



Course 102.1 Digital Storytelling and Journalism

Week 1 of 4 Week Class

Instructional Requirements

Now that you have a basic understanding on good journalism this activity will challenge you to work in teams and tell story of a UN Human Rights violations. May even go viral on the Internet. You have to strive to present beyond the facts of human right violations and attempt to draw an emotional reaction that would evoke change. By the end of this class your team will produce a 28 second to one minute Human Rights promo. Tip: Look at CNN iReporters for inspiration: <http://www.cnn.com/specials/opinions/ireport-assignment-desk>

Technology:

iMovie or Movie Maker, PowerPoint or Keynote, Tablet or Cell phone. Note: Make sure you have backup of anything place on Google Docs. Your team can use DropBox as a replacement.

Week 1 Activity

Researched videos about the 31 Human Rights as defined by the United Nations. Choose a cause to help

Technical Skills

You will be given the site for YouthForHumanRights.org for a list of UN human rights and samples. View the emotional media promos that tells the story of the human right infractions going on today. By using a simple recording device (cell or tablet) and free media production tools such as iMovie or MS Moviemaker you will tell your story and post it on YouTube. There is iReporter inspiration at CNN.

Estimated Time to Complete: 10–20 Hours

Class Webinar Weds at 8:00 PM (Clarification, troubleshooting, ideas and teamwork)

Part 1 – Due Tuesday before 11:59 p.m. ET

- Goto: <http://www.youthforhumanrights.org/what-are-human-rights/videos> Select six human rights promo videos (view them) then select the one that had the largest impact on you
- Watch both the “No Slavery” and “Race to the Bottom” videos as an example of a Human Rights and digital storytelling of current infractions. You can use slavery in your selection but not “Race to the bottom”
<http://www.youthforhumanrights.org/what-are-human-rights/videos/no-slavery.html> and <https://youtu.be/mXS6ChOO868>
- Post the human right you have select and why you believe it is important to report on. Minimum 300 words.

Part 2 - Due Friday before 11:59 p.m. ET

Research your chosen human right and view at least four videos on YouTube, Vimeo and press sites.

- Post two clips of stories that relate to that human right.
- In 300 words that reflect on why those clips are impactful to you.



Part 3 - Due Sunday before 11:59 p.m. ET

You will receive an email from your instructor to join a group of four. From a Google circle and Doc folder for the group and agree on who does what tasks. Post the bellow team jobs along with who is assigned to each task.

- Production – iMovie editing
- Storyboard
- Movie clips photos
- Script
- Voice

Deliverable

- Part 1—Due Tuesday before 11:59 p.m. ET
- Part 2—Due Friday before 11:59 p.m. ET
- Part 3—Due Sunday before 11:59 p.m. ET

Resources

- iMovie download (free) <http://www.apple.com/ios/imovie/>
- MS Movie Maker <https://support.microsoft.com/en-us/help/14220/windows-movie-maker-download>
- RISE Model : <http://www.risemodel.com>
- www.youthforhumanrights.org

Grading Rubric

Part 1. Define issue: Pick your cause.

Criteria for 25 Points

- Youth for Human Rights video posted
- Post on why it is impactful 300 words minimum
- Post certificate or scene a an iMovie to MS Moviemaker tutorial

Part 2. Discover: Based on the Human Right clip you selected, research two related story videos (not movies or full length documentaries).

Criteria for 50 Points

- Post both clips.
- 300 on how each was impactful (Note it helps to read articles on the topic)
- Use RISE model to critique videos.

Part 3. Collaborate: Setup your production team.

Criteria for 50 Points

- Download instructor spread sheet of the groups asignments
- Set up a Google circle for the group.
- Assign tasks for the groups and how you will meet.
- In Google Hangout to discuss an agreed on one Human Right to do the digital story/promo on.

Deductions

- Use of RISE Model
- Quality of video production
- Errors in spelling, grammar, punctuation, capitalization, structure,
- organization
- Timeliness—missed deadlines



- Plagiarism

Course 102.2 Digital Storytelling and Journalism

Week 2 of 4 Week Class

Instructional Requirements

Your team has decided on the message you want to give to the world. This week focus on the project management and creative training your team will need to collaboratively produce this promo. Keep in mind the more samples of promo work and articles you read the more creative ideas you will have.

Technology:

iMovie or Movie Maker, PowerPoint or Keynote, Tablet or Cell phone.

Week 1 Activity

Select research and produce an Internet video clip on one of the 31 Human Rights as defined by the United Nations.

Technical Skills

You will be give the program YouthForHumanRights.org for the list of human rights and samples of emotional media commercial ads that tell the story of the human right infraction going on today. By using a simple recording device and media production tool iMovie or MS Moviemaker you will tell your own story.

Estimated Time to Complete: 10–20 Hours

Class Webinar Weds at 8:00 PM (Clarification, troubleshooting, ideas and teamwork)

Part 1 – Due Tuesday before 11:59 p.m. ET

Setup team

- Goto: <http://www.youthforhumanrights.org/what-are-human-rights/videos>
Group agrees on one human Right their video they will tell the story on.
- Set up project control for meetings and responsibilities.
- All team member post the Human Right and their team name.

Part 2 - Due Friday before 11:59 p.m. ET

All team members take the Lynda.com Online course for either iMovie or MS Movie Maker.

- Post certificate (screen capture) in you blog. Do not wait for last minute, you cannot skip Lynda.com.

Part 3 - Due Sunday before 11:59 p.m. ET

Develop storyboard of your HR promo.

- Watch Lynda.com on how to storyboard
- Post the storyboard in any format. Drawing, PowerPoint, word etc.

Deliverable

- Part 1—Due Tuesday before 11:59 p.m. ET
- Part 2—Due Friday before 11:59 p.m. ET
- Part 3—Due Sunday before 11:59 p.m. ET



Resources

- Technical Training www.lynda.com or vendor courses from Apple or Microsoft
- iMovie download (free) <http://www.apple.com/ios/imovie/>
- MS Movie Maker <https://support.microsoft.com/en-us/help/14220/windows-movie-maker-download>
- RISE Model : <http://www.risemodel.com>

Grading Rubric

Part 1. Set up team:

Criteria for 15 Points

- All member post team name and each persons responsibility on the team.
- Post HR promo you will do

Part 2. Train:

Criteria for 40 Points

- Post screenshot of certificate or training course.

Part 3. Adopt: Agree as a team your story and message.

Criteria for 40 Points

- All team members post storyboard.
- There posts to other teams using RISE Model on their storyboards. Minimum 300 words.

Deductions

- Use of RISE Model
- Quality of video production
- Errors in spelling, grammar, punctuation, capitalization, structure, organization
- Timeliness—missed deadlines
- Plagiarism

Totals 100



Course 102.3 Digital Storytelling and Journalism

Week 3 of 4 Week Class

Instructional Requirements

You have adopted a cause and developed a storyline to prove your point on digital media. Now using the RISE comments and advice of classmates modify your storyboard and produce the rough-cut promo.

Technology:

iMovie or Movie Maker, PowerPoint or Keynote, Tablet or Cell phone.

Week 3 Activity

Start production of your Human Rights promo

Technical Skills

You will be given the program YouthForHumanRights.org for the list of human rights and samples of emotional media commercial ads that tell the story of the human right infraction going on today. By using a simple recording device and media production tool iMovie or MS Moviemaker you will tell your story.

Estimated Time to Complete: 10–20 Hours

Class Webinar Weds at 8:00 PM (Clarification, troubleshooting, ideas and Teamwork)

Part 1 – Due Tuesday before 11:59 p.m. ET

Start production

- Set Google Docs folder for team to save all files
- All team member work on their parts
- Each team member posts a Google Docs link (and date submitted) to their contributing files, such as audio clips, images, video etc..
- Post link to Google docs with instructor permission

Part 2 - Due Friday before 11:59 p.m. ET

Complete rough-cut of all of the elements in storyboard, video clips, images and voice-overs should be done and handed to the person doing video editing. Do not panic this is a rough cut and must be less than one minute.

- Place all production elements into one Google Docs folder.

Part 3 - Due Sunday before 11:59 p.m. ET

Rough Cut

Produce a rough cut of your promo

- All team members place their part in on Google Docs folder for production
- Production editor takes element to develop video
- Team reviews production and gives advice (Remember RISE)
- All team members post the rough cut in their blog.

Production Tip: Place the training video in one window while working with iMovie/Moviemaker in the other. When you get stuck go step by step with the video stopping as you need it. Also use your Google circle team members for tech (and moral) support.



Deliverable

- Part 1—Due Tuesday before 11:59 p.m. ET
- Part 2—Due Friday before 11:59 p.m. ET
- Part 3—Due Sunday before 11:59 p.m. ET

Resources

- Google Docs
- Technical Training www.lynda.com or vendor courses from Apple or Microsoft
- iMovie download (free) <http://www.apple.com/ios/imovie/>
- MS Movie Maker <https://support.microsoft.com/en-us/help/14220/windows-movie-maker-download>
- RISE Model : <http://www.risemodel.com>

Grading Rubric

Part 1. Start Production: —Teams sets up folder and all member start their tasks. Tip: Make sure you have all the folder rights and invites set up and tested. Assign one person to maintain that folder along with managing team members meeting their timelines.

Criteria for 10 Points

- Setup Google Docs folder
- Teams members start production

Part 2. Ready editing: All elements in rough-cut go into folder ready for editing.

Criteria for 15 Points

- Post screenshot of certificate or training course.

Part 3. Produce: Take all elements from folder and start video production. Note whoever is doing voice overs needs to be available during last minute editing.

Criteria for 75 Points

- Once finished all team members post the raw cut promo on their class blog..

Deductions

- Use of RISE Model
- Quality of video production
- Errors in spelling, grammar, punctuation, capitalization, structure, organization
- Timeliness—missed deadlines
- Plagiarism



Course 102.4 Digital Storytelling and Journalism

Week 4 of 4 Week Class

Instructional Requirements

Now that you have completed your rough-cut, time for absorbing advice on improvement, support other team projects and polishing up your promo. Produce your final cut with the advice you have received from other teams.

Technology:

iMovie or Movie Maker, PowerPoint or Keynote, Tablet or Cell phone. YouTube

Week 4 Activity

Produce final Human Rights video

Technical Skills

You will be given the program YouthForHumanRights.org for the list of human rights and samples of emotional media commercial ads that tell the story of the human right infraction going on today. By using a simple recording device and media production tool iMovie or MS Moviemaker you will tell your story.

Estimated Time to Complete: 10–20 Hours

Class Webinar Weds at 8:00 PM (Clarification, troubleshooting, ideas and teamwork)

Part 1 – Due Tuesday before 11:59 p.m. ET

Learn and Critique

- Using the RISE method review at least three other teams rough-cut promo. Provide reason for improvement and compliment.
- Respond to each RISE Review

Part 2 - Due Friday before 11:59 p.m. ET

Improve

Based on your classmates feedback go back into the promo and improve it.

- State the recommendations for improvement and the improvement made in your blog.
- Team meets in Google Hangouts to discuss and implement improvements.

Part 3 - Due Sunday before 11:59 p.m. ET

Final Cut

Produce final cut of your promo

- All team members place their revised part in on Google Docs folder for production
- Production editor takes element to develop video
- All team members post the final cut in their blog.

Deliverable

- Part 1—Due Tuesday before 11:59 p.m. ET
- Part 2—Due Friday before 11:59 p.m. ET
- Part 3—Due Sunday before 11:59 p.m. ET



Resources

- Google Docs
- Technical Training www.lynda.com or vendor courses from Apple or Microsoft
- iMovie download (free) <http://www.apple.com/ios/imovie/>
- MS Movie Maker <https://support.microsoft.com/en-us/help/14220/windows-movie-maker-download>
- RISE Model : <http://www.risemodel.com>

Grading Rubric

Part 1. Start Production: —Teams sets up folder and all member start their tasks

Criteria for 40 Points

- Review with RISE three other class team promo videos
- Respond to each review you receive on your promo video

Part 2. Ready editing: All revised elements in final-cut go into folder ready for editing.

Criteria for 10 Points

- State the recommendations for improvement and the improvement made in your blog. Min 300 words

Part 3. Produce: Take all final elements from folder and start video production. Note whoever is doing voice overs needs to be available during last minute editing.

Criteria for 50 Points

- All team members post the final cut promo on their class blog.
- Place a copy of the raw production file in the Google Docs folder

Deductions

- Use of RISE Model
- Quality of video production
- Errors in spelling, grammar, punctuation, capitalization, structure, organization
- Timeliness—missed deadlines
- Plagiarism