



GEORGETOWN UNIVERSITY  
School of Continuing Studies  
Journalism

## **MPJO-894-01: VIDEO STORYTELLING LAB: BEYOND THE NEWSROOM**

### **GEORGETOWN UNIVERSITY: MPS-JOURNALISM**

Mondays, 8:00 p.m. to 10:30 p.m. | Spring 2017

Instructors: Lauren Knapp and Gabe Silverman

Downtown campus, room C226 (Mac Lab)

- Office hours are by appointment only
- SCS Digital Media Center Manager: Zan Gillies
  - Zan.Gillies@georgetown.edu
- Main Campus Gelardin Media Center Equipment Rental
  - <https://www.library.georgetown.edu/gelardin/pir>

### **COURSE OVERVIEW**

This hands on advanced production course takes students through the video storytelling process from beginning to end. Students develop advanced video skills as they learn to drive a narrative for a variety of clients. The class teaches students how to work with diverse potential partners from news organizations to non-profits and how to market themselves along the way

### **COURSE OBJECTIVES**

- Demonstrate foundational knowledge of non-fiction short video production including composition, lighting, sound recording, and editing
- Develop relationships with external clients to create a portfolio of work
- Assess short form non-fiction content on a variety of web platforms (NYT, New Yorker, NPR, Washington Post, etc)
- Employ and practice the necessary skills to be successful in entrepreneurial filmmaking and freelance journalism

### **REQUIRED READING**

#### **Recommended reading:**

- *The Art of Nonfiction Movie Making*, Jeffrey Friedman & Rob Epstein
- *In The Blink of an Eye*, Walter Murch
- *Entrepreneurial Journalism*, Mark Briggs
- *Telling True Stories*, Mark Kramer

### **ATTENDANCE**

As outlined by the university, missing more than two classes will result in a final grade reduction of one level (for example, an A will be converted to an A-). Absences for classes, beyond the initial two, will result in further reduction of the final grade. If you are absent for more than four classes, you will be in danger of failing this course.

If, for whatever reason, you are unable to attend class, please obtain notes and assignments from other



students for the material you missed. Please show up to class on time. If you repeatedly show up tardy, it will have a negative impact on your grade — and you'll look bad in front of your fellow students.

### CLASSROOM ETIQUETTE, CLASS PARTICIPATION AND OTHER GUIDELINES

Please turn off all cell phones and other distracting technology. Please only use computers for taking notes or if specifically instructed for another purpose.

Class participation is an integral part of this class and accounts for 15% of your grade. That includes showing up and participating in class discussions, and critiquing your classmates' work so they can improve. Engage in the class! You will get more out of it and so will your classmates.

Instructional continuity: In the event of a weather emergency (or any other widespread emergency) that would close the Georgetown Downtown building, we will plan to meet virtually through online videoconferencing tools. More information will be provided on how this will work later in the semester.

### ASSIGNMENTS

**Late Work Policy:** Assignments should be turned in on time. Any late assignments will lose a letter grade for each 24 hour period after the due date. If you need to request an extension, please email Lauren & Gabe at least 48 hours before the due date.

*All assignments are due at the beginning of class time on the date listed below, unless otherwise indicated.*

Due Date	Assignment
As Assigned	Short Film Dissection & Presentation
1/14	Scavenger Hunt (In Class)
1/23	Story of a Corner
1/30	Observational Shoot
2/6	Audio Profile
2/13	Process Film
2/27	Single Person Profile
3/13	Final Project Pitch
3/20	<i>No Assignment</i>
3/27	Proposal (Rough Draft)



4/3	Proposal (Final Draft)
4/10	<i>No Assignment</i>
4/24	Rough Cut
5/1	Fine Cut
5/8	Final Cut

### GRADING

Your course grade will be based on the following:

Participation	15%
Film Dissection & Presentation	15%
Technical Assignments	30%
Capstone	40%
<b>Total</b>	<b>100%</b>

Graduate course grades include A, A-, B+, B, B-, C and F. **There are no grades of C+, C- or D.**

A	100-93	B-	82.99-80
A-	92.99-90	C	79.99-70
B+	89.99-88	F	69.99-0
B	87.99-83		

The instructor will provide a warning by mid-semester to any student who appears to be on track for a poor final grade.

### UNIVERSITY RESOURCES

Georgetown offers a variety of support systems for students that can be accessed on main campus or at the downtown location:

- Lynda.com via Georgetown Library  
<http://www.library.georgetown.edu/scs>
- Documentary Video Production  
<http://guides.library.georgetown.edu/documentary>



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- Narrative Video Production  
<http://guides.library.georgetown.edu/narrative>
- MPS Writing Resource Program  
202-687-4246  
<http://writingcenter.georgetown.edu/>
- Academic Resource Center  
202-687-8354 | [arc@georgetown.edu](mailto:arc@georgetown.edu)  
<http://ldss.georgetown.edu/>
- Counseling and Psychiatric Services  
202-687-6985  
<http://caps.georgetown.edu/>

### STUDENTS WITH DISABILITIES POLICY

Students with documented disabilities have the right to specific accommodations that do not fundamentally alter the nature of the course. Students with disabilities should contact the Academic Resource Center (Leavey Center, Suite 335; 202-687-8354; [arc@georgetown.edu](mailto:arc@georgetown.edu); <http://ldss.georgetown.edu/index.cfm>) before the start of classes to allow time to review the documentation and make recommendations for appropriate accommodations. If accommodations are recommended, you will be given a letter from ARC to share with your professors. You are personally responsible for completing this process officially and in a timely manner. Neither accommodations nor exceptions to policies can be permitted to students who have not completed this process in advance.

### GEORGETOWN HONOR SYSTEM

All students are expected to maintain the highest standards of academic and personal integrity in pursuit of their education at Georgetown. Academic dishonesty in any form is a serious offense, and students found in violation are subject to academic penalties that include, but are not limited to, failure of the course, termination from the program, and revocation of degrees already conferred. All students are held to the Honor Code. The Honor Code pledge follows:

*In the pursuit of the high ideals and rigorous standards of academic life, I commit myself to respect and uphold the Georgetown University Honor System: To be honest in any academic endeavor, and To conduct myself honorably, as a responsible member of the Georgetown community, as we live and work together.*

### PLAGIARISM

Stealing someone else's work is a terminal offense in journalism, and it will wreck your career in academia, too. Students are expected to work with integrity and honesty in all their assignments. The Georgetown University Honor System defines plagiarism as "the act of passing off as one's own the



ideas or writings of another.” More guidance is available through the Gervase Programs at <http://gervaseprograms.georgetown.edu/honor/system/53377.html>. If you have any doubts about plagiarism, paraphrasing and the need to credit, check out <http://www.plagiarism.org>.

## SYLLABUS MODIFICATION

The syllabus may change to accommodate discussion of emerging topics. Also, the schedules of guest speakers may require some shifting of our agenda. The instructors will make every effort to provide as much advance notice as possible for any alterations.

## CLASS SCHEDULE

Date	Topic	Instructor(s)
1/11	<b>Class Introduction</b> <b>Video Dissection:</b> <a href="#">Lockdown</a> (Lauren Knapp - 2015) <a href="#">The Holocaust's Last Voices</a> (Gabe Silverman - 2015) <b>Lecture:</b> Present Instructor Work <b>Technical Workshop:</b> C100 introduction (white balance, exposure, focus)	Lauren Knapp & Gabe Silverman
1/14	<b>Lab:</b> Scavenger Hunt	Gabe Silverman
1/23	<b>Assignment Due:</b> Story of a Corner <b>Video dissection:</b> <a href="#">Fighting Ebola Street by Street (Ben C. Solomon)</a> <b>Lecture:</b> Planning and executing shoots <b>Technical workshop:</b> Run & gun: shooting live events	Gabe Silverman
1/30	<b>Assignment Due:</b> Observational Shoot <b>Video dissection:</b> <a href="#">Notes on Blindness</a> (Peter Middleton, James Spinney - 2014) <b>Lecture:</b> Sound Design <b>Technical Workshop:</b> Recording Audio	Lauren Knapp
2/6	<b>Assignment Due:</b> Audio Profile <b>Video Dissection:</b> <a href="#">My Aleppo</a> , (Melissa Langer - 2015) <b>Lecture:</b> Composition & Moving Image <b>Technical Workshop:</b> Composition & Framing	Lauren Knapp
2/13	<b>Assignment Due:</b> Process Film <b>Video Dissection:</b> <a href="#">Transgender, at war and in love</a>	Gabe Silverman



	<p><b>Lecture:</b> Using mixed media (media standardization, frame rates, incorporating images)</p> <p><b>Technical Workshop: Advanced interview technique.</b></p>	
2/27	<p><b>Assignment Due:</b> Single Person Profile</p> <p><b>Video Dissection:</b> <a href="#">Sapeurs</a> (Guiness)</p> <p><b>Lecture:</b> The business of video - the wild, uncomfortable world of negotiations and the art of getting paid.</p> <p><b>Technical Workshop:</b> Non-visual explainer: stop-motion, time-lapse</p>	Gabe Silverman
3/13	<p><b>Assignment Due:</b> Pitches (informal class presentation)</p> <p><b>Video Dissection:</b> <a href="#">Ilha Das Flores</a> (Jorge Furtado - 1989)</p> <p><b>Lecture:</b> Outlines, Storyboards, and Crafting an Argument</p> <p><b>Technical Workshop:</b> None</p>	Lauren Knapp Gabe Silverman
3/20	<p><b>Video Dissection:</b> <a href="#">Immigrant Nation</a> (Theo Rigby); <a href="#">Planet Money Makes a T-Shirt</a> (NPR - 2013)</p> <p><b>Lecture:</b> Virtual Reality, 360 Video, Interactive Documentary</p> <p><b>Technical Workshop:</b> Ricoh Theta &amp; 360 Best Practices</p>	Lauren Knapp
3/27	<p><b>Assignment Due:</b> Proposal Drafts</p> <p><b>Video Dissection:</b> <a href="#">Speaking is Difficult</a> (AJ Schnack - 2016)</p> <p><b>Lecture:</b> Fair Use or Positioning</p> <p><b>Technical Workshop:</b> Fair Use or VCP Guest Lectures</p>	Lauren Knapp
4/3	<p><b>Assignment Due:</b> Final Proposal</p> <p><b>Video Dissection:</b> TBD</p> <p><b>Lecture:</b> Trends in digital video: newsroom vs branded vs sponsored content</p> <p><b>Technical Workshop:</b> addressing any and all production fears</p>	Gabe Silverman
4/10	<p><b>Video Dissection:</b> <i>The Sandman</i> (Lauren Knapp - 2016)</p> <p><b>Lecture:</b> Editing (Pacing &amp; Structure)</p> <p><b>Technical Workshop:</b> Editing Essentials in Premiere Pro</p>	Lauren Knapp
4/24	<p><b>Assignment Due:</b> Rough Cuts</p> <p><b>Lab Time:</b> Edit Films</p>	Lauren Knapp
5/1	<p><b>Assignment Due:</b> Fine Cuts</p>	Gabe Silverman



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	<b>Lab Time:</b> Edit Films	
5/8	<b>Assignment Due:</b> Final Cuts	Lauren Knapp & Gabe Silverman