF INSTRUCTION

The primary design of this course will be lecture, group discussion and individual participation. Homework assignments will require students to execute the basic fundamentals being taught in the classroom. Building a good foundation is critical to success and a clear understanding of basic standards is essential before advancing to the next level.

Everyone's work will be evaluated and critiqued during class. Students will be asked to participate in the process of critiquing each other's work. Constructive criticism should never be taken personally, understanding that developing storytelling skills is often a collaborative process.

Hands-on training is where each student develops the physical and mental skills necessary to perform each task successfully. This may require some students to put in more time and effort to be successful. Students should reach out to those in the class who may have more knowledge, skill and a willingness to help those with less natural skill or experience.

TEXTBOOK AND SUPPLIES REQUIRED

Text: There is no required text for this course.

Supplies

- AA" batteries
- Lens Cleaning Tissue
- 1 Roll of Clear Medical Tape
- 2 - Portable Hard Drives (1 recommended as a back-up drive)
- The Sony camera we are using this semester requires a Class 6 SDHC card. Sony recommends an 8 Gig card. This chart illustrates the various storage capacities for different size cards. It is **recommended each student obtain at least 160 minutes of storage** in the form of multiple cards.
- Mouse for personal computer editing.

Class 6 SDHC card (Required) **2 GB** **4 GB** **8 GB** **16 GB** **32 GB**

Fine mode (Best Quality) 20 min. 40 min. 80 min. 160 min. 320 min.

Should you currently have a drive that does not have a connection that is compatible with the school's MACs you may need to get an adapter or new drive. If you have a drive with a Firewire 400 or 800 connection this will not work with the computers without a cable that adapts to fit the port on the iMac computers.

If you are purchasing a new hard drive it is recommended it have a USB 3.0 port. If you have an older drive with only Firewire, you will need to purchase a converter cable that converts Firewire to Thunderbolt (current port on iMacs).

The drives should meet the following specifications:

Minimum USB 3.0. It works best to not have a drive that you have to plug into external AC power. Look for a drive that powers off the computer.

Minimum of 120GB (the larger, the more versatile) Minimum 5400 RPM (7200 RPM recommended, especially for video/film concentrators).

There are many different brands that will serve you will. Some brands to consider would be Toshiba, Maxtor, Seagate, Western Digital, and Lacie.

Many online and local retailers provide these kind of drives. Local stores such as Best Buy, Apple, OfficeMax, Office Depot, etc., are good places to consider a purchase as well.

When possible, come to class with your hard drive without any material on it. If the drive is brand new, make sure it is properly formatted before attending class. If necessary, see Andi Pacheco in tech support (SOC 004) for assistance.

Grading System

- In-class participation accounts for 20% of overall grade – this includes attendance, quizzes, exams, writing assignments and classroom involvement in critique and question and answer sessions.
- Individual video assignments account for 50% of grade.
- Final project accounts for 30% of grade.

GRADING PLAN	NUMERICAL VALUE
A 4.0	A 95-100 = A
A- 3.67	92-94 = A-
B+ 3.33	B 89-91 = B+
B 3.0	86-88 = B
B- 2.67	83-85 = B-
C+ 2.33	C 80-82 = C+
C 2.0	77-79 = C
C- 1.67	74-76 = C-
Non-Passing	D 71-73 = D+
D+ 1.33	68-70 = D
D 1.0	65-67 = D-
D- .67	F Below 65 = F

CAUSE FOR DEFICIENCIES

Attendance

Regular and on time attendance is essential for the educational process to work. Loyola University expects all students to attend every scheduled class on time. Exceptions may be made for University sponsored or work related activities, illness, or valid emergency situations.

You should make every effort to inform me ASAP of any absence. If you know of a conflict with a school program outside this class, please don't wait to inform me at the last minute. You will not be allowed to make up any in-class work on a day you are absent unless it is an excused absence. Remember, we are in the School of Communication...so please make an effort to communicate.

Late work or failure to complete assignment(s)

Any work turned in after the designated due date will receive a 10 point grade reduction for each week it is late, even if by one day. No work will be accepted after two weeks have passed from the due date and that assignment will receive a 0 or incomplete grade.

CLASS SCHEDULE – Tuesday 7:00 p.m. – 9:30 p.m.

Week 1 August – 28	Introduction of Course/Students – What's your story? Definition of what makes a story – discuss various types. Assignment - Screen camera tutorial and read manual. General introduction: What is news and what is the different for TV, internet, brand journalism other applications. Edit Assignment – Chess Story. Tornado Writing Assignment. Logging Media News characteristics, covering current events and what is brand journalism. Working as a One-Man-Band, MMJ (Multimedia Journalist) VJ (Video Journalist) or Backpack Journalist.
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WEEK 2 September – 4	Camera Quiz. Basics of field videography and aesthetics; intro to field camera Sony NEX EA 50.
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DUE – Edited Chess Story.

Tips for Working Alone.

Screen Goheen Does Clinton.

Enterprising, story development and character development. Discuss research techniques. Assign Video Assignment #1 – Sit-down/standing-up matched action interview.

Assign Video Assignment #2 – Active Interview. Assign Video Assignment #3 and #4.

DEMO how to shoot assignments. Shooting and editing a sequence. The power of the visual.

How to conduct an interview. The Nose Rule.

Do's and Don'ts of production. News sources and generating story ideas; visualizing serious topics.

Story Writing Tips

Week 3

September – 11 DUE – Video Assignments #1 and #2. Demo on how to shoot.

Assign – Final Project Story

Assign – Non- Narrated Story

How to do voice over

Story Writing Tips/Exercise

Week 4

September – 18 Field Trip – **Meet at Edgewater Antique Mall**
Participation is required. This is where you will find your Final Project subject.

Week 5

September – 25

DUE – Video Assignments #3 and #4.

DUE – Tornado Story

Using transitions in storytelling.

Week 6

DUE - Non-narrated story

October – 2

Assign - Smart phone story

Assign - First written story

Week 7
October – 9

FALL BREAK - NO Monday or Tuesday Classes

Week 8
October – 16

DUE – First written story

Assign - Smart phone story

Week 9
October – 23

Figure it out. Fix it. Moving forward.

Week 10
October – 30

DUE – Smart Phone story.

Assign - Creative Stand-ups

Week 11
November – 6

Screen V-Day – Group discussion

Assign – Brand Journalism Story

Week 12
November – 13

DUE – Creative Stand-ups

Thanksgiving Week – Class Meets

Week 13
November – 20

DUE - Brand Journalism Story

Week 14

November – 27 **DUE** – Rough/Fine-Cut – Final Project

Week 15

DUE – Final - Final Project

December – 4 LAST TIME CLASS MEETS

Week 16

December – 11 Finals Week – **Class does not meet**

LOYOLA’S POLICY ON ACADEMIC DISHONESTY

Loyola Students are called upon to know, to respect, and to practice a high standard of personal honesty.

Plagiarism is a serious form of violation of this standard. Plagiarism is the appropriation for gain of ideas, language, or work of another without sufficient public acknowledgement and appropriate citation that the material is not one’s own. It is true that every thought probably has been influenced to some degree by the thoughts and actions of others. Such influences can be thought of as affecting the ways we see things and express all thoughts. Plagiarism, however, involves the deliberate taking and use of specific words and ideas of others without proper acknowledgement of the sources.

The faculty and administration of Loyola University Chicago wish to make it clear that the following acts are regarded as serious violations of personal honesty and the academic ideal that binds the university into a learning community:

Submitting as one’s own:

- Material copied from a published source: print, internet, CD, audio, still photos, video, etc.
- Another person’s unpublished work or examination material.
- Allowing another or paying another to write or research a paper, shoot or edit a video for one’s own benefit.
- Purchasing, acquiring, and using for course credit a pre-written paper or video story.

The critical issue is to give proper recognition to other sources. To do so is both an act of personal, professional courtesy and of intellectual honesty.

Plagiarism on the part of a student in academic work or dishonest examination behavior will result minimally in the instructor assigning the grade of “F” for the assignment or examination. In addition, all instances of academic dishonesty must be reported to the chairperson of the department involved. The chairperson may constitute a hearing board to consider the imposition of sanctions in addition to those imposed by the instructor, including a recommendation of expulsion, depending upon the seriousness of the misconduct.

ILLEGAL ACTIVITY

Documenting with either audio or video, being present at an illegal activity or knowingly violation of any local, state, or federal laws related to the execution of any assignment will automatically exclude it from being accepted for a grade. In addition, the same exclusion applies if you learn after the fact that your actions were of an illegal nature.

Incorporating the use of inappropriate or socially unacceptable images or audio into your work will automatically exclude it from being accepted for a grade.

CLASSROOM RULES OF CONDUCT

Please turn off cell phones and other electronic devices such as iPods before entering class.

You will not need a personal laptop for this course, so please do not bring it to class unless you have your own editing software on that computer with the intention of using it for that purpose. Once class has started, do not sign onto a classroom computer unless instructed to do so. Non-compliance will have a negative impact on your participation grade. Be respectful of other people's opinion in discussions.

Do not take naps or fall asleep during class. It is disrespectful toward the other students and the instructor. If you sleep during class you will be asked to leave and your participation grade will be negatively affected.

Do not leave class early. Do not come to class to take a quiz and then leave. If you foresee that you will not be able to stay the whole class, let me know beforehand.

If the work done in this class is not something you would show your family, it's probably not right for screening in this course. Your work should not involve nudity, vulgarity or anything deemed social unacceptable in most circles.

If you have any questions or concerns, let me know as soon as possible so we can discuss.

SPECIAL NEEDS

Students are urged to contact me should they have questions concerning course materials and procedures. If you have a special circumstance that may have some impact on your course work and for which you may require accommodations, please contact me early in the semester so that arrangements can be made with the Services for Students with Disabilities (SSWD). Additional information about the services available at Loyola, including eligibility for services, is on the SSWD website:

<http://www.luc.edu/sswd/index.shtml>

LIABILITY ISSUES

Students will be instructed prior to their first assignment on the general nature of privacy and trespassing laws. From time to time students may find themselves in a position where someone may not approve of them capturing their image. In cases such as this, it is best to honor the wishes of this person. Even though you may very well be within your rights to gather this information to include both audio and video, it would be best if students “walk away” from the situation before it escalates.

In the event something does occur, please do the following:

- Contact faculty advisor
- Contact the department head

EQUIPMENT USE

Loyola University prides itself on providing state-of-the-art equipment for its students to learn the craft of visual story telling.

The School of Communication provides cameras, tripods, microphones, lighting and editing equipment that can be checked out from the Equipment Room in SOC 004.

This equipment passes through the hands of many students and in order to assure that the equipment remains in good working order, treat it like your own. **You** are financially responsible for all of the equipment you use and should treat it with great care. This kind of equipment is not indestructible and it is susceptible to various environmental situations such as a dirt, dust, rain, snow, water, and heat. Caution should be taken when transporting all equipment as this equipment is fragile and can easily be damaged. Be aware of your environment and where you are at all times. This type of equipment is popular with thieves and can easily be pilfered if you are not paying attention. Do not rely on others to be the one responsible for “watching” the equipment.

In the event something should happen, everyone in the group will be considered a responsible party.

Do not leave equipment in a parked vehicle where it can easily be stolen from the backseat. If you do have to leave equipment in your car, do so by placing in the trunk. But again, as a reminder, do not let the equipment roll around uncontrollably.

You may use your own equipment, but first clear this with me before any assignment.

**SCHOOL OF COMMUNICATION - PRODUCTION FACILITIES WATER TOWER CAMPUS SOC 51 E. PEARSON Audio and Visual Production
Coordinator: Andi Pacheco 312.915.8830 or apacheco@luc.edu**

FACILITY AND EQUIPMENT RULES

Schedule all equipment use through Andi Pacheco. When individuals request use of the

equipment outside of class time, the request should be made 5 working days in advance of the desired time. Andi will schedule requests for equipment and facilities in person, by phone, or by e-mail. Do not assume equipment is reserved unless you have confirmation from Andi. Equipment and use of facilities are available on a first come first serve basis anytime they are not being used for classes.

Whenever possible, students should telephone Andi well in advance of their scheduled equipment pick-up or facility appointment should they anticipate a problem in arriving at the scheduled meeting time. Anyone more than 15 minute late for equipment pick-up may forfeit the use of the equipment at that time. Students who are repeatedly delinquent may lose their equipment privileges.

Audio and video equipment is checked out on a 24 hour basis during the week and Friday to Monday on weekends. Equipment must be signed out in room SOC 004 with authorized personnel. Students will responsible for returning equipment and materials within 24 hours and in their original condition. Students must report immediately any damage or theft of equipment. Failure to do so may result in a suspension or loss of equipment privileges.

Students may bring additional crew members, if needed, to the lab for production.

There is no smoking in any lab space. No eating or drinking at any work/edit station.

Students are responsible for careful handling of all equipment, and for abiding by all rules and regulations governing the use of the facility.

SUGGESTIONS FOR SUCCESS

- Treat the class like a job
- Show up on time
- Come to class prepared
- Pay attention
- Do the work
- Stay for the entire class period
- Be fully engaged in class
- Pay attention and take good notes
- Don't be afraid to ask for help
- Be resourceful
- Take the initiative to learn and succeed
- Communicate
- Make no excuses
- Don't wait until the last minute to do the assignment

INSTRUCTOR BIO

John C.P. Goheen has been an award-winning broadcast television journalist and documentary filmmaker for over 37 years. He has traveled the world documenting major news events and sharing stories with all the major American television networks and

international clients. He continues to shoot and produce for various domestic and international news organizations.

He has received over 300 local, national and international awards with work he has produced for a variety of U.S. television networks, local TV stations and international broadcasters. He has received virtually every major broadcast award there is, to include 16 Emmys, as well as being honored three times with the most prestigious award a television photojournalist can receive, the National Press Photographer's Association Television News Photographer of the Year.