

**MCOM 2313.001 – Introduction to Multimedia Production**  
**T/TH 2:00 p.m. – 4:00 p.m.**  
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**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. Video Basics, 8<sup>th</sup> edition, Herbert Zettl
    - i. Students have four options for this textbook:
      1. eBook rental for 180 days (available from Cengage and UT Tyler Bookstore)
      2. eBook rental for 365 days (available from Cengage and UT Tyler Bookstore)

3. eBook purchase for life (available from Cengage)
4. Spiralbound printed (available from Cengage)

**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 –**

<b>Group</b>	<b>Percentage of Final Grade</b>
Attendance and Participation	10%
Miscellaneous assignments	30%
Multimedia projects	40%
Group studio production	20%

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

**1. Attendance and Participation (10%) Student learning outcomes – 1, 2, 3, 4**

- a. Students are expected to attend class and hands-on participation is a requirement in this course to meet the SLOs of the course. Without regular attendance and participation, students will not be able to sufficiently learn the material, equipment, or production skills.

2. Miscellaneous assignments (blogs, quizzes, etc.) (30%) **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 (40%) **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. 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.

### **Spring 2022 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](mailto: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. 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.
  - 2. If the only device you have to take notes on is your phone, I will provide you with a notebook to take notes during class.
- 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 days they can miss (this does not include excused absences). 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%.
  - 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. No absences should occur when hands-on activities or assignments are taking place. If you miss during any of the hands-on activities, it is your responsibility to get with the lab techs to get caught up on what was missed – we will not go back over it in class. Additionally, we do not have time in our schedule to create more time for practice directing in class or for you to make up roles that you have missed during final productions. If you miss when you are scheduled to be practice director, you will not be permitted to direct during a final production and you will lose a significant portion of your grade. If you miss during final productions, you will lose points for the roles you were scheduled to fulfill that day.

### **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. I will not accept assignments via email unless there are issues with Canvas and the email includes your assignment and a screenshot of the Canvas malfunction.
- D. 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.
- E. Spelling, grammar, and neatness count and you will lose points on assignments if your submissions are not edited.
- F. You are required to utilize APA format for any assignment that requires the utilization of outside sources.
- G. I will not accept screenshots of assignments. 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.
- H. Assignments will be discussed in class, students will be given a course schedule, 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, assignment due dates can be added to your Canvas calendar, 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.

- I. 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. In addition to UT Tyler’s Student Conduct and Discipline policy, 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

<b>Date</b>	<b>Topic</b>	<b>Assign in Class</b>	<b>Due today</b>
<b>Week One</b>			
T 1/11	<b>Course Introduction</b>	<b>Read (Textbook)</b> <ul style="list-style-type: none"> <li>• Video Basics Ch. 1 &amp; 2</li> </ul> <b>Assignment:</b> <ul style="list-style-type: none"> <li>• Syllabus quiz (due 1/18)</li> </ul>	
Th 1/13	<b>Lecture</b> <ul style="list-style-type: none"> <li>• Introduction to Multimedia Production</li> </ul>		
<b>Week Two</b>			
T 1/18	<b>Lecture</b> <ul style="list-style-type: none"> <li>• Multimedia Storytelling</li> </ul> <b>Hands-On</b> <ul style="list-style-type: none"> <li>• Set up WordPress Blog</li> </ul>	<b>Assignment</b> <ul style="list-style-type: none"> <li>• WordPress blog set up (due 1/25)</li> <li>• Blog post: What is multimedia production? (due 1/25)</li> </ul>	<b>Assignment:</b> Syllabus quiz
Th 1/20	<b>Lecture</b> <ul style="list-style-type: none"> <li>• Audio &amp; sound control</li> </ul>	<b>Read (Textbook)</b> <ul style="list-style-type: none"> <li>• Video Basics Ch. 7</li> </ul> <b>Assignment</b> <ul style="list-style-type: none"> <li>• Review exercise: Week 1 and 2 (due 1/27)</li> </ul>	
<b>Week Three</b>			
T 1/25	<b>Hands-on (groups)</b> <ul style="list-style-type: none"> <li>• Using the audio control board</li> </ul>	<b>Project #1 – Audio/edit</b> <ul style="list-style-type: none"> <li>• Part one – voiceovers (Due 2/8)</li> </ul> <b>Assignment</b> <ul style="list-style-type: none"> <li>• Equipment quiz: Audio board (due 2/3 with lab techs)</li> </ul>	<b>Assignment</b> <ul style="list-style-type: none"> <li>• WordPress blog set up</li> <li>• Blog post: What is multimedia production?</li> </ul>
Th 1/27	<b>Lecture (Kevin)</b> <ul style="list-style-type: none"> <li>• Audio Editing</li> </ul> <b>Hands-On (Kevin)</b> <ul style="list-style-type: none"> <li>• Audio Editing</li> </ul>	<b>Assignment</b> <ul style="list-style-type: none"> <li>• Blog post: Audio &amp; sound (due 2/3)</li> </ul> <b>Read (Textbook)</b> <ul style="list-style-type: none"> <li>• Video Basics Ch. 11, 12, &amp; 13</li> </ul>	<b>Assignment</b> <ul style="list-style-type: none"> <li>• Review exercise: Weeks 1 and 2</li> </ul>
<b>Week Four</b>			
T 2/1	<b>Hands-On (Kevin)</b> <ul style="list-style-type: none"> <li>• Audio Editing</li> </ul>	<b>Assignment</b> <ul style="list-style-type: none"> <li>• Audio editing practice (due 2/8)</li> </ul>	

Th 2/3	<b>Lecture</b> <ul style="list-style-type: none"> <li>• Audio journalism and storytelling</li> </ul>	<b>Project #2 – Audio interview</b> <ul style="list-style-type: none"> <li>• Interview package, talent release &amp; bio (due 2/17)</li> </ul> <b>Assignment</b> <ul style="list-style-type: none"> <li>• Review exercise: Week 3 and 4 (Due 2/10)</li> </ul>	<b>Assignment</b> <ul style="list-style-type: none"> <li>• Blog post: Audio &amp; sound</li> <li>• Equipment quiz: Audio board (with lab techs)</li> </ul>
<b>Week Five</b>			
T 2/8	<b>Lecture</b> <ul style="list-style-type: none"> <li>• Planning a production – advertising</li> </ul> <b>Hands-on</b> <ul style="list-style-type: none"> <li>• Using the studio and field cameras</li> </ul>	<b>Read (Textbook)</b> <ul style="list-style-type: none"> <li>• Video Basics Ch. 3, 4, 5, &amp; 6</li> </ul> <b>Read (On Canvas)</b> <ul style="list-style-type: none"> <li>• Commercial project overview</li> </ul> <b>Project #3 - commercial:</b> <ul style="list-style-type: none"> <li>• Treatment (due 2/15)</li> </ul> <b>Assignment</b> <ul style="list-style-type: none"> <li>• Equipment quiz: Cameras (due 3/1 with lab techs)</li> </ul>	<b>Assignment</b> <ul style="list-style-type: none"> <li>• Audio editing practice</li> </ul> <b>Project #1 – Audio/Edit</b> <ul style="list-style-type: none"> <li>• Part one – voiceovers</li> </ul>
Th 2/10	<b>Lecture (Kevin)</b> <ul style="list-style-type: none"> <li>• Video Editing</li> </ul> <b>Hands-on (Kevin)</b> <ul style="list-style-type: none"> <li>• Video Editing</li> </ul>	<b>Assignment</b> <ul style="list-style-type: none"> <li>• Blog post: Video (due 2/22)</li> </ul> <b>Project #1 – Audio/edit</b> <ul style="list-style-type: none"> <li>• Part Two – completed project (Due 2/22)</li> </ul>	<b>Assignment</b> <ul style="list-style-type: none"> <li>• Review exercise: Week 3 and 4</li> </ul>
<b>Week Six</b>			
T 2/15	<b>Hands-on (Kevin)</b> <ul style="list-style-type: none"> <li>• Video Editing</li> </ul>	<b>Assignment</b> <ul style="list-style-type: none"> <li>• Video editing practice (due 2/22)</li> </ul>	<b>Project #3 - commercial</b> <ul style="list-style-type: none"> <li>• Treatment</li> </ul>
Th 2/17	<b>Lecture</b> <ul style="list-style-type: none"> <li>• Planning a production – advertising part 2</li> <li>• Planning a production – studio production part 1</li> </ul>	<b>Project #3 – Commercial</b> <ul style="list-style-type: none"> <li>• Script and storyboard – first draft (due 2/24)</li> </ul> <b>Studio production</b> <ul style="list-style-type: none"> <li>• Treatment (due 3/1)</li> </ul> <b>Read (On Canvas)</b> <ul style="list-style-type: none"> <li>• Studio production project overview</li> </ul> <b>Assignment</b> <ul style="list-style-type: none"> <li>• Review exercise: Week 5 and 6 (Due 2/24)</li> </ul>	<b>Project #2 – Audio interview</b> <ul style="list-style-type: none"> <li>• Interview package, talent release &amp; bio</li> </ul>

Week Seven			
T 2/22	<b>Lecture</b> <ul style="list-style-type: none"> <li>Visual framing &amp; composition</li> </ul>	<b>Project #4 – Photo/audio story</b> <ul style="list-style-type: none"> <li>Completed package (due 3/15)</li> </ul> <b>Assignment</b> <ul style="list-style-type: none"> <li>Blog Post: Telling stories with audio and visuals (due 3/15)</li> </ul>	<b>Project #1 – Audio/edit</b> <ul style="list-style-type: none"> <li>Completed project</li> <li>Editing log</li> </ul> <b>Assignment</b> <ul style="list-style-type: none"> <li>Blog post: Video</li> <li>Video editing practice</li> </ul>
Th 2/24	<b>Lecture</b> <ul style="list-style-type: none"> <li>Introduction to the switcher</li> </ul> <b>Hands-on</b> <ul style="list-style-type: none"> <li>Operating the switcher and audio practice – putting mics on talent, setting levels, using the console</li> </ul>	<b>Read (Textbook)</b> <ul style="list-style-type: none"> <li>Video Basics Ch. 9 &amp; 10</li> </ul> <b>Project #3 – commercial</b> <ul style="list-style-type: none"> <li>Script and storyboard – final draft (due 3/6)</li> </ul> <b>Assignment</b> <ul style="list-style-type: none"> <li>Blog post: The production process (due 3/6)</li> </ul>	<b>Project #3 – commercial</b> <ul style="list-style-type: none"> <li>Script and storyboard – first draft</li> </ul> <b>Assignment</b> <ul style="list-style-type: none"> <li>Review exercise: Week 5 and 6</li> </ul>
Week Eight			
T 3/1	<b>Hands-on</b> <ul style="list-style-type: none"> <li>Operating the switcher and audio practice – putting mics on talent, setting levels, using the console</li> </ul>		<b>Studio production</b> <ul style="list-style-type: none"> <li>Treatment</li> </ul> <b>Assignment</b> <ul style="list-style-type: none"> <li>Equipment quiz: Cameras (with lab techs)</li> </ul>
Th 3/3	<b>Hands-on</b> <ul style="list-style-type: none"> <li>Operating the switcher and audio practice – putting mics on talent, setting levels, using the console</li> </ul> <b>Lecture:</b> <ul style="list-style-type: none"> <li>Planning a production – studio production part 2</li> </ul>	<b>Assignment</b> <ul style="list-style-type: none"> <li>Equipment quiz: Switcher (due 3/17 with lab techs)</li> <li>Review exercise: Week 7 and 8 (Due 3/17)</li> </ul> <b>Studio production</b> <ul style="list-style-type: none"> <li>Draft script &amp; rundown (due 3/15)</li> </ul>	
Sun 3/6			<b>Project #3 – commercial</b> <ul style="list-style-type: none"> <li>Script and storyboard – Final draft</li> </ul> <b>Assignment</b> <ul style="list-style-type: none"> <li>Blog post: The production process</li> </ul>

Week Nine			
<b>Spring Break</b> Tuesday 3/8 and Thursday 3/10 No class meetings			
Week Ten			
T 3/15	<b>Lecture</b> <ul style="list-style-type: none"> <li>• Introduction to lighting</li> <li>• Floor directing</li> <li>• Announce commercial teams</li> </ul>	<b>Read (Textbook)</b> <ul style="list-style-type: none"> <li>• Video Basics Ch. 8</li> </ul> <b>Project #3 – Commercial</b> <ul style="list-style-type: none"> <li>• Completed commercial package, talent release forms, field log, and editing log (due 3/31)</li> </ul> <b>Studio Production</b> <ul style="list-style-type: none"> <li>• Final script &amp; rundown (Due 3/22)</li> </ul> <b>Assignment</b> <ul style="list-style-type: none"> <li>• Floor directing quiz (3/22 in class)</li> </ul>	<b>Project #4 – Photo/audio story:</b> <ul style="list-style-type: none"> <li>• Completed package</li> </ul> <b>Assignment</b> <ul style="list-style-type: none"> <li>• Blog post: Telling stories with audio and visuals</li> </ul> <b>Studio production</b> <ul style="list-style-type: none"> <li>• Draft script &amp; rundown</li> </ul>
Th 3/17	<b>Hands-on</b> <ul style="list-style-type: none"> <li>• Introduction to light board</li> <li>• Introduction to light kit</li> </ul>	<b>Project #5 – experiment with lighting</b> <ul style="list-style-type: none"> <li>• Completed project (due 4/7)</li> </ul> <b>Assignment</b> <ul style="list-style-type: none"> <li>• Blog post: Lighting (due 4/7)</li> </ul>	<b>Assignment</b> <ul style="list-style-type: none"> <li>• Equipment quiz: Switcher (With lab techs)</li> <li>• Review exercise: Week 7 and 8</li> </ul>
Week Eleven			
T 3/22	<b>In-class Quiz</b> <ul style="list-style-type: none"> <li>• Floor directing quiz</li> </ul> <b>Lecture</b> <ul style="list-style-type: none"> <li>• Getting ready to direct</li> </ul>	<b>Read (Textbook)</b> <ul style="list-style-type: none"> <li>• Video Basics Ch. 14, 15, 16, &amp; 17</li> </ul> <b>Studio production</b> <ul style="list-style-type: none"> <li>• Practice directing script with markings (due the day you are scheduled to practice direct)</li> </ul>	<b>Studio production</b> <ul style="list-style-type: none"> <li>• Final script &amp; rundown</li> </ul> <b>Assignment</b> <ul style="list-style-type: none"> <li>• Floor directing quiz (in class)</li> </ul>
Th 3/24	<b>Hands-on</b> <ul style="list-style-type: none"> <li>• Practice directing</li> </ul> <b>Discuss</b> <ul style="list-style-type: none"> <li>• Studio production teams</li> </ul>	<b>Studio production</b> <ul style="list-style-type: none"> <li>• Prepare for 10-minute “how-to” productions</li> </ul> <b>Assignment</b> <ul style="list-style-type: none"> <li>• Review exercise: Week 10 and 11 (Due 3/31)</li> </ul>	

Week Twelve			
T 3/29	<b>Hands-on</b> • Practice directing		
Th 3/31	<b>Hands-on</b> • Practice directing		<b>Project #3 – commercial</b> • Completed commercial package, talent release forms, field log, and editing log <b>Assignment</b> • Review exercise: Week 10 and 11
Week Thirteen			
T 4/5	<b>Hands-on</b> • Group studio projects		
Th 4/7	<b>Hands-on</b> • Group studio projects		<b>Project #5 – experiment with lighting</b> • Completed project <b>Assignment</b> Blog post: Lighting
Week Fourteen			
T 4/12	<b>Hands-on</b> • Group studio projects		
Th 4/14	<b>Hands-on</b> • Group studio projects	<b>Assignment</b> • Blog post: Final thoughts (due 4/29)	
Week Fifteen			
T 4/19	<b>Hands-on</b> • Group studio projects		
Th 4/21	<b>Hands-on</b> • Group studio projects		
Week Sixteen			
Final's Week: Meeting day dependent on test schedule <b>Hands-on</b> Group studio projects			<b>Assignment – Due 4/29</b> • Blog post: Final thoughts