

# COM-250: DIGITAL STORYTELLING / SPRING 2024

**BARTON COLLEGE**  
School of Arts & Humanities  
**COM 250 DIGITAL STORYTELLING**  
Tu-Th 12:30PM-2:20PM BART MUSIC 103  
SYLLABUS – Spring 2024

Instructor: Miguel Elizalde,  
[melizaldepedrouso@barton.edu](mailto:melizaldepedrouso@barton.edu)  
Roma 113 (252) 399-6488

**OFFICE HOURS:** From Monday to Thursday from 2:30 pm to 4:00 pm, or whenever my door is open. You can schedule an online meeting using this link Virtual Office Hours, <https://calendly.com/melizaldepedrouso>. If you use this option, please email me the details of your meeting to confirm or cancel your appointment.

**PREREQUISITES:** No prerequisites are required.

## **COURSE DESCRIPTION**

Credit Hours: 3

Students will create video, audio and graphic projects for digital and trans-media storytelling (using multiple media platforms and formats) in communicating a cultural event, organization, sport, issue and/or personae to an audience, fans, and/or influencers using digital media platforms (including Adobe, Apple) and digital video, audio and photographic recording equipment. In the process, students will conduct and engage in primary and secondary research, on location pre-production and production work, and post-production video and sound editing, mixing and sweetening, and graphic design of audience-targeted materials for traditional, digital and social media. Students will gain an understanding of digital media as a method and tool in socio-cultural communication and narratives for various audiences across different digital media platforms.

## **REQUIRED COURSE, TEXTBOOKS, MATERIALS AND FEES:**

There is no required textbook for this class.

## **COURSE BIBLIOGRAPHY:**

These are some of the technologies we will be covering this semester.

VIDEO

RUNAWAYML

<https://runwayml.com/>

Capcut

[https://www.capcut.com/editor?from\\_page=landing\\_page&\\_\\_action\\_from=picture\\_Pro+videos+in+minutes%2C+not+hours](https://www.capcut.com/editor?from_page=landing_page&__action_from=picture_Pro+videos+in+minutes%2C+not+hours).

# COM-250: DIGITAL STORYTELLING / SPRING 2024

## AUDIO

Audiotool

<https://studio.audiotool.com/#/local/2>

Royalty free music for videos

<https://www.epidemicsound.com/>

Audacity

<https://www.audacityteam.org/>

## ANALYTICS

<https://www.notjustanalytics.com/> just Instagram

## DESIGN

mockups

<https://showcasebh.com/digital-devices.html>

<https://www.ls.graphics/free-mockups>

<https://rivervisual.gumroad.com/>

<https://creatoom.com/>

<https://www.hazardmockups.com/mockups>

Inspiration design apps

<https://appshots.design/>

<https://land-book.com/>

<https://pagecollective.com/>

<https://refero.design/>

<https://www.landingfolio.com/>

<https://www.lapa.ninja/>

## ADOBE ONLINE

<https://express.adobe.com/sp>

figma

<https://www.figma.com/files/recent?fuid=930582535632387195>

canva

<https://www.canva.com/>

<https://www.canva.com/designschool/tutorials/>

Web Flow

<https://webflow.com/?r=0>

[https://webflow.com/dashboard?utm\\_source=dashboard&workspace=my-workspace-c71530](https://webflow.com/dashboard?utm_source=dashboard&workspace=my-workspace-c71530)

## LEARNING OUTCOMES:

- **Learning Outcome 1: Students will engage in and enhance their primary and secondary research and visual literacy skills in an immersive, hands-on environment.**

As a project based course, students will need to show proficiency in the object of their research and the way that research is presented in a multiplatform mode.

- 1- proficient – Students will need to create video, audio and text content related to their research, using the tools presented in the course.

- **Learning Outcome 2: Students will learn methods and structure of traditional and digital storytelling to target audiences in traditional, digital and social media.**

Students will learn to identify the best media mix for the subject of their research. Each platform works best for different audiences.

- 2- proficient – Students will generate a cohesive narrative among platforms. In a transmedia mode. A justification for each platform created will be required during the final presentation.

- **Learning Outcome 3: Students will be able to demonstrate competencies and technical proficiencies in pre-production, production and post-production of their projects to document, record and communicate their research findings.**

Web browser editing tools fully available to each content creator will be presented every week

- 3- proficient – Students should need to successfully finish the tutorials for each editing tool.

- **Learning Outcome 4: Students will work collaboratively through academic, experiential and production projects to deliver multimedia delivery requirements, demonstrating effective communication and problem-solving skills.**

Students will help each other during the production phase, assuming different roles during the production.

- 4- proficient – It will be mandatory collaborating in at least an additional project beyond the student's own research.

- **Learning Outcome 5: Students will hone and enhance their visual, cultural and media literacy skills, as well as creative and critical thinking processes.**

Increase the student's digital literacy is crucial for an innovative and successful project.

- 5- proficient – Students will be expose and comment digital projects following ongoing narratives in the market.

- **Learning Outcome 6: Students will reflect constructively on their research and experiences (both individually and collaboratively), identifying what was learned, personal strengths, opportunities for growth, and insights into the dynamic process of researching, representing, and telling engaging multimedia stories through digital video, audio, and photographic recording, and creating visual imagery for traditional, online and social media.**

Students will present their work at the end of the semester where they will need to reflect of the research process beyond its narrative output.

- 6- proficient – Students will present a reflection on the research process during the final presentation

### **Learning Outcome 7: Development of a body of work that represents development within concentration.**

Evidence of the ability to respond to and react to their own work and to the feedback of other about their work.

7a Quality of the conceptual underpinning of the work

7b Evidence of the ability to respond to and react to their own work and to the feedback of other about their work

7c Dedication to learning process in classroom projects

- 7- proficient – Students will participate in a discussion forum online and they will create online content regarding different topics.

### **Learning Outcome 8: Evidence that demonstrates competence with the major/concentration**

8a Variety of media and technique

8b Materials/process/theme is supported by appropriate and creative use of media

8c Collaboration as an integrated part of production team

8d Design and produce graphics/video/audio/PR materials for client needs

8- proficient – Students will generate video and audio projects in teams.

**Learning Outcome 9: Craft and presentation/ Student shall demonstrate a solid understanding and creative use of materials/process**

9a Materials/process/craft supports the concept

9b Presentation is appropriate/ demonstrates breath within discipline with inclusion of at least 3 formats in each project, between writing, audio, video and / or digital.

9- proficient – Students will make creative decisions about the technologies required for their ideas and the content for their final projects.

**Learning Outcome 10: Articulation and communication/ Student shall demonstrate ability to communicate about their work both orally and in writing**

10a Thoughtfully prepared oral presentation.

10b Demonstrate the ability to write in the journalist or PR style

10- proficient – Students will have to prepare, audio and video materials for their personal projects. Students also will have to give an oral presentation of their projects too.

**Learning Outcome 11: Creativity and imagination/ Student shall demonstrate an ability to challenge himself or herself**

11a Work demonstrates strategic thinking to adapt the message to the client / project needs.

11b Work demonstrates originality and innovation.

11c Work reveals the use of unexpected strategies and explores new directions (risk taking)

11- proficient – Students will need to adapt their messages to their topics doing their own research and synthesizing it for online formats.

#### **OUTLINE OF COURSE**

1/WEEK 1 01/16

Intro & 7 elements of Multiplatform Storytelling Agency Procedural Interactivity Participation

2/WEEK 1 01/18

Canva 1

# COM-250: DIGITAL STORYTELLING / SPRING 2024

3/WEEK 2 01/23

Visual Storytelling: In What Ways Do We Think about Visual Storytelling Every Day?

Story Structure: How Do You Tell a Story to Be Made into a Film?

4/WEEK 2 01/25

Canva 2

5/WEEK 3 01/30

The Visual Storyteller's Toolbox: What Kinds of Equipment Are Needed for Gathering Multimedia Content?

The Internet and Social Media: How Are the Internet and Social Media Affecting Visual Storytelling?

6/ WEEK 3 02/01

Canva 3

7/WEEK 4 02/06

The Building Blocks of Visual Storytelling: How Are Visual Images Created and Combined Logically to Tell a Coherent Story with a Beginning, Middle, and End?

Editing a Video in Post-Production: Why Do Motion Pictures and News Video Utilize Specific Editing Techniques?

8/ WEEK 4 02/08

Figma 1

9/WEEK 5 02/13

Visual Storytelling with Mobile Devices: How do you use a mobile device to tell high quality visual stories using your personal phone's camera?

Visual Innovation and Storytelling: What innovative tools and platforms do we use to tell and view new forms of visual stories?

10/WEEK 5 02/15

Figma 2

11/WEEK 6 02/20

Multimedia Storytelling in Entertainment: How Do You Write a Script and Tell a Story Visually Within a Designed Reality?

12/ WEEK 6 02/22

Web Flow 1

13/WEEK 7 02/27

Multimedia Storytelling in Journalism: How Can Multimedia Storytelling Be Used to Tell True-Life Stories?

14/ WEEK 7 02/29

Web Flow 2

15/ WEEK 8 03/12

Multimedia Storytelling in Strategic Communications: What Makes an Effective Strategy to Push a Brand Visually on Multiple Platforms?

16/ WEEK 8 03/14

Cap Cut 1

17/WEEK 9 03/19

Editing a Video in Post-Production: Why Do Motion Pictures and News Video Utilize Specific Editing Techniques?

# COM-250: DIGITAL STORYTELLING / SPRING 2024

18/ WEEK 9 03/21  
Cap Cut 2  
19/WEEK 10 03/26  
Personal Project  
20/ WEEK 10 03/28  
Audio Tool 1  
21/WEEK 11 04/02  
Personal Project  
22/ WEEK 11 04/04  
Audio Tool 2  
23/ WEEK 12 04/09  
Personal Project  
24/ WEEK 12 04/11  
Personal Project  
25/WEEK 13 04/18  
Personal Project  
26/WEEK 14 04/23  
Personal Project  
27/ WEEK 14 04/25  
Personal Project  
27/ WEEK 15 04/30  
Personal Project  
Final Presentation: 03/03 1:30 pm

Syllabus or Agenda items subject to change. Syllabus and/or due date changes will be communicated through written notification.

The last day to drop this course without penalty is Monday January 22 by 11:59 PM.

The last day to withdraw from this course and still receive a withdraw passing grade (WP) is Wednesday, March 27 by 11:59 PM.

## **ATTENDANCE POLICY:**

Students are expected to attend ALL classes face to face or virtually. Missing more than three class meetings results in lowering of the course grade by one full letter. Missing more than 25% of the scheduled classes (seven class meetings) results in failure of the course.

This is a major required course. If illness or other emergency occurs, the student is expected to notify the instructor prior to the absence. However, this phone call, text or email does not guarantee that the absence will be excused. Excused absences will only be approved on a case-by-case basis upon consideration of the illness or other emergency. Whether or not the absence is excused, it is the student's responsibility to contact other students for any missed notes, handouts,

and other information.

All Barton College attendance requirements pertain to this course.

You are expected to be professional, to be on time, and to stay for the entire class period. If online, you should be present via video and active in the class. If the professor of this course feels you are NOT engaging properly, that will be addressed, and points might be deducted if the behavior does not improve. Being ALERT and present means you are NOT on your phones or off task on your computers. Please be professional.

### **MAKE-UP POLICY**

All assignments missed due to an excused absence must be made up by the next class session, unless otherwise arranged with the instructor. Any missed presentations must be given at the next class meeting. Please meet with the professor to schedule the presentation. If the absence is unexcused, then the presentation will be considered late the grade will be adjusted.

### **LATE POLICY**

No late assignments will be accepted. No exceptions will be made for computer problems. Students should plan ahead. Anyone who would like an opportunity to “rework” or improve their assignment must submit it at least a week and a half before the due date. This will allow two or three days for a review and a few days for the student to work on the product prior to submitting it by the due date. The dates posted as due dates for the assignment are the FINAL due dates. There will always be a range of time during which you can submit your work.

### **CALENDAR OF TOPICS, ASSIGNMENTS, AND TESTS**

A calendar of topics, assignments, and tests is provided. Students are expected to have read each chapter or assigned reading or task by the class date indicated on the calendar. Students are to be prepared to participate in class discussions and other activities on these designated topics. The instructor will try to adhere to this schedule; however, students should note that any number of events might occur that would make it necessary to revise the dates and topics. It is the responsibility of the students to learn of such changes, which will be announced in class as far in advance as possible. Some updates will be made via the Barton email and/or the Canvas system. If we make any changes, it will be voted on by the class.

### **THE BIG PICTURE**

The goal of this course is to explore the possibilities of emergent technologies in digital storytelling. Rather than being a client-oriented course, the approach of this course is to be able to develop projects that can be artistic or commercial, personal or of public relevance. It is assumed that most of the assignments will be group projects where the students collaborate and help each other and partic-



participate in discussions. Each student will have to give a presentation of 20 minutes. Creativity in this course is welcomed. While the assignments would offer guidelines about how to fulfill them, theme, story or idea to communicate will be up to the student or team of students.

Mondays will be more focused on theory while Wednesdays will cover more technical and practical aspects of the course. Personal Presentations will happen on Wednesdays during the first half of the class, while discussions will occur on Mondays during the second half of the class.

## EXAMINATIONS

- **Weekly exercises (20% Grade) due EVERY WEEK**  
Students will need to submit the weekly exercises we develop in class.
- **Final Project (40% Grade) due Week 15 04/25**  
This is an individual assignment. Each student will need to develop a multiplatform research project using video, audio text and online content.
- **Updates on the Final Project (10% Grade) due EVERY WEEK**  
Each student will need to show weekly progress on their project during the month of April.
- **Final Presentation: (10% Grade) due Finals 05/03**  
Each student will need to make a presentation about the research project in front of the class.
- **Quiz: (10% Grade) due Week 15 04/25**  
The quiz will be a personal reflection on the learnings of the research project viewed as a process and as an output.
- **Participation (10% Grade) due Week 15 04/25**  
Students will be evaluated for their daily class participation. It is expected they will participate in readings, exercises and presentations during class.

**QUIZZES:** This must be completed by the deadline indicated on Canvas.

**FINAL EXAM:** There is no final exam for this course, however there is a personal presentation.

**LAST DAY TO DROP THE COURSE:** January 22

**LAST DAY TO WITHDRAW FROM COURSE:** March 27

## GRADING SCALE:

All work is graded on a ten point grading scale.

A	94% - 100%
A-	90% - 93%
B+	87% - 89%
B	84% - 86%
B-	80% - 83%
C+	77% - 79%
C	74% - 76%
C-	70% - 73%
D	64% - 66%
D+	67% - 69%
D-	60% - 63%

## **POLICY ON ELECTRONIC DEVICES:**

All electronic devices must be turned off and out of sight.

## **POLICY ON ACADEMIC DISHONESTY:**

The mission of the College is rooted in our commitment to developing ethical and socially responsible behavior in all human relationships. Responsible living in a community of learners requires adherence to demanding standards.

Members of the Barton Community Will:

- Express opinions with civility.
- Show consideration and respect for the opinions of others.
- Promote the honor code in all their actions for the benefit of the community of learners at Barton.

Members of the Barton Community Will Not:

- Lie.
- Cheat.
- Plagiarize.
- Steal.
- Violate other's property.
- Tolerate other's disregard for the honor code.

Sanctions for violations of academic honesty are found in the Barton College Judicial System and Procedures Handbook.

## **STATEMENT ABOUT AI**

AI is ubiquitous in 2024. Most of the times is included in automated online processes without your awareness. A different issue is the AI tools that need your conscious input to generate results. There are situations and contexts within this course where you will be asked to use those AI tools to explore how they can be used. Outside of those circumstances, you are discouraged from using AI tools to generate content (text, video, audio, images) that will end up in any student work (assignments, activities, responses, etc) that is part of your evaluation in this

course.

Any student work submitted using AI tools should clearly indicate what work is the student's work and what part is generated by the AI. If any part of this is confusing or uncertain, please reach out to me for a conversation before submitting your work.

You may not submit any work generated by an AI program as your own. If you include material generated by an AI program, it should be cited like any other reference material (with due consideration for the quality of the reference, which may be poor).

Any plagiarism or other form of cheating will be dealt with severely under relevant Barton College policies.

#### **DATES FOR RETURNING PAPERS AND EXAMS:**

Papers and exams will be returned within five days after the test is administered or the paper is due.

#### **OPTION TO CHANGE AN EXAMINATION DATE:**

Students may ask for a change in examination dates when three exams occur on one class day. Written permission must be obtained from the Academic Dean.

#### **POLICY ON EXTRA WORK TO IMPROVE A GRADE:**

No extra work will be assigned to improve grades in this course.

#### **DISRUPTIVE BEHAVIOR IN THE CLASSROOM**

The instructor may withdraw a student from a course for behavior that is deemed by the instructor to be disruptive to the class. If the student is withdrawn from the course during the drop period, he or she will simply be dropped from the course. If the student is withdrawn from the course before the last official date to withdraw, the instructor will record the grade either as "WP" or "WF," depending on the student's performance. After the official last date to withdraw, the student will automatically receive a "WF." The WF grade is punitive and affects the grade point average as a failing grade. If the student feels that the dismissal from the class is unjustified, he or she may request an Honor Code hearing and has a choice of an appeal to the Vice President for Academic Affairs or an Honor Code Conduct Board Hearing. In either case, the student must first meet with the instructor and then with the instructor and the dean, following the submission of a written appeal. If the instructor and the dean cannot resolve the issue or if the student disagrees with their ruling, the student then has a choice of an Honor Code Conduct Board Hearing or a hearing with the Vice President for Academic Affairs, the instructor, and the dean.

#### **ACADEMIC SERVICES FOR STUDENTS WITH DISABILITIES**

# COM-250: DIGITAL STORYTELLING / SPRING 2024

Barton College complies with the requirements of the Americans with Disabilities Act. Student with disabilities needing special academic services should consult with the ADA Academic Coordinator. Students with learning disabilities who wish to receive academic accommodations must:

1 Provide written verification of disability from an appropriate licensed professional (i.e., psychologist, audiologist, neurologist, etc.).

Testing and evaluation must be current within three years. Documentation must include professional's recommendation for specific academic accommodations.

2. Schedule an appointment with the ADA Coordinator during the first week of each semester. The coordinator will serve as a liaison between faculty and the student. The student will present a letter (from the coordinator) to faculty, verifying services needed.

Contact Trina Johnson, 252-399-6496, thjohnston@barton.edu

Contact Jason Stevens for Technical Support, 252-399-6436, jtstevens@barton.edu

## IMPORTANT LINKS AT BARTON COLLEGE

Academic Calendar - <https://www.barton.edu/pdf/calendar/AC2023-2024.pdf>

Public Events Calendar - <https://www.barton.edu/calendar/>

Campus Connect - <https://connect.barton.edu/ics>

Willis N. Hackney Library - <http://lib.barton.edu/>

Office of Student Success - <http://www.barton.edu/student-success/>

Academic Resources for Students - <http://www.barton.edu/academics/resources/>

Academic Information - [https://connect.barton.edu/ICS/Academic\\_Info/](https://connect.barton.edu/ICS/Academic_Info/)

ELearning Information - <https://connect.barton.edu/ICS/ELearning/>

Student Services/IT Services - [https://connect.barton.edu/ICS/Student\\_Services/](https://connect.barton.edu/ICS/Student_Services/)

Office of the Registrar –

[https://connect.barton.edu/ICS/Academic\\_Info/Academic\\_Info.jnz?portlet=Academic\\_Information](https://connect.barton.edu/ICS/Academic_Info/Academic_Info.jnz?portlet=Academic_Information)

College Catalog - <https://www.barton.edu/catalog/>

## STATEMENT OF UNDERSTANDING

COM 250, Digital Storytelling.

I have read the syllabus for COM 250, Digital Storytelling for the Spring 2024 semester at Barton College, and I understand the following:

- 1.Late work is not accepted. There are no make-up exams.
- 2.Missing more than three classes lowers my course grade by a full letter.
- 3.Missing seven or more classes constitutes failure of the course.

---

Student Signature

---

Date