

University of North Texas at Dallas

Fall 2024

SYLLABUS

COMM 3311.001: New Media Storytelling 3 HRS			
Department of	Communication & Digital Media	School of	Liberal Arts and Sciences
Instructor Name:	Gabe Otteson, “Professor O” or “Mr. O”		
Office Location:	FH 206		
Office Phone:	972-338-1869		
Email Address:	Gabriel.Otteson@untDallas.edu		
Office Hours:	MW: 2:30 pm – 3:30 pm TH: 11:30 am – 12:30 pm; Online by appointment		
Course Format/Structure:	Face to-Face		
Classroom Location:	Student Center 1009		
Class Meeting Days & Times:	TTH 10:00 – 11:20		
Course Catalog Description:	Fundamentals of storytelling via new media technology with basic digital production techniques.		
Prerequisites:	COMM 2312 with a grade of C or better.		
Co-requisites:	None.		
Required Text:	<ul style="list-style-type: none">• Jago, Maxim (2024) Adobe Premiere Classroom in a Book 2024 Adobe Press ISBN: 978-0-13-831856-7• Computer capable of running Adobe Creative Cloud software• External hard drive, flash drive(s) or cloud storage• Headphones (wired or Bluetooth)		
Recommended Text and References:	<ul style="list-style-type: none">• American Psychological Association. (2020). <i>Publication manual of the American Psychological Association</i>, (7th ed.). Washington, D.C.: American Psychological Association.• OWL Purdue Online Writing Lab at http://owl.english.purdue.edu/owl/resource/560/1/• Additional readings and materials may be supplied in class or posted to Canvas.		

Access to Learning Resources:	UNT Dallas Library: Phone: (972) 338-1616; Website URL: http://www.untdallas.edu/library UNT Dallas Bookstore: Phone: (972) 780-3652; Website Website URL: http://www.untdallas.edu/bookstore Email: untdallas@bkstr.com
Canvas Resources Supported Browsers: <ul style="list-style-type: none"> • Chrome Supported Devices: <ul style="list-style-type: none"> • iPhone • Android • Chromebook <i>Note: Tablet users can use the Canvas app</i> Screen Readers: <ul style="list-style-type: none"> • VoiceOver (Safari) • JAWS (Internet Explorer) • NVDA (Firefox) <i>Note: There is no screen reader support for Canvas in Chrome</i>	Getting Help with Canvas: Canvas 24/7 Phone Support for Students: 1-833-668-8634 Canvas Help Resources: Canvas Student Guide - https://community.canvaslms.com/docs/DOC-10701 For additional assistance, contact UNT Dallas Distance Learning: DAL1, Room 157 Email: distancelearning@untdallas.edu If you are working with Canvas 24/7 Support to resolve a technical issue, please keep me updated on the troubleshooting progress. If you have a course-related issue (e.g., course content, assignment trouble, quiz difficulties), please contact me during office hours or by email.
Course Goals or Overview: For students to understand the basics and best practices of storytelling across different media and media genres, including written, audio, and visual formats.	
Learning Objectives/Outcomes: At the end of this course, students will be able to:	
1	Understand the basic mechanics of editing audio and video using industry-standard software
2	Use writing, photography, video, audio, and combinations thereof to create compelling stories
3	Understand, and able to utilize common forms of media storytelling, including but not limited to: journalistic, narrative, commercial.

Course Outline

This schedule is tentative, and as a result is subject to change by the instructor. Any changes to this schedule will be communicated in class, via Canvas announcement and/or via email. Additional readings and activities may be added, these will be noted in the Readings and Activities/Assignments sections of Canvas.

Key Dates

Please take note of the following key dates for the fall term:

08/26/24 Registration Deadline

08/26/24 First Day of Class

08/26/24 Late Registration Deadline

08/29/24 Last Day to Add a class

09/2/24 Labor Day – No Classes

09/11/24 Census Day

09/11/24 Last day to drop a class without a “W”

10/16/24 Midterm Grades Due

11/8/24 Last day to drop a class with a “W”

11/22/24 Last day to drop ALL courses with a W

11/28 – 11/29/24 Fall Break – No Classes

12/5/24 Last day of instruction – last day to file for incomplete

12/09 - 12/14/24 Final Exams

<u>Date</u>		<u>Topic</u>	<u>Assignment Due</u>	<u>Suggested Adobe Schedule</u>
8/27	T	Syllabus, course overview		
8/29	TH	Workshop: Thinking like a writer Telling your own story		
9/3	T	Story structures “Old” vs “New”		
9/5	TH	Writing/story styles for audio/video		
9/10	T	Workshop: Scripts formats		
9/12	TH	Workshop: Scripts formats Assign/work on Spots/Scripts	Spots/Scripts Due Sun 11:59 pm	
9/17	T	Workshop: spots/scripts		
9/19	TH	Video Editing Basics Intro to Video Editing Setting up Adobe Lessons		
9/24	T	Intro to Video Editing Intro to Premiere (cont.)		
9/26	TH	Edit Practice		1&2
10/1	T	Edit Practice		
10/3	TH	Edit debrief Edit 1		3
10/8	T	Edit 1		
10/10	TH	Midterm Exam (in class)		4
10/15	T	Adobe Lab Day		Adobe Lessons 1-4 Due
10/17	TH	Adobe Lab Day	Edit 1 Due Mon	
10/22	T	Workshop Edit 1		5
10/24	TH	Discuss Final Projects pt. 1 and 2 Workshop: PreProduction*		

10/29	T	Editing and storytelling techniques		
10/31	TH	Adobe Lab Day Edit 2		6
11/5	T	Editing and storytelling techniques		
11/7	TH	Adobe Lab Day Edit 2		7
11/12	T	Pitch Day	Adobe Lessons 5-7 Due	Adobe Lessons 5-7 Due
11/14	TH	Video Editing Exercise		
11/19	T	Video Editing Exercise		11
11/21	TH	Lab/In-Class work day		
11/26	T	Lab/In-Class work day*		
11/28	TH	<u>Fall Break – No Class</u>	Edit 2 Due Mon	
12/3	T	Workshop: Edit 2		
12/5	TH	Lab Day	All Adobe Lessons due Thur., 11:59 pm	16
12/10	T	“Final Exam” Screening/Review Final Projects 10-12		

Course Evaluation Methods

This course will utilize the following instruments to determine student grades and proficiency of the learning outcomes for the course.

Categories

- **Lessons**
- **Production Assignments**
- **Writing Assignments**
- **Midterm Exam**
- **Final Project**
- **Screenwriting Project**
- **Attendance/Participation**

Lessons (130 total points)

- **Adobe Lessons** Using the book, Adobe Premiere Pro CC Classroom in A Book, complete the lessons indicated. We will not be completing the entire book, so take note of which chapters are assigned. You may complete and turn them in any time prior to the due date.

- You may complete the unassigned lessons for extra credit if you wish.
- Lessons will be due by the due date indicated in Canvas for each lesson, however lessons will be open for submission by the second week of class.
- **Adobe Lessons 1-4 are due prior to midterms.**
- **Adobe Lessons 5-7 are due in early November.**
- *****All lessons must be submitted by December 5, 11:59 pm, at which point submissions will close.*****
- Name all files as Version_Lesson# (ex: 22_Lesson06.prproj) Submit as Adobe files unless otherwise instructed.

Production Assignments

Throughout the course you will complete a variety of production assignments, ranging from simple skills exercises to producing original works. Productions will be graded on coherent storytelling and basic production skills. Peer feedback will also be gathered and incorporated. ***Tip: You may have multiple production assignments to be working on at a given time. Manage your time wisely, especially when given in-class time.***

Writing Assignments

Throughout the semester, you will be given some short writing assignments across different genres to practice and hone your writing and storytelling skills. We won't be doing long formal essays or research papers here, but that doesn't mean proper style and use of language is any less important.

Exam

- **Midterm Exam (100 pts)** The midterm will cover course content up through the exam date, exam currently scheduled for 10/5 (Midterms Week.) Midterm will be an **IN-CLASS** exam.

Final Project (150 pts in total) Producing in teams of 1-4, from preproduction through postproduction, wholly original content within (limited) creative guidelines that your classmates and other audiences may see.

Screenwriting Project (90 pts) A collaborative production project with Professor Strong's screenwriting class. Further details TBA.

Participation (100 pts): Mix of in-class participation, attendance, completion of assigned review activities.

Extra Credit

- Unassigned Adobe Lessons chapters (8, 9, 12, 13, 14, 17) may be turned in for extra credit **@ 5 pts each, maximum of 20 pts EC**. As these lessons are time-consuming, don't count on doing a bunch of Extra Credit to save you if you haven't done the work!
- **Any extra credit MUST be turned in by Thursday 12/5 11:59pm to receive credit!**

Grading Matrix:

Each of the following assignments will be detailed thoroughly on Canvas. Be sure to

access Canvas frequently for assignment guidelines and other important class documents.

Adobe Lessons	130 pts total
Edit Practice	60
Edit 1	110
Edit 2	130
Pitch Presentation	40
Spots/scripts	60
Edit 1 Reviews	15
Edit 2 Reviews	15
Midterm Exam	100
Final Project	150
Participation	100
Screenwriting Project	90
Total	1000

Your final grade is based on a total out of 1000 points.

90% + = A 80 – 89% = B 70-79% = C 60-69% = D
0-59% = F

Course Policies and Expectations

A note on Adobe CC:

Purchase of an Adobe CC license for yourself is **not required**. All campus computer labs (including the Mac edit bays upstairs) have a free, shared login tied to your UNTD email address. Unfortunately, the terms of this site license don't allow access from non-university devices or from home.

Should you wish to make the personal investment in Adobe, the good news is that as a student you get a pretty generous discount (you only pay \$20 per month or \$240 for a full year) and you get all the features that and cloud storage that the old lab didn't have, and you retain your license after you leave UNTD.

Mac Lab Policies

The schedule of courses held in this room is posted (or will be after the first week) at the front of the room, and this room is open to you and anyone else in the program to work as long as this building is open.

- Make sure that you **log out** of Adobe via the Help menu before you leave the room. Otherwise, you will stay signed into your individual license on that machine, and whoever sits there next will be signed in as you. I recommend that you do the same thing with Canvas too, just make sure that you actually quit the browser instead of just closing the window.
- Save all of your work to a USB or external hard drive. **DO NOT SAVE TO DESKTOP OR DOWNLOADS**. Not only does it make it easier for you (and everyone else) to find your own work, but in the event of desktops being cleared this makes it easier to tell what files need to be retained.
- Absolutely **NO** eating in the lab. Beverages must be contained either in a bottle or similar container with a lid.

- Please clean up after yourselves. This includes tissues, disinfecting wipes, gloves, papers, etc.

Late work Policy

-25 percent if delivered after the deadline but less than one week

-50 percent if delivered more one week late

Additionally, if your project contains a peer review component (Spots, Edit 1, and Edit 2), late work means that you will likely miss out on those points, as those evaluations cannot be made up.

Last date to turn in late work: Thursday, December 5, 11:59 pm. (last day of instruction)

Your instructor retains the right to modify this policy as situations warrant.

Missing Class: If you miss class, it's entirely your responsibility to find out what in-class activity, reading, exercise you missed so that you can get caught up and anything that you missed turned in on time. Handouts, powerpoints, assignments, and the like will be posted on the class Canvas, though they may not always be posted immediately after class; so my advice would be to get and keep in contact with your classmates and use each other as resources.

Comm & Digital Media Equipment Checkout: We will be producing creative works in here. Comm and Tech equipment is available for checkout. As of now, all equipment checkout goes through the Speaking Lab (email: UNTD-SpeakingCenter@untDallas.edu and CC Sara.Holmes@untDallas.edu) on an **appointment basis**. Further details will be provided on Canvas once hours are finalized.

My general advice:

1. Plan/schedule your appointment in advance of when you need your equipment. The Center is managed by a faculty member (and usually a student worker) with multiple responsibilities and advance notice is appreciated. Be sure to check out early enough to allow for possible charging time.
2. Know what you need and BE SPECIFIC – we have more than one type of camera (meaning if you want one of the big video cameras, specify as such!), multiple types of microphones available, as well as mounts, lights, headphones, recorders, and other accessories. You (and/or your team members) are the expert on the equipment needs of your project!
3. This isn't the only class using this equipment, although in Fall semesters, DP 1 is often the heaviest users. This also means that these projects are going to require likely more planning ahead than many of you may be used to. Otherwise, I know some of you have your own cameras and gear, mics, etc. so we may have to work with that too, *so long as the quality is equivalent*.

Exam Policy: Quizzes and exams should be taken as scheduled. No makeup quizzes/examinations will be allowed except for documented emergencies (See Student

Handbook). Note that the Midterm Exam is given **IN CLASS** on the scheduled exam date. Phones and devices will be collected up front prior to an in-class exam or quiz. You may retrieve your devices after you turn in your test.

Participation in Intercollegiate Athletics: Student-athletes participating in UNT Dallas Athletics have the responsibility of being students first. This means that it's **your** responsibility to:

- Communicate any potential absences due to participation in UNT Dallas Athletics events/competitions to your instructor in writing **prior to** the date of the absence in order for the absence to be excused
- Complete any and all resulting missed work within a reasonable time period
- Ensure that required Athletics compliance forms are submitted at the required times and filled out accurately. (Remember, it's your eligibility, not your instructors'.)

Communication: In the real world stuff happens. Life happens. Especially during circumstances like these. If a technological or life situation happens that impacts your ability to work well in this course, the single most important thing you can do is COMMUNICATE. (You know, the thing you're all studying?) I am willing to work with you (within reason) on managing class stuff but I can't do anything if I don't know what's going on. Same goes for your fellow classmates. We're all in this together, but we can't help unless you communicate with us.

Academic Dishonesty and Plagiarism: Don't. Just don't. All of your work is expected to be your own original work produced for this course. Passing off someone else's work as your own, or submitting work done for another course, one which triggers the involvement of more people than just your professor (Program Coordinator, possibly the Dean and/or Provost). Don't be dumb.

Ethics and Integrity

Students are expected to complete their own original work, including but not limited to assigned work in class or at home, examinations, and research-based projects. It is academic dishonesty to use the ideas, data, or language of another without specific or proper acknowledgement. If you use ideas of others, regardless of who those individuals are (experts in their field, websites, friends from class, etc.), you must provide proper citation. Cheating, plagiarizing, fabrication of information or citations, facilitating acts of dishonesty by others, having unauthorized possession of examinations, submitting work of another person or work previously used without informing the instructor, tampering with the academic work of other students, use of Artificial Intelligence software to complete your work (unless explicitly permitted), or any other form of dishonesty will be dealt with severely. Students will be subjected to disciplinary action under university regulations.

University Policies and Procedures **Students with Disabilities (ADA Compliance):**

The University of North Texas at Dallas makes reasonable academic accommodations for students with disabilities. Students seeking accommodation must first register with the Disabilities Services Office (DSO) to verify their eligibility. If a disability is verified, the DSO will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request accommodation at any time, however, DSO notices of accommodation should be provided as early as possible in the semester to avoid any delays in implementation. Note that a student must obtain a new letter of accommodation for every semester and must meet/communicate with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information see the Disability Services Office website at <http://www.untDallas.edu/disability>. You may also contact them by phone at 972-338-1777; by email at UNTDisability@untDallas.edu on the first floor of the Student Center.

Canvas Instructure Accessibility Statement:

University of North Texas at Dallas is committed to ensuring that online and hybrid courses are usable by all students and faculty including those with disabilities. If you encounter any difficulties with technologies, please contact our ITSS Department. To better assist them, you would want to have the operating system, web browser and information on any assistive technology being used. The Canvas Instructure Accessibility Statement is provided at <https://www.canvaslms.com/accessibility>.

NOTE: Additional instructional technology tools, such as Turnitin, Respondus, Panopto, and publisher cartridge content (i.e. MyLab, Pearson, etc.) may NOT be fully ADA compliant. Please contact our Disability Office should you require additional assistance utilizing any of these tools.

Grade of Incomplete: In order to receive an incomplete in this course, the Grade of Incomplete Form posted on the Registrar forms site must be completed, signed and returned to the Office of the Registrar by the deadline posted in the Academic Calendar. For other questions related to grade of incomplete, contact Dr. Dawn Remmers, Assistant Provost, at dawn.remmers@untDallas.edu.

Disruptive Behavior: Students are expected to engage with the instructor and other students in this class in a respectful and civil manner at all times to promote a classroom environment that is conducive to teaching and learning. Students who engage in disruptive behavior will be directed to leave the classroom. A student who is directed to leave class due to disruptive behavior is not permitted to return to class until the student meets with a representative from the Dean of Students Office. It is the student's responsibility to meet with the Dean of Students before class meets again and to provide the instructor confirmation of the meeting. A student who is directed to leave class will be assigned an unexcused absence for that class period and any other classes the student misses as a result of not meeting with the Dean of Students. The student is responsible for material missed during all absences and the instructor is not responsible for providing missed material. In addition, the student will be assigned a failing grade for

assignments, quizzes or examinations missed and will not be allowed to make up the work.

The Code of Student's Rights, Responsibilities, and Conduct (UNTD Policy 7.001 found at <https://www.untDallas.edu/hr/upol>) describes disruption as the obstructing or interfering with university functions or activity, including any behavior that interferes with students, faculty, or staff access to an appropriate educational environment. Examples of disruptive behavior that may result in a student being directed to leave the classroom include but are not limited to: failure to comply with reasonable directive of University officials, action or combination of actions that unreasonably interfere with, hinder, obstruct, or prevents the right of others to freely participate, threatening, assaulting, or causing harm to oneself or to another, uttering any words or performing any acts that cause physical injury, or threaten any individual, or interfere with any individual's rightful actions, and harassment. You are encouraged to read the Code of Student's Rights, Responsibilities, and Conduct for more information related to behaviors that could be considered disruptive.

CoursEval Policy: Student evaluation of teaching effectiveness is a requirement for all organized classes at UNT Dallas. This short survey will be made available to you at the end of the semester, providing you a chance to comment on how this class is taught. I am very interested in the feedback I get from students, as I work to continually improve my teaching. I consider students' evaluations to be an important part of your participation in this class.

Assignment Policy: Students are expected to read assigned material before class and participate actively in class assignments. This includes actively engaging in class discussion and group exercises as well as taking notes on lecture material. It is your responsibility to know what is done in class and any changes in the syllabus even if you are absent.

Academic Integrity: Academic integrity is a hallmark of higher education. You are expected to abide by the University's code of Academic Integrity policy. Any person suspected of academic dishonesty (i.e., cheating or plagiarism) will be handled in accordance with the University's policies and procedures. Refer to the UNT Dallas Academic Integrity Policy in the appropriate Catalog at <http://dallascatalog.unt.edu>.

Academic dishonesty includes, but is not limited to, cheating, plagiarizing, fabrication of information or citations, facilitating acts of dishonesty by others, having unauthorized possession of examinations, submitting work of another person or work previously used without informing the instructor, or tampering with the academic work of other students.

Web-based Plagiarism Detection: Please be aware in some courses, students may be required to submit written assignments to Turnitin, a web-based plagiarism detection service, or another method. If submitting to Turnitin, please remove your title page and other personal information.

Bad Weather Policy: Campus facilities will close and operations will be suspended when adverse weather and/or safety hazards exist on the UNTD campus or if travel to the campus is deemed dangerous as the result of ice, sleet or snow. In the event of a

campus closure, the Marketing and Communication Department will report closure information to all appropriate major media by 7 a.m. That department will also update the UNTD website, Facebook and Twitter with closing information as soon as it is possible. For more information, please refer to <http://www.untDallas.edu/police/resources/notifications>

If bad weather affects your ability to engage in course content, communicate with your instructor and team members (when applicable) ASAP.

Diversity/Tolerance Policy: Students are encouraged to contribute their perspectives and insights to class discussions. However, offensive and inappropriate language (swearing) and remarks offensive to others of particular nationalities, ethnic groups, sexual preferences, religious groups, genders, or other ascribed statuses will not be tolerated. Disruptions which violate the Code of Student Conduct will be referred to the Dean of Students as the instructor deems appropriate. (UNT Policy 7.001)

Class Policies and Expectations

Active Learning

You are expected to take an active role in learning. If you are having trouble, come and see me – I will be glad to help. If there are things you do not understand, raise questions in class, as others may benefit from your inquiry, and may also be able to help you. Remember, you're all in this together so feel free to use each other for support as well. If you are hesitant to speak up in class, stop by after class or send me an email. I am here to assist in your learning, so do not hesitate if you need clarification or assistance.

Missing Class

To help you get information about any class that you miss, check with your classmates to gather any important info you may have missed. Handouts and assignments given out will be posted to the class Canvas, so check there too. If you ask Mr. O if you missed anything important and you didn't check those sources first, you may not like the answer you receive.

Plagiarism

Students need to do original work and properly cite sources. For example, be aware of plagiarism—directly copying more than 3 or 4 words from another author without quoting (not just citing) the author is plagiarism. Cheating, plagiarizing, falsification, misrepresentation or any other form of dishonesty will be dealt with severely. Students will be subjected to disciplinary action under college regulations.

Grade Disputes

Grades will be discussed only during the instructor's office hours. Please do not ask grade questions during class time. If you have an issue with your grade, please wait 24 hours, but no later than 48 hours before submitting an email articulating your concern about your grade. Please include a reference to the work in question. This will give both the instructor and the student time to carefully review all of the information. After 48 hours, your grade will not be changed.

Inclusive Language and Intercultural Diversity

Please use non-sexist language and appropriate cultural terms when speaking and writing. Since the language we use shapes the way in which we see the world, the words we use matter. For example, use "he or she" instead of "he" when referring to a hypothetical person. Similarly, use "everybody" instead of "you guys," "people" instead of "man" or "mankind." Use, "Asian" instead of "Oriental," etc. Encouraging different perspectives related to such factors as gender, race, nationality, ethnicity, sexual orientation, religion, and other relevant cultural identities fosters understanding and inclusiveness related to such diverse perspectives and ways of communicating.

Citizenship

Each of us is responsible for creating a positive learning environment. Respectful class participation includes contributing ideas that relate to the topic, asking questions to clarify understanding, responding thoughtfully when called upon, and giving respectful attention to the instructor and classmates. Good communication skills include listening carefully to diverse opinions, analyzing what is said, clearly stating opinions without personal put-downs, encouraging classmates, synthesizing new information, and applying it. Disrespectful communication includes interrupting or attacking others, monopolizing the conversation, carrying on side conversations, and using personal technology for purposes other than classroom activity. A positive classroom environment improves learning for both the individual student and for the class as a whole.

Drop/Withdrawal Policy

Withdrawing from a course is a formal procedure which **YOU** must initiate; the instructor cannot do it for you. You may withdraw from a class in either Admissions or Advising. If you stop attending or are unable to complete this class and you do not withdraw before the official drop date, you will receive a performance grade, usually a grade of "F." Students sometimes drop a class when help is available that would enable them to continue. Please discuss your plans with the instructor if you feel the need to withdraw.

College-Level Reading, Writing, and Speaking Skills

College-level reading, writing, and speaking are expected. If your outlines or presentations do not meet college-standards, you will not receive credit for them. If you find you need help correcting grammatical and word choice errors, I strongly advise you to meet with a tutor in The Learning Center (M-216).

In addition to specific requirements for each paper assignment, please note the following guidelines in preparing all assignments:

- All written assignments must be typed.
- Format: Double-spaced, 12pt standard font (Arial, Calibri, Times New Roman), 1" Margins, adhering to the APA Style Guide and/or indicated script format.
- All assignments must be submitted through Canvas **before** 11:59 pm the day they are due. In the event of a technical issue, you may email the file to Mr. O **BEFORE 11:59 pm AND** submit the file through Canvas when you are able.
- Be sure to proof read your written work before submitting in order to correct any grammatical errors or spelling mistakes. **Please note that grammar and spelling are considered in grading. Knowing how to write properly is an essential part of communication.**

*****If these requirements are not met, points will be deducted from your paper grade.*****

"The Oath"

Criticism is not personal.

I will not take criticism personally.

Nor will I make my criticisms personal.

Improvement is always the goal.

I will be open to improving my work

And to helping others improve theirs.

So that all our work is at its best.