

Video Storytelling
COMM 284-201
Loyola University Chicago

FALL SEMESTER 2020

INSTRUCTOR
JOHN C.P. GOHEEN

CLASS LOCATION: ONLINE

OFFICE LOCATION: ZOOM

OFFICE HOURS: By Appointment

OFFICE PHONE: Email Professor

E-MAIL 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 – 5:30 p.m. – 8:00 p.m.

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

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 those two elements together to tell a story.

During the course each student will be taught:

- The fundamentals of capturing video and audio to be used in visual storytelling.
- 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 film 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 this course. 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 each week. Constructive criticism should never be taken personally, understanding that developing storytelling skills comes with feedback, comment and advice on improving.

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

No textbook required for this course.

Required Equipment

Smartphone (or personal video camera with external audio input)
Roll of Clear Medical Tape
Portable Hard Drive (2 - 1 recommended as a back-up drive)
Personal computer for editing and zoom meetings

Optional Equipment (recommended students purchase these items if possible)

Tripod
Smartphone Mount
External Microphone (ideally wireless)

Each student will be required to use a personal camera or smart phone to capture all video and audio. You will need a personal computer, either a PC or MAC with Premiere Pro edit software. Premiere Pro subscription will be supplied by the School of Communication.

You will need a hard drive in order to edit your projects.

The drive 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 well. Some brands to consider would be Toshiba, Maxtor, Seagate, Western Digital, and Lacie.

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

If the drive is brand new, we will format in class.

Grading Plan

- In-class participation accounts for 10% of overall grade – this includes attendance, quizzes, exams and classroom involvement in critique and question and answer sessions.
- Individual projects account for 60% of grade.
- Final project accounts for 30% of grade.

GRADING SCALE

A 4.0
A- 3.67

B+ 3.33
B 3.0
B- 2.67

C+ 2.33
C 2.0
C - 1.67

Non-Passing

D+ 1.33
D 1.0
D- .67

NUMERICAL VALUE

A

96-100 = A
90-95 = A-

B

86-89 = B+
83-85 = B
80-82 = B-

C

76-79 = C+
73-75 = C
70-72 = C-

D

67-69 = D+
64-66 = D
61-63 = D-

F

0-60 = F

- **A, A-** Indicates well-executed assignments and full understanding of the subject. The letter A is reserved for extraordinary distinction.
- **B+, B, B-** Indicates a good comprehension of course requirements to include a good understanding of the skills needed to adequately function in this area of study.
- **C+, C, C-** Indicates a basic comprehension of the course material and has met the requirements for completing assigned work and participating in class activities.
- **D+, D, D-** Work is unsatisfactory.

CAUSE FOR DEFICIENCIES

Attendance

This course will primarily be taught at a scheduled time via ZOOM. Some classes may be taught asynchronously. When classes are recorded in advance, students will be given ample notice.

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 or inability to turn in an assignment on time. If you know of a conflict, please don't wait to inform me at the last minute. Remember, we are in the School of Communication...so please make an effort to communicate. Due to the short time frame for this course, it is imperative to keep up with all assignments.

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. The Final assignment must be turned in on time and if not turned in on time, there will only be a one-week grace period for acceptance with a 15-point penalty for late turn-in. If not received, this assignment will receive a grade of 0 for incomplete.

CLASS SCHEDULE – Tuesday 5:30 p.m. – 8:00 p.m.

Week 1 Introduction of Course/Students – What's your story? Definition of
August - 25 what makes a story – discuss various types

General introduction: What is news and how is it different for TV, internet, or other applications

Assign Edit Exercise – Chess Story

Discuss Tornado Writing Assignment

News characteristics, covering current events and what is brand journalism.

Working as a Backpack Journalist, MMJ (Multimedia Journalist) VJ (Video Journalist) or One-Man-Band

WEEK 2 **September 1**

DUE - Chess Story

Assign - Tornado Story

Tips for Working Alone

Screen Goheen Does Clinton

Story and character development

Research techniques

Assign Video Shooting Assignment #1 – Sit-own/standing-up matched action interview

Assign Video Shooting Assignment #2 – Active Interview.

Assign Video Shooting Assignment #3 – Sequence

Assign Video Shooting Assignment #4 – Into Frame

DEMO on how to shoot assignments

Shooting and editing a sequence

How to conduct an interview

The Nose Rule

Do's and Don'ts of production

Writing Tips/Exercise

Week 3
September 8

DUE - Video Shooting Assignments #1, #2

Assign - Non-narrated story

The power of the visual

Sound vs Noise

Enterprising Stories

News sources and generating story ideas; visualizing serious topics.

Week 4
September 15

DUE - Video Shooting Assignments #3 and #4

DUE - Tornado Story

Assign - First shot and written story

Week 5
September 22

DUE - Non-narrated story
Assign - Final Project Ideas
Using Transitions in Stories

Week 6
September 29

DUE – First shot and written story

Week 7
October 6

DUE - Present Final Project Ideas
The Law – Dealing with legal and ethical issues
Assign - Creative Stand-ups

Week 8
October 13

Assign Brand Journalism Story
DUE - Make-up Assignments #1, #2, #3 #4

Week 9
October 20

DUE - Creative Stand-ups

Week 10
October 27

DUE – Rough-cut Brand Journalism Story

Week 11
November 3

DUE – Final Brand Journalism Story

Week 12
November 10

Due - Final Project Rough-cut

Week 13
November 17 **Due - Final Project Fine-cut**

Week 14 **Thanksgiving Holliday**
November 24 **No CLASS this week**

Week 15 **DUE - Final Project**
December 1 **LAST TIME CLASS MEETS**

Week 16 **Finals Week - We do not meet**
December 7-12

LOYOLA'S POLICY ON ACADEMIC DISHONESTY

The basic commitment of a university is to search for and to communicate the truth as it is honestly perceived. The university could not accomplish its purpose in the absence of this demanding standard. To the extent that this standard is respected, a genuine learning community can exist. Students of this university are called upon to know, to respect, and to practice this 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.

Academic cheating is another serious act that violates academic integrity. Obtaining, distributing, or communicating examination materials prior to the scheduled examination without the consent of the teacher; providing information to or obtaining information from another student during the examination; attempting to change answers after the examination has been submitted; and falsifying medical or other documents to petition for excused absences all are violations of the integrity and honesty standards of the examination process.

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.

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

Guidelines for Recording Students During Online Classes

- To act in accordance with Illinois Eavesdropping Statute, students are hereby notified they may be subject to being recorded during course activities such as synchronous ZOOM or other sessions during instruction of this course.

- **Block Video Downloads by Students:**

To limit the circulation of recordings of students (e.g. recorded synchronous sessions, student presentations) beyond the classroom, and their possible use for “commercial purposes” as described in the Illinois Publicity Act, students’ ability to download video recordings will be restricted. All systems currently used by Loyola for recording (Panopto, VoiceThread, and Zoom) will be set to prevent students from downloading videos. This will not impact students’ ability to view the recordings when the student has an internet connection. If there is a need for students to download specific recordings, please contact the Office of Online Learning for guidance (online@luc.edu). Faculty retain the ability to download recordings.

- **Written Consent of Students:**

In alignment with Illinois law and the University Privacy Statement (above), instructors who wish to use an online class recording that includes student activity beyond the class in which it was recorded may do so only with the informed written consent of the students involved or if all student activity is removed from the recording. A release form created by the Office of the General Counsel must be signed by students.

- **Recording Guidelines for Online Faculty:**

- Only store recordings on Loyola-approved systems that restrict access to class members (ITRS can provide instructions).

Access to recordings is only for students enrolled in that class and that all recordings will be unavailable to students in the class when the Sakai course is unpublished (i.e. shortly after the course ends, per the Sakai administrative schedule)

- Video recordings cannot be downloaded and can only be viewed when the student has an internet connection.
- Students should share any concerns they may have about being recorded privately with the instructor prior to the first recording (e.g. the first synchronous session).

Capturing Video/Sound and Interviewing:

Normally, during this course you would be required to interact or come into contact with many people from all walks of life. Due to guidelines for maintaining social distancing, wearing masks and other health protocols, you need to be cautious in your approach as to how you capture video and sound with people in order to complete each assignment safely. You will want to reassure anyone you are working with that you will take all precautions necessary to keep everyone safe and healthy.

Under normal circumstances, there would be an expectation that you would be able to easily interact with anyone in the community, allowing you to capture video up close, place a microphone on the subject's person and generally film as you pleased. However, you will need to be constantly aware of maintaining proper procedures as set forth for each assignment.

Instructions for each assignment will include guidance for how to go about working in the field. This may include conducting interviews by phone, email, text, social media or video conferencing, or permitting working with friends or family. You will be given instructions on how to capture video and audio while maintaining a safe environment to work in.

If you conduct any face-to-face interviews, we advise that you only interview people who are in your immediate family or circle of friends that you would normally associate with. Whatever you do it, conduct yourself in a safe and healthy manner. All parties should wear masks and maintain six feet of distance.

No student will be asked to complete an assignment they are not comfortable in doing per the guidelines for that assignment. Should a student have an issue with how to complete an assignment, they need to reach out to the professor to discuss a course of action so this student can fulfill the assignment.

EQUIPMENT USE (During Online Instruction many of these applications may not apply)

Loyola University prides itself on providing state-of-the-art equipment for its students to learn the craft of visual storytelling, however due to the unprecedented situation, it may not be feasible to provide equipment to every student in a typical fashion.

Due to the unique nature of this course being taught online, students will be asked to use a smartphone or personal video camera/equipment. They will also be provided a list of equipment they will need to acquire. In some cases, students who reside in the Chicago area may be able to check out equipment from the School of Communication's OWL Lab. There is no guarantee at this time that such equipment will be available, and students will be required to be able to produce content as required for this course on time. It is highly recommended students acquire the equipment from the list provided for this course. This is equipment that will be something each student will be able to use long after this course for personal or possibly professional use.

Should you check out equipment from the OWL Lab, keep in mind, 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.

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 your instructor before any assignment.

SCHOOL OF COMMUNICATION - PRODUCTION FACILITIES WATER TOWER CAMPUS SOC 51 E. PEARSON Audio and Visual Production
Coordinator: Jillian Musielak - OWL Lab (SOC 004 - 312.915.8830 or jmusielak@luc.edu)

SUGGESTIONS FOR SUCCESS

Do the work
Pay attention
Communicate
Be resourceful
Take good notes

Show up on time
Make no excuses
Come to class prepared
Stay for the entire class
Treat the class like a job
Be fully engaged in class
Don't be afraid to ask for help
Take the initiative to learn and succeed
Don't wait until the last minute to do the assignment

INSTRUCTOR BIO

John C.P. Goheen is an award-winning broadcast television journalist, storyteller and documentary filmmaker with over 35 years of experience. 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 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 over a dozen 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.

He is very knowledgeable in the area of video/film production and storytelling.