

Syllabus
RTV 2517 Fall 2024
Concepts of Visual Storytelling

Professor: Houston Wells
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Office Hours: Mondays 1:45-3:45 and by appointment or Zoom

Class times: online (self-paced)

Course Description:

At the intersection of storytelling and visual communication lies a powerful set of tools for engaging audiences, transmitting ideas, and encouraging new perspectives. In this course, you will discover how the human affinity for character and story can be used as a conduit for effective visual communication. You will also gain experience with some of the essential software tools used by professional visual storytellers.

Required texts:

The Science of Storytelling: Why Stories Make Us Human and How to Tell Them Better, by Will Storr

Storynomics: Story-Driven Marketing in the Post-Advertising World, by Robert Mckee and Thomas Gerace

Learning Objectives: Students will develop comprehension in the following

- The elements of story
- The science of great storytelling
- The psychology behind compelling characters
- Engaging audiences with story
- Digital tools for storytelling and content creation
- Fundamentals of composition and color
- Fundamentals of audio-visual editing

NOTICE: this course requires reliable internet access as well as access to the Adobe Creative Cloud suite of software (primarily Photoshop and Premiere Pro.) If you cannot meet these requirements, you should not take this course.

A discounted subscription to Adobe Creative Cloud specifically for University of Florida students can be accessed at <https://software.ufl.edu/>

In addition, there are many open computer lab spaces on UF campus that have the Adobe Creative Cloud suite of software. For more information check <https://labs.at.ufl.edu/>

Quizzes and assignments:

Check the online modules for “complete by” dates for quizzes and assignments. Please note that although all of the assignments will be available for you to complete from the start of the semester, the due dates are staggered throughout the semester. Assignments submitted late will be assessed a 20% penalty for each 24 hour period (or portion thereof) past the due date.

The quizzes are short (5 question) comprehension checks for the readings and lecture/tutorial viewings. The **two lowest quiz scores will be dropped** at the end of the course; if you miss a quiz for ANY reason, this will count as one of the dropped quizzes. This includes technical reasons such as unreliable internet or low computer battery, so plan accordingly. You do not need to contact your instructor if you miss a quiz.

Grading scale:

A	93.50-100
A-	89.50-93.49
B+	87.50-89.49
B	83.50-87.49
B-	79.50-83.49
C+	77.50-79.49
C	73.50-77.49
C-	69.50-73.49
D	64.50-69.49
E	0-64.49

Point distribution:

Quizzes	25% of final grade
Exercises	50% of final grade
Discussion Posts	15% of final grade
Final project	10% of final grade

Module 1: The power of storytelling

VIEW: An introduction to the course (video)

READ: *The Science of Storytelling*: sections 1.0-1.4

COMPLETE: Introduce yourself on video Discussion Post

COMPLETE: Quiz 1

Module 2: Crafting story for your audience

READ: *The Science of Storytelling*: sections 1.5-1.9

VIEW: LinkedIn Learning: The Art of Photo Composition

1. The Big Picture of Composition

2. A Few Compositional Precursors

COMPLETE: Photo Analysis Discussion post

COMPLETE: Quiz 2

Module 3: Photography Aesthetics

READ: *The Science of Storytelling*: sections 2.0-2.4

VIEW: Lecture "Color concepts"

VIEW: Intro to Photoshop Tutorial 1

VIEW: Intro to Photoshop Tutorial 2

VIEW: LinkedIn Learning: The Art of Photo Composition

3. The Elements and Principles in Action

COMPLETE: Photography exercise 1

COMPLETE: Photoshop exercise 1

COMPLETE: Quiz 3

Module 4: Photography post-production

READ: *The Science of Storytelling*: sections 2.5-2.8

VIEW: LinkedIn Learning: The Art of Photo Composition

4. Emotion, Mood, and Storytelling

VIEW: Intro to Photoshop Tutorial 3

VIEW: Lecture "Composition Concepts"

COMPLETE: Photoshop exercise 2

COMPLETE: Quiz 4

Module 5: Photography in practice

READ: *The Science of Storytelling*: sections 3.0-3.3

VIEW: Writing Advice from Matt Stone and Trey Parker (link on Canvas)

VIEW: Introduction to Photoshop Tutorial 4

COMPLETE: Photography exercise 2

COMPLETE: Photoshop exercise 3

COMPLETE: Photoshop exercise 4

COMPLETE: Quiz 5

Module 6: An introduction to editing the moving image

READ: *The Science of Storytelling*: sections 3.4-3.8

VIEW: Lecture "Resolution and frame rate"

VIEW: Intro to Premiere Pro Tutorial 1

VIEW: Exporting from Premiere Pro

COMPLETE: Premiere Pro exercise 1

COMPLETE: Pictures at an Exhibition Discussion Post

COMPLETE: Quiz 6

Module 7: Editing video continued

READ: *The Science of Storytelling*: sections 3.9-3.11

VIEW: Lecture "Fields of view and camera angles"

VIEW: Intro to Premiere Pro Tutorial 2

COMPLETE: Premiere Pro exercise 2

COMPLETE: Quiz 7

Module 8: Editing for continuity

READ: *The Science of Storytelling*: sections 4.0-4.8

VIEW: Editing for continuity tutorial

COMPLETE: Quiz 8

Module 9: Editing for continuity (continued)

READ: *Storynomics* Chapters 3 and 4

VIEW: Audio Basics in Premiere Pro tutorial

COMPLETE: Continuity practice edit

COMPLETE: Quiz 9

Module 10: Editing the interview

READ: *Storynomics* Chapter 5
VIEW: Editing the interview plus b-roll tutorial
COMPLETE: Interview practice edit
COMPLETE: Quiz 10

Module 11: Editing dialog

READ: *Storynomics* Chapter 6 (you can ignore the diagrams if you want to – they're a bit confusing and non-essential to understanding the content)
VIEW: Introduction to editing dialog tutorial
COMPLETE: Dialog practice edit
COMPLETE: Quiz 11

Module 12: The camera in motion

READ: *Storynomics* Chapter 8
COMPLETE: Final Project- Self-shot Dialog or Interview plus B-roll edit
COMPLETE: Quiz 12

University of Florida Policies

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the Disability Resource Center.

disability.ufl.edu/students/get-started/

It is important for students to share their accommodation letter with their instructor and discuss their access needs as early as possible in the semester.

For information on current UF grading policies for assigning grade points:
catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found in the online catalog at catalog.ufl.edu/UGRD/academic-regulations/attendance-policies

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via ufl.bluera.com/ufl/

UF students are bound by The Honor Pledge which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." The Honor Code sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/ specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel.

Campus Resources:

Health and Wellness

U Matter, We Care: If you or a friend is in distress, please contact umatter@ufl.edu or 352 392-1575 so that a team member can reach out to the student.

Counseling and Wellness Center: <http://www.counseling.ufl.edu/cwc/Default.aspx>, 392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.

Sexual Assault Recovery Services (SARS) Student Health Care Center, 392-1161.
University Police Department, 392-1111 (or 9-1-1 for emergencies). <http://www.police.ufl.edu/>

Academic Resources

E-learning technical support, 352-392-4357 (select option 2) or e-mail to Learningsupport@ufl.edu. <https://lss.at.ufl.edu/help.shtml>.

Career Resource Center, Reitz Union, 392-1601. Career assistance and counseling.
<http://www.crc.ufl.edu/>

Library Support, <http://cms.uflib.ufl.edu/ask>. Various ways to receive assistance with respect to using the libraries or finding resources.

Teaching Center, Broward Hall, 392-2010 or 392-6420. General study skills and tutoring.
<http://teachingcenter.ufl.edu/>

Student Complaints Campus: https://www.dso.ufl.edu/documents/UF_Complaints_policy.pdf On-Line Students Complaints: <http://www.distance.ufl.edu/student-complaint-process>

Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor.

A “class lecture” is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture does not include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or lecturer during a class session.

Publication without permission of the instructor is prohibited. To “publish” means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Honor Code and Student Conduct Code.