

Syllabus  
MCOM 3350 Section 001  
Spring 2022

Instructor: Dr. Terry L. Britt (Ph.D. 2018, University of Missouri School of Journalism)  
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(The best way to contact me is email.)  
Office Hours: M 2:30-3:30 p.m., Th 10 a.m.-noon, and by appointment

Course Overview: Study of digital video communication as applied to single-camera cinematic style techniques for multimedia, corporate, public relations, advertising, and news applications with an emphasis on narrative structure, preproduction, production, and production skills, and evaluation.

Prerequisites: MCOM 2311 and MCOM 2313.

**Student Learning Outcomes:**

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) Analyze production practices, strategies, and procedures for all forms of video production. b) Demonstrate an understanding of digital medium requirements through written assignments, including research, storyboards, scripts, and projects. c) Demonstrate mastery of advanced camera and editing techniques and proper field production procedures. d) Produce at least one substantial “final product” worthy of distribution to clients or published by an online news outlet. e) Assemble a collection of productions worthy of inclusion on a résumé/portfolio reel or file.
2) Students will be able to conduct research and evaluate information using methods appropriate to public relations/integrated communication or multimedia journalism professions. (Competency: Analysis & Systematic Inquiry) a) Demonstrate an understanding of and proficiency with the skills needed to make practical producing decisions.
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)

**Required Textbooks and Readings:**

Musburger, Robert B. and Ogden, Michael R. Single-Camera Video Production. 2014.  
Articles as assigned by the instructor

**Required Materials:**

SD Card or USB flash drive – 32GB or larger  
Earbuds or headset for video labs and in-class editing

**Special Course Notes:**

- 1) Due to the rise of COVID-19 cases in Smith County and other areas of East Texas, **we will meet online via Zoom for class sessions in the first two weeks of the semester, Jan. 10-21.** Unless otherwise notified, we will begin face-to-face class meetings in CAS 106 on Jan. 24.
- 2) I strongly recommend students back up electronic notes, assignment files or content, and other important digital files in three locations: A resident storage drive on your computer, laptop, or mobile device; a removable storage drive (such as a portable hard drive or USB flash drive); and a cloud-based storage account like Dropbox, iCloud, or Microsoft OneDrive.

**Assignments and weights/point values**

1. Class participation/Discussion	10%
2. Written assignments and tests	20%
3. Video projects	35%
4. Final project	35%

**Grading Scale:**

A	90% or greater
B	80 – 89%
C	70 – 79%
D	60 – 69%
F	below 60%

**Late Work:** The ability to meet deadlines is essential to a successful career in any field and it is essential for success in this course. I do understand that the unexpected can occur and cause issues with meeting a deadline. Therefore, I will accept late assignment submissions up to three (3) days past the deadline with a 10-point deduction per day. If you have extenuating circumstances that will prevent you from completing an assignment or project by the stated deadline, please get in contact with me as soon as possible BEFORE the deadline.

**Attendance Policy:** Attendance is mandatory, especially for an upper-division skills course such as this one. I will excuse an absence for one of only three reasons: a. An illness documented by a hospital, clinic, or physician; b. A death in the immediate family or first branch of relatives (aunts, uncles, first cousins) and documented by a copy of an obituary or funeral service program; c. A university-sponsored event/activity or a religious observance that would require the student to miss the class period (notification of which should be made at least three (3) days in advance of the expected absence). Three to four unexcused absences will result in an automatic half grade deduction (5 percent). Five or more unexcused absences will result in a full grade deduction. Students 10 or more minutes late or leaving early may be considered absent.

2. You are responsible for turning in all assignments by deadline even though you may be absent.
3. You are also responsible for lecture materials, announcements and assignments made during any absence.

### **Assignment Descriptions**

**Class participation/discussion (10%)** – You are not only expected to attend all class sessions, but also to be an active participant in discussions and any activities within class time. Topical discussion boards on Canvas will be created to help facilitate an exchange of ideas and viewpoints. As always, stay on topic and be civil and respectful in class and on the discussion boards (SLOs 1a, 2, 2a, 3 and 4).

**Written assignments and tests (20%)** – Includes the following assignments in this course (specific assignment details TBA):

- Video analysis
- Field camera test
- Loglines assignment
- Audio analysis
- A/V technical quiz
- Social media video analysis
- Resume and video portfolio

(SLOs 1a-e, 2, 2a)

**Video projects (35%)** – Includes the following assignments (more details and respective rubrics TBA):

- Gestalt montage project (60-120 sec., “day in your life” video)
- Silent film (3-5 min. on your choice of topic or comedic or dramatic creation)
- News report (60-90 sec. on your choice of newsworthy topic, must include two interviewees)
- Promotional/PSA video (30 sec. on your choice of business, company, religious or social organization, public service, or charitable organization)

(All SLOs.)

**Final project: Mini-documentary and supporting work (35%)** – You will write, edit, and produce a 10-15-minute documentary short video on a topic of your choice; it can be personal and/or a broader social issue. Components include:

- Mini-documentary proposal
- Draft of script and video
- Final cut, production package, and raw footage

(All SLOs)

Course schedule (subject to change)				
Week #	Date	Class Topic	Readings	Assignments Due
Week 1 (online)	M 1/10	Introductions and some interesting video history	None	
	W 1/12	Preview of course assignments and policies; video analysis assignment (due 1/21)	Course syllabus (Canvas)	
	F 1/14	Camera equipment overview	SCVP Chapter 1	
Week 2 (online)	M 1/17	No class meeting – Martin Luther King Jr. Day		
	W 1/19	Planning and organizing a video production		
	F 1/21	Video aesthetics	SCVP Chapter 2	Video analysis
Week 3 (in-person class sessions begin)	M 1/24	Discussion of Gestalt montage project (due 2/6)	None	<b>Last date to withdraw from course with “W”</b>
	W 1/26	A/V technical terms and measures	SVCP Chapter 3	
	F 1/28	Camera equipment setup practice; field camera test assignment (due 2/4)	None	
Week 4	M 1/31	History of video cameras and video camera types	SVCP Ch. 4 pp. 43-63	
	W 2/2	Optics, lighting, settings, and controls	SVCP Ch. 4 pp. 64-116	
	F 2/4	A/V technical quiz (in-class); Discussion of silent film project (due 2/20)	None	Field camera test
	<b>Su 2/6</b>			<b>Gestalt montage project – 11:59 p.m.</b>
Week 5	M 2/7	Storytelling through video	None	

	W 2/9	Proposals, scriptwriting, storyboards and loglines	SVCP Chapter 5	
	F 2/11	Final project overview – mini-documentary	None	
Week 6	M 2/14	Production - Preparation and setup	SVCP Ch. 6 pp. 138-155	
	W 2/16	Production – Directing, rehearsing and shooting	SVCP Ch. 6 pp. 156-166	
	F 2/18	Production – Movement, editing and striking	SVCP Ch. 6 pp. 167-184	Loglines assignment
	<b>Su 2/20</b>			<b>Silent film project – 11:59 p.m.</b>
Week 7	M 2/21	Audio and sound design; audio analysis assignment (due 3/2)	TBA	
	W 2/23	Documentary research	TBA	
	F 2/25	Documentary planning	TBA	
Week 8	M 2/28	Video news reporting; news report project (due 3/27)	TBA	<b>Mini-documentary proposal due</b>
	W 3/2	Interviewing on camera	TBA	Audio analysis
	F 3/4	News video editing	TBA	
<b>3/7-3/11 – No class meetings (Spring break)</b>				
Week 9	M 3/14	Postproduction - workflow	SCVP Ch. 7 pp. 185-215	
	W 3/16	Postproduction – editing and distribution	SCVP Ch. 7 pp. 217-236	
	F 3/18	Video lab workday	None	
Week 10	M 3/21	Social media videos; social media video analysis (due 3/30)	TBA	
	W 3/23	Video lab workday	None	
	F 3/25	Video lab workday	None	
	<b>Su 3/27</b>			<b>News report project due – 11:59 p.m.</b>

Week 11	M 3/28	Social media videos; social media video analysis (due 3/30)	TBA	<b>Last day to drop course</b>
	W 3/30	Video lab workday	None	Social media video analysis
	F 4/1	Video lab workday	None	
	<b>Su 4/3</b>			<b>Draft of mini-documentary script and video</b>
Week 12	M 4/4	Promotional/PSA videos (video project due 4/20)	TBA	
	W 4/6	Video lab workday	None	
	F 4/8	Video lab workday	None	
Week 13	M 4/11	Careers in TV/video production (possible guest speaker)	SCVP Chapter 8	
	W 4/13	Resume and video portfolio assignment (due 4/22)	None	
	F 4/15	Video lab workday	None	
Week 14	M 4/18	Video lab workday/conference with Dr. Britt		
	M 4/20	Video lab workday/conference with Dr. Britt		<b>Promotional/PSA video</b>
	M 4/22	Video lab workday/conference with Dr. Britt		Resume and video portfolio
<b>Week 15 (Finals week)</b>	<b>12/29</b>	<b>Mini-documentary final cut, production package (script, storyboard, beat sheet, and logline), and raw footage files due; possible public screening event TBA</b>		<b>All content for final project due by 5 p.m.</b>