

MCOM 2313.001 – Introduction to Multimedia Production
M/W 12:30 p.m. – 2:30 p.m.
Instructor: Anita Brown
Email: Abrown@uttyler.edu
Phone: 903-566-7364
Best way to contact me: Email
Office: CAS 223
Office Hours: T/Th 11:30 a.m. – 1:00 p.m. and by appointment
TA: Kevin Nourse
TA Email: KNourse@patriots.uttyler.edu
TA Office Hours: Email for appointment

Course Description: This course is an introduction to digital media production and equipment operation with an emphasis on the development of technical and aesthetic skills. This course must be taken within the first 9 hours of the program.

Course Objectives Students will be able to:

1. Understand and apply concepts and theories in the use and presentation of images and information using tools and technologies appropriate for public relations/integrated communication or mediated journalism. **(Competency: Mediated Presentation)**
 - a. Effectively operate audio, video, and other digital media through assigned technical exercises, lab practice, and projects.
 - b. Identify the major components of audio, video, and other digital media through written and oral examinations.
2. Write correctly and clearly, using the formats and compelling storytelling styles appropriate for the audiences and purposes for public relations/integrated communication or multimedia journalism. **(Competency: Writing/Storytelling)**
3. Demonstrate an understanding of and be able to apply the First Amendment and other legal principles for public relations/integrated communication and/or multimedia journalism. **(Competency: Analysis & Systematic Inquiry)**
4. Demonstrate an understanding of professional ethical principles and issues for public relations/integrated communication and/or multimedia journalism. **(Competency: Analysis & Systematic Inquiry)**

Course Requirements

1. **Textbooks:**
 - a. Bundle with ebook Access for Video Basics 8th edition, workbook, MindTap Access (ISBN: 9780357019566) – **You will only get this bundle from the bookstore.**
 - b. Journalism Next, 4th edition – Briggs; ISBN 9781544309446
2. **Technology/Software:**
 - a. **Earbuds or headset** – you will need these when working on projects in the lab.

- b. **Digital audio recorder/phone with recording capability** – there are some digital audio recorders available for checkout. These will be used for interview/audio projects.
- c. **Digital still camera/phone with camera capabilities** – there are some point-and-shoot cameras available for checkout. These will be used for your two minor projects.
- d. **SDHC card or card that is compatible with HD digital video camera** – This is a requirement for your commercial project. We DO NOT have these available for checkout.
- e. **Audacity (most recent version) depending on your computer’s operating system (audio-editing software)** – This is free software available at <http://audacity.sourceforge.net/>. You may also utilize the computers in the lab for this software.

Evaluation and Grade Calculation –

Group	Percentage of Final Grade
Workbook chapters	15%
Miscellaneous assignments (blogs, quizzes, etc.)	10%
Multimedia projects	30%
Exams	25%
Group studio production	20%

Percent	Letter Grade
90% - 100%	A
80% - 89%	B
70-79%	C
60-69%	D
59% and below	F

1. Workbook chapters (15%) **Student learning outcomes – 1, 3, 4**
 - a. Students will complete workbook assignments over each chapter that tests and reinforces the knowledge learned from reading the textbook.
2. Miscellaneous assignments (blogs, quizzes, etc.) (10%) **Student learning outcomes – 1, 2, 3, 4**
 - a. Throughout the semester students will complete a variety of assignments that allows students to reflect on what they have learned from readings and class lectures as well as tests and reinforces this knowledge.

3. **Multimedia Projects (30%) Student learning outcomes – 1, 2, 3, 4**
 - a. Throughout the semester students will create a variety of multimedia projects that allow them to practice the material that they are learning from the textbook and lectures, to expand their creativity and writing/producing skills, and provide them with an opportunity to experiencing producing a variety of multimedia tools.
4. **Exams (25%) Student learning outcomes – 1, 2, 3, 4**
 - a. Students will complete two tests during the semester. Each will require that the student demonstrate an understanding of different creative concepts, writing/producing styles, legal and ethical elements, and multimedia production concepts.
5. **Group Studio Production (20%) Student learning outcomes – 1, 2, 3, 4**
 - a. Students will participate in a group studio production wherein each student will fulfill all of the production roles that are discussed throughout the semester. Each student will write and produce their own “how-to” show and then they will fulfill the roles of director, audio director, technical director, set designer, camera operator, floor director, etc. for classmates shows.

Fall 2021 Covid-19 Information

Students are expected to wear face masks covering their nose and mouth in public settings (including classrooms and laboratories). The UT Tyler community of Patriots views adoption of these practices consistent with its [Honor Code \(Links to an external site.\)](#) and a sign of good citizenship and respectful care of fellow classmates, faculty, and staff.

Students who are feeling ill or experiencing symptoms such as sneezing, coughing, digestive issues (e.g. nausea, diarrhea), or a higher than normal temperature should stay at home and are encouraged to use the [UT Tyler COVID-19 Information and Procedures \(Links to an external site.\)](#) website to review protocols, check symptoms, and report possible exposure. Students needing additional accommodations may contact the Office of Student Accessibility and Resources at University Center 3150, or call (903) 566-7079 or email saroffice@uttyler.edu.

Class Policies and Expectations

1. Classroom Policies and Expectations

- A. Work hard - learning requires constant reading, researching, thinking, discussing, and working with your classmates and me. Everyone has something important to contribute. My job is to present new information and prepare a climate in which you can contribute your own special knowledge. Your job is to be prepared to contribute.
- B. Participate – you must be an active part of the course to succeed. You will also have to give effort outside of class.
- C. Treat each other with respect and display common classroom courtesies.
 1. Given the nature and content of this course, there are times that we will discuss current events and politics. There is a strong possibility that you will disagree with something someone says at some point in the semester.

You are responsible for your attitude and how you treat others. I will not tolerate name calling, fighting, students belittling each other for differing opinions, etc. I expect you to act like adults, show each other respect, and to challenge yourself and each other to learn/understand opinions you may not agree with. If you are not treating individuals with respect or are causing a distraction, you will be asked to leave the classroom.

- D. Grading – The grading process begins with the assumption that the work is good, which earns a grade within the range of a “B.” To earn an A, you must show exceptional understanding of the material, utilizing additional sources, examples, and original thought. This means going beyond stating the obvious, the simple answer, or what Google says. Additionally, poor organization, not following assignment instructions, grammar/spelling, lack of depth and thought, failing to illustrate an understanding of the material, etc. will result in your grade being lowered.
- E. The use of cellphones, tablets, or other device use during class times is not allowed unless the need is specified by me (i.e. during an activity). You are not permitted to use cellphones for note taking, check social media, view/work on material for another course, or simply browse the internet during class times.
 - 1. I understand emergencies and the need to take a call or text. If this must happen, be discreet, do not disturb others, do not let it get in the way of your learning, and DO NOT abuse this.
- F. I use Canvas and email to communicate, post assignments and readings, present feedback and provide a space for you to communicate with your classmates. I expect you to check both daily and stay aware of what is coming up.
 - 1. It is highly recommended that you download the Canvas application and adjust your settings to allow for notifications.
- G. Communicate - If you have a problem with anything throughout the semester... getting an assignment in on time, needing to be absent from a class, getting your book, checking out equipment, or anything I'm doing as a professor... talk to me about it. I cannot help you or fix the problem if I am unaware of it.
- H. Hold me to the same standards and expectations that I hold you to.

2. Attendance Policy

- A. Attendance in this course is crucial to student success and students are expected to attend class each time it meets. Attendance will be taken at each meeting. Each student has 2 absences they can miss without it being an excused absence. If a student has a third unexcused absence, the final semester average will be lowered by 10%. Four or more unexcused absences will lower the final average by 20%. No absences are allowed once practice directing and group studio productions begin. If a student misses during this time, the student will not be permitted to participate in the final group studio productions.
 - a. Excused absences include illnesses supported by a doctor's note, deaths in your immediate family, emergencies that can be documented, school

sponsored events that the student has given notice for by the second week of classes, and religious observances that the student has given notice for by the second week of classes. All other absences will be handled on a case-by-case basis by me. It is the responsibility of the student to provide documentation for their absence to be considered excused.

- b. Work is not an excusable reason to miss class. You should ensure that your employer knows when you need to be in class.
- B. If you miss an exam, it is your responsibility to inform me that a make-up exam will be needed. No make-up exams will be allowed if the reason for missing an exam is not considered an excused absence.
- C. See the current UT Tyler catalog for the university's policy on student responsibility for missed classes and assignments. Be familiar with the university's drop policy. Students who anticipate being absent from class due to religious observance or university-sponsored activities should inform the instructor by the second course meeting.

3. Assignment Policies

- A. Assignments do have deadlines and these deadlines need to be met. It is your responsibility to utilize time outside of class in an effective manner so you can ensure that you submit each assignment before the due date and time.
 - a. For many assignments, not all, the submission folder will stay open for one week after the due date. Any assignments turned in after the due date will receive a point per day deduction. Specific point values that will be deducted each day can be found on the assignment overviews on Canvas. It is your responsibility to know when the assignment is due for full credit, when the assignment closes, and the number of points that will be deducted each day for late submissions. Assignments will not be accepted after this final date.
- B. Assignments and due dates may be changed at the instructor's discretion with fair notice to students.
- C. Merely completing all assignments does not guarantee that you will pass the course. You must put forth effort and show an understanding of the material to earn a satisfactory grade.
- D. Spelling, grammar, and neatness count and you will lose points on assignments if your submissions are not edited.
- E. You are required to utilize APA format for any assignment that requires the utilization of outside sources.
- F. Unless otherwise indicated, all assignments must be typed, formatted to be a .DOC or .DOCX (Pages, Google Drive, and other online word processors must be exported to this specific format), and submitted via Canvas.
- G. Assignments will be discussed in class, students will be given a course schedule and an assignment list, Canvas includes a syllabus function that outlines upcoming due dates, due dates can be seen listed on each assignment under the assignment tab in Canvas, and each due date will be listed in the course modules. There are SEVERAL ways to determine what is coming up due in class. It is your

responsibility to be aware of what is coming up due and to stay on top of your assignments.

- H. Students will adhere to the highest standards of academic honesty. Plagiarism and cheating will not be tolerated. A student who is caught doing either will earn a “0” for that assignment and will be subject to academic and disciplinary action. If a student is caught a second time, they will automatically fail the course.
 - a. Plagiarism/cheating includes the use of papers or other materials previously submitted in my classes or other professor’s classes, as well as video and audio recordings. I expect you to submit work created specifically for this class during this semester.

Course Schedule

Date	Topic	Assign in Class	Due today
M 8/23	<u>Course Introduction</u>	<u>Read</u> Zettl Ch. 1 & 2 <u>Zettl</u> Ch. 1 & 2 workbook and quizzes (due 9/1)	
W 8/25	<u>Lecture:</u> Introduction to multimedia production	<u>Read</u> Briggs Ch. 1 & 2 <u>WordPress blog</u> set up (due 9/1) <u>WordPress blog</u> post #1 (due 9/1)	
M 8/30	<u>Lecture:</u> Multimedia storytelling	<u>Read</u> Zettl Ch. 7 <u>Read</u> Briggs Ch. 4 & 7 <u>Zettl</u> Ch. 7 workbook and quiz (due 9/8)	
W 9/1	<u>Lecture:</u> Audio & sound control	<u>WordPress blog</u> post #2 (due 9/8)	<u>Zettl</u> Ch. 1 & 2 workbook and quizzes <u>WordPress blog</u> set up <u>WordPress blog</u> post #1
M 9/6	<u>No class - Labor Day</u>		
W 9/8	<u>Hands-on (groups):</u> Using the audio control board <u>Discuss:</u> Multimedia project - audio/edit project	<u>Read</u> Zettl Ch. 11, 12, & 13 <u>Zettl</u> Ch. 11, 12, & 13 workbook and quizzes (due 9/15) <u>Project:</u> Audio/edit project & editing log (due 9/22)	<u>Zettl</u> Ch. 7 workbook and quiz <u>WordPress blog</u> post #2
M 9/13	<u>Lecture:</u> Audio journalism and storytelling <u>Discuss:</u> Multimedia project – audio interview	<u>Read</u> Briggs Ch. 6 <u>Project:</u> Audio interview (due 9/29) <u>Project:</u> Audio Interview Talent Release & Bio (due 9/29) <u>WordPress blog</u> post #3 (due 9/29)	
W 9/15	<u>Hands-on:</u> Final Cut Pro X tutorials		<u>Zettl</u> Ch. 11, 12, & 13 workbook and quizzes
M 9/20	<u>Hands-on (studio):</u> Using the studio and field cameras <u>Lecture (classroom):</u> Planning a production – advertising <u>Discuss:</u> Commercial project treatment	<u>Read</u> Zettl 3, 4, 5, & 6 <u>Zettl</u> Ch. 3, 4, 5, & 6 workbook and quizzes (due 9/27) <u>Commercial:</u> treatment (due 9/27) <u>Quiz:</u> Camera test (due 10/20 with lab techs)	

W 9/22	<u>Hands-on (control room/studio - groups):</u> Audio practice – putting mics on talent, setting levels, using the console		<u>Project:</u> Audio/edit project & editing log
M 9/27	<u>Lecture:</u> Visual framing & composition <u>Discuss:</u> Multimedia project – photo/audio story	<u>Read</u> Briggs Ch. 5 <u>Project:</u> Photo/audio story (due 10/6) <u>WordPress blog</u> post #4 (due 10/6)	<u>Commercial:</u> treatment <u>Zettl</u> Ch. 3, 4, 5, & 6 workbook and quizzes
W 9/29	<u>Lecture:</u> Planning a production – advertising part 2 <u>Discuss:</u> Commercial script & storyboard	<u>Commercial:</u> Draft script & storyboard (due 10/6) <u>Major:</u> Test #1 (open 10/4 and is due by 10/10 at 11:59 p.m.)	<u>Project:</u> Audio interview (due 9/29) <u>Project:</u> Audio Interview Talent Release & Bio <u>WordPress blog</u> post #3
M 10/4	<u>Lecture:</u> Planning a production – studio production <u>Major:</u> Test #1 is open and due on Sunday 10/10	<u>Studio Production:</u> Treatment (due 10/11) <u>Read</u> Final 10-minute Show Project Overview (on Canvas)	
W 10/6	<u>Lecture:</u> Introduction to the switcher	<u>Read</u> Zettl Ch. 9 & 10 <u>Zettl</u> Ch. 9 & 10 workbook and quizzes (due 10/13) <u>Commercial:</u> Final script & storyboard (due 10/13)	<u>Commercial:</u> Draft script & storyboard <u>Project:</u> Photo/audio story <u>WordPress blog</u> post #4
Sun 10/10			<u>Major:</u> Test #1
M 10/11	<u>Hands-on:</u> Operating the switcher		<u>Studio Production:</u> Treatment
W 10/13	<u>Hands-on:</u> Operating the switcher	<u>Quiz:</u> Switcher test (due 10/27 with lab techs) <u>WordPress blog</u> post #5 (due 10/20)	<u>Zettl</u> Ch. 9 & 10 workbook and quizzes <u>Commercial:</u> Final script & storyboard
M 10/18	<u>Lecture:</u> Planning a production – studio production part 2 <u>Discuss:</u> Multimedia project – advertising production teams	<u>Studio Production:</u> Draft script & rundown (due 10/25) <u>Commercial:</u> Completed project & talent release forms (due 11/10)	

W 10/20	<p>Lecture (classroom): Introduction to lighting</p> <p>Discuss: Multimedia Project - Experiment with lighting</p> <p>Hands-on (studio): Floor directing</p>	<p>Read Zettl Ch. 8</p> <p>Zettl Ch. 8 workbook and quiz (due 10/27)</p> <p>Project: Experiment with lighting (due 11/10)</p> <p>WordPress blog post #6 (due 11/10)</p> <p>Quiz: Floor directing (10/27 in class)</p>	<p>WordPress blog post #5</p> <p>Quiz: Camera test (8:00 p.m. with lab techs)</p>
M 10/25	<p>Hands-on (control room/studio): Introduction to light board</p> <p>Hands-on (classroom): Introduction to light kit</p>	<p>Studio Production: Final script & rundown (Due 11/1)</p>	<p>Studio Production: Draft script & rundown</p>
W 10/27	<p>In-class Assignment: Floor directing quiz</p> <p>Lecture: Getting ready to direct</p>	<p>Read Zettl Ch. 14, 15, 16, & 17</p> <p>Zettl Ch. 14, 15, 16, & 17 workbook and quizzes (Due 11/3)</p> <p>Studio production: Practice directing script with markings (due the day you are scheduled to practice direct)</p>	<p>Quiz: Floor directing (in class)</p> <p>Zettl Ch. 8 workbook and quiz</p> <p>Quiz: Switcher test (8:00 p.m. with lab techs)</p>
M 11/1	<p>Hands-on: Practice directing</p>		<p>Studio Production: Final script & rundown</p>
W 11/3	<p>Hands-on: Practice directing</p> <p>Announce: Studio production teams</p>	<p>Studio Production: Prepare for 10-minute “how-to” productions</p>	<p>Zettl Ch. 14, 15, 16, & 17 workbook and quizzes</p>
M 11/8	<p>Hands-on: Practice directing</p>		<p>Commercial: Completed project & talent release forms</p>
W 11/10	<p>Hands-on: Group studio projects</p>		<p>Project: Experiment with lighting</p> <p>WordPress blog post #6</p>
M 11/15	<p>Hands-on: Group studio projects</p>		

W 11/17	<u>Hands-on:</u> Group studio projects		
Monday 11/22 – Friday 11/26 <u>Thanksgiving Break</u>			
M 11/29	<u>Hands-on:</u> Group studio projects	<u>Major:</u> Test #2 (open 12/3 and is due by 12/10 at 11:59 p.m.) <u>WordPress blog</u> post #7 (due 12/10)	
W 12/1	<u>Hands-on:</u> Group studio projects		
M 12/6 – F 12/10 Final's Week: Meeting day dependent on test schedule <u>Hands-on:</u> Group studio projects			<u>Major:</u> Test #2 (due by 12/10 at 11:59 p.m.) <u>WordPress blog</u> post #7 (due 12/10)