



# MMC 6137

Audio-Visual  
Storytelling

<p>WELCOME!</p>	<p><i>We now live in the fast-paced information age, where information, concepts, and ideas continuously bombard us from every direction. Do stories really matter to us any more? Think about that and be prepared to discuss. This class combines storytelling strategies and digital storytelling tactics. Working together we will demystify cinematography and post-production techniques to create effective and meaningful video stories.</i></p> <p>I want you to be you in your project work. On the first day of class I will show a wide range of diverse projects produced by students over the years. It's why I love teaching this class!</p>
<p>HELLO!</p>	<p>If you would like to be called by a name other than what I have on the UF registration please let me know. I am looking forward to meeting and working with you so please introduce yourself!</p>
<p>MY CONTACT INFORMATION</p>	<p>Instructor: Professor Tim Sorel          Contact Info: <a href="mailto:tsorel@jou.ufl.edu">tsorel@jou.ufl.edu</a>   352-392-2849 (email is best!)          Office: 1080 Weimer Hall   Office Hours by Zoom or in person by appointment          Open office hours: Monday 12:00-1:30. Zoom meetings are available 7 days a week.</p>
<p>CLASS &amp; LAB MEETINGS</p>	<p>Tuesday periods 3-5          Class will be held in room 3324- Mac lab in the INC.</p>
<p>STUDENT LEARNING OUTCOMES</p>	<p><b>Students will develop comprehension in the following:</b></p> <ul style="list-style-type: none"> <li>• The elements of effective storytelling</li> <li>• Building and engaging audiences with effective storytelling</li> <li>• Selling and branding with storytelling</li> <li>• Digital tools for storytelling and content creation</li> <li>• Fundamentals of photography and cinematography</li> <li>• Intermediate expertise in video and audio editing with Adobe Premiere</li> <li>• Concepts in cross-platform mass-media distribution</li> </ul>
<p>TEXTBOOKS</p>	<p>No required textbook. Handouts provided. Engagement with on line materials is required.</p>
<p>COMPUTER &amp; SOFTWARE</p>	<p>Students will benefit from having a laptop with the Adobe Creative Suite loaded; however, students can use the editing lab when available. I will discuss in class.</p>
<p>ATTENDANCE, TARDINESS, AND LATE ASSIGNMENT POLICIES</p>	<p>Because technical material will be introduced during class, attendance is essential for student success. Students are permitted one absence per semester without penalty. Each additional absence will result in a five-point deduction from the final grade per occurrence. Students are allowed one tardy per semester. Any additional tardiness will incur a two-point deduction from the final grade for each occurrence. Late assignments will be penalized 20% of the total possible points for each day they are overdue. Assignments submitted more than one week late will not be accepted. The following circumstances will be considered valid reasons for missing class or submitting late assignments without penalty: Excused illness. Title IX-related situations. Serious accidents or emergencies affecting the student, their roommates, or family members. Special curricular requirements (e.g., judging trips, field trips, professional conferences) Military obligations. Severe weather conditions preventing class participatio. Religious holidays. Participation in official university activities (e.g., music performances, athletic events, debate. Court-imposed legal obligations (e.g., jury duty, subpoena). Other reasons (e.g., job interviews, club activities) may also be considered acceptable if pre-approved by the instructor.</p>
<p>EQUIPMENT ROOM POLICIES</p>	<p>You will be issued camera gear for the semester. Students will sign an equipment room contract. Failure to adhere to the contract can result in a student having a grade point deduction and/or receiving an incomplete or failing grade in the class. Late returns can result in equipment privileges being revoked. Parking for the equipment room is limited to ten minutes. Failure to adhere to this policy can result in a point deduction.</p>



## UNIVERSITY POLICIES & INFORMATION

### **STUDENTS WITH DISABILITIES**

Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the Instructor when requesting accommodation.

### **UF HONOR CODE**

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 either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." The Honor Code (<http://www.dso.ufl.edu/sccr/process/student-conduct-honor-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.

### **GATORWELL**

For prevention services focused on optimal wellbeing, including Wellness Coaching for Academic Success, visit the [GatorWell website](#) or call 352-273-445

### **U MATTER WE CARE**

If you or someone you know is in distress, please contact [umatter@ufl.edu](mailto:umatter@ufl.edu), 352-392-1575, or [visit U Matter, We Care website](#) to refer or report a concern and a team member will reach out to the student in distress.

### **STUDENT HEALTH CARE CENTER**

Call 352-392-1161 for 24/7 information to help you find the care you need, or visit the [Student Health Care Center website](#).

### **UNIVERSITY OF FLORIDA POLICE**

Visit [UF Police Department website](#) or call 352-392-1111 (or 9-1-1 for emergencies).

### **UF SHANDS EMERGENCY HOSPITAL**

For immediate medical care call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; Visit the [UF Health Emergency Room and Trauma Center website](#).

### **E-LEARNING TECH SUPPORT**

[Contact the UF Computing Help Desk](#) at 352-392-4357 or via e-mail at [helpdesk@ufl.edu](mailto:helpdesk@ufl.edu).  
Career Connections Center: Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling services.

### **LIBRARY SUPPORT**

Various ways to [receive assistance](#) with respect to using the libraries or finding resources.

### **TEACHING CENTER**

Broward Hall, 352-392-2010 or to [make an appointment](#) 352-392-6420. General study skills and tutoring.

### **WRITING STUDIO**

2215 Turlington Hall, 352-846-1138. [Help brainstorming, formatting, and writing papers.](#)

### **STUDENT COMPLAINTS ON-CAMPUS**

Visit the Student Honor Code and Student Conduct Code webpage for more information



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### **COURSE EVALUATIONS**

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at <https://gatorevals.aa.ufl.edu/students/>. 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 <https://ufl.bluera.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>.

### **CLASS RECORDINGS**

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 or magazine.



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**ASSIGNMENTS &  
PROJECTS  
GRADING**

Cinematography/editing assignments ..... 80 PTS  
Final Project Campaign..... .20 PTS

Point totals within .5 of a whole number will be rounded up

<b>GRADING SCALE</b>	
94pts or higher	= A
90-93pts	= A-
88-89pts	= B+
84-87pts	= B
80-83pts	= B-
78-79pts	= C+
74-77pts	= C
70-73pts	= C-
65-69pts	= D
64pts or below	= E

**ASSIGNMENTS**

**See Canvas for descriptions and due dates.**  
**Email Professor Sorel if you do not have access to Canvas**



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DATE	TUESDAY	OUTSIDE OF CLASS
JAN14	Canon R intro. Controls, lens care,check outs. Lets go shoot! Framing a shot	Work on assignment 1
JAN 21	Introduction to Premiere Pro Editing I Finding locations. Use of natural light cinematography fundamentals of composition.	Work on assignment 2 & 3 & social media response and reaction
JAN 28	Storytelling I News, non-fiction and fiction Narratives. Story Arc. Assignment 6 prep.	Work on assignment 4
FEB 4	Storytelling II. Premiere editing II: Audio editing/layers	Work on assignment 5
FEB 11	Interviewing. Lighting I Small group mic and interview work shops	Pre-plan assignments 6&7
FEB 18	Premiere Pro Editing III. Titles, jpegs and motion Audio techniques and mixing.	Work on assignment 6 . Consider your final project
FEB 25	Storytelling III and the arc for your stories	Consider and research your final project
MAR 4	Small group camera workshops II Interview/lighting set ups II	Organize your campaign project
MAR 11	Pitching your story and selling the idea	Develop formal pitch final project and project timeline Work on Assignment 7
MAR 17	Premiere Pro Editing IV Color correction I Project organization and logging	Schedule final project. Create pre-pro materials
MAR 24	MARCH BREAK	Schedule final project. Create pre-pro materials
MAR 31	Formal Pitches of final projects Social media targeting. Color Correction III. Secondary	Shoot final project
APR 7	No meeting planned. Final Project work week	Shoot final project
APR 14	Advanced concepts in post production	Organize your final project footage. A roll cut meeting with Sorel.
APR 21	One on one sessions as needed.	Edit final project
APR 28	In class project screening and presentations	ENJOY YOUR BREAK