MCOM 2313 – Introduction to Multimedia Production
MW 2:30 p.m. – 3:55 p.m.
Instructor: Anita Brown
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Office Hours: M/W 11:00 a.m. – 12:30 p.m., and by appointment

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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. Demonstrate proficiency with various types of multimedia equipment and software.
2. Articulate the components of the production process using industry standard vocabulary and practices.
3. Evaluate the production techniques and aesthetics of various multimedia productions.
4. Use storytelling techniques to create original multimedia productions for various purposes, audiences, and clients.
5. Produce various scripts, storyboards, and other multimedia production materials utilizing industry standards. .
6. Demonstrate an understanding of and ability to execute different requirements for field and studio productions.
7. Collaborate and communicate with teammates using industry standard vocabulary and practices.

Course Requirements

1. Readings as assigned and provided in class.
2. Earbuds or headset – you will need these when working on projects in the computer lab.
3. Digital audio recorder/phone with recording capability
4. Digital still camera/phone with camera capabilities
5. SDHC card or card that is compatible with HD digital video camera – This is a requirement for your commercial project if you choose to utilize our video cameras. We DO NOT have these available for checkout.
6. Audio-editing Software – The recommended software is Audacity. This is free software available at http://audacity.sourceforge.net/. You may use any audio-editing software for projects, however.
7. Video editing software – We do have editing software for students to use in CAS 102. If you want to edit at home, however, you will need to have your own editing software. There are a variety of free versions available, but the free version must NOT put a watermark across the final exported video.
8. Microsoft Word or comparable word processing software.

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     a. You may use Google Docs, Pages, or any other word processing software, but your assignment MUST be exported to a .DOC or .DOCX format before submission.

     b. You **may not** utilize notepad or notes on your phone. If you submit a screenshot of your notepad on your phone or tablet, you will receive a zero for the assignment.

9. Material for a 10-minute "How-To" production

     a. Producer / Host: You will be required to produce and host a 10-minute how-to show at the end of the semester and will be required to provide all supplies for what you are creating (i.e., cooking show = all ingredients, tools, etc. needed).

     b. Set designer: During the 10-minute productions, you will be assigned as set designer for one show. You will be required to provide any aesthetic component of the show. This *could* require purchasing material, depending on how you approach preparing for it.

Evaluation and Grade Calculation –

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

Percent	Letter Grade
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 -** Students are expected to attend class and 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 -** Throughout the semester students will complete a variety of assignments that allow 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 -** 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 -** 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.

Class 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 an effort outside of class.

C. Treat each other with respect and display common classroom courtesies.
    a. 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. 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, checking social media, view/work on material for another course, or simply browse the internet during class times.
    a. If you must take a phone call, please leave the classroom before you answer the phone. If you must respond to a message, do it quickly and discreetly. Abuse of this will result in you losing this privilege.
    b. 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.

E. 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.

F. 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.

G. Food and drinks are not allowed in the studio, studio rooms, or the computer lab (CAS 106). Food/drinks are allowed in the studio when we are doing 10-minute shows, and the show involves food. This is the only exception. Students are

expected to clean up after themselves. If trash becomes an issue, food and drinks will have to remain completely outside in the hallway.

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 starts with an attendance grade of 100. Each day that is missed (not including excused absences), your score will be reduced by 3 points. Students have **two** days they can miss without having a point deduction for any unexcused reason. Point deductions will start after the second unexcused absence. If you are more than 15 minutes late to class, you will be counted as absent.
   a. **Excused absences include:**
      i. Illness supported by a doctor's note.
      ii. Death in family
      iii. Documentable emergencies (i.e., car trouble / invoice from mechanic)
      iv. Religious event that the student has given notice for.
      v. School sponsored event that the student has given notice for.
      vi. Other situations will be handled on a case-by-case basis.
   b. **What is not considered an excused absence:**
      i. Work
      ii. Trip out of the area
      iii. Oversleeping / taking a nap
      iv. Appointments that are made after the start of the semester and are not for life/health-threatening reasons.
      v. Running errands for yourself or someone else
      vi. Completing work for or participating in another on-campus organization
      vii. Forgetting that you had class
      viii. Anything else that isn't a documentable emergency.

Assignment Policies

B. Assignments 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 some 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. No components of major projects or the final 10-minute shows will be accepted late.
C. Assignments and due dates may be changed at the instructor's discretion with fair

> notice to students.

D. 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.

E. 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.

F. 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.

G. I will not accept assignments that are posted to the "comment" section of the assignment.

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. It is your responsibility to ensure that your assignments are being submitted correctly to Canvas by the due date and time. If an assignment appears to be not submitted beyond the assignment closing, it will receive a zero. If you do not regularly check your grades or check Canvas for technical errors, there is little that can be done at the end of the semester. If you do experience technical difficulties submitting assignments, you must email me before the assignment closes.

J. All assignments will be checked by plagiarism and AI detection software.

K. 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:

        i. Self-plagiarism - the use of papers or other materials previously submitted elsewhere. I expect you to submit work created specifically for this class during this semester.

        ii. AI generated content – the purpose of my assignments is for you to explore your understanding of the material on a deeper level, not have a computer explore it for you.

        iii. Utilizing sources outside of Canvas to complete knowledge checks and quizzes.

UT Tyler AI Statement

A. UT Tyler is committed to exploring and using artificial intelligence (AI) tools as

appropriate for the discipline and task undertaken. We encourage discussing AI tools' ethical, societal, philosophical, and disciplinary implications. All uses of AI should be acknowledged as this aligns with our commitment to honor and integrity, as noted in UT Tyler's Honor Code. Faculty and students must not use protected information, data, or copyrighted materials when using any AI tool. Additionally, users should be aware that AI tools rely on predictive models to generate content that may appear correct but is sometimes shown to be incomplete, inaccurate, taken without attribution from other sources, and/or biased. Consequently, an AI tool should not be considered a substitute for traditional approaches to research. You are ultimately responsible for the quality and content of the information you submit. Misusing AI tools that violate the guidelines specified for this course (see below) is considered a breach of academic integrity. The student will be subject to disciplinary actions as outlined in UT Tyler's Academic Integrity Policy.

    a.   Students can use AI platforms to help prepare for assignments and projects (i.e., brainstorming) and to revise and edit their work (i.e., identify flaws in reasoning, spot confusing or underdeveloped paragraphs, or correct citations).

    b.   Students may not use AI to generate/create work for submission. All work submitted must come from the student. Assignments are designed so that students explore their own thoughts and understanding of the content, not the thoughts and understanding of the AI platform.

    c.   While AI can be a good starting point for research, the AI platform utilized does not count as an academic source because it can be incorrect or incomplete. It will not be accepted as a source of information.

Course Schedule

Date	Agenda	Due today
	Week One	
M 1/12	Course introduction: Syllabus, schedule, classroom/studio policies, & equipment use agreements **Assign:** Misc: Syllabus quiz due Wed., 1/21	
W 1/14	Topic: Intro to multimedia production and storytelling	
	Week Two	
M 1/19	**MLK Jr. Day – No classes**	
W 1/21	Topic: Pre-production & planning **Assign:** Read: Preproduction preparation & planning Misc: Podcast planning worksheet due Wed., 1/28	Misc: Syllabus quiz
	Week Three	
M 1/26	Topic: Audio, editing, & equipment Discuss: Podcast project **Assign:** Project: Podcast due Mon., 2/9	
W 1/28	Topic: Using the audio control board	Misc: Podcast planning worksheet
	Week Four	
M 2/2	Topic: Visual basics (composition, shot types, camera movement, etc.) & video editing	

W 2/4	<u>Topic:</u> Visual basics (composition, shot types, camera movement, etc.) & video editing <u>Discuss:</u> Photo / audio story project Assign <u>Project:</u> Photo / Audio Story due Wed., 2/18 <u>Misc:</u> Video planning worksheet due Wed., 2/18	
Week Five		
M 2/9	<u>Topic:</u> Pre-production treatments, scripts, & storyboards <u>Discuss:</u> Commercial project **Assign:** <u>Misc:</u> Draft commercial treatment, script, & storyboard due Mon., 2/16	<u>Project:</u> Podcast
W 2/11	<u>Topic:</u> Cameras & lighting **Assign:** <u>Quiz:</u> Cameras – complete with lab techs by 5:00 p.m. on Fri., 3/6	
Week Six		
M 2/16	<u>Topic:</u> 10 – minute studio productions & rundowns **Assign:** <u>Studio production:</u> Draft 10 – minute show treatment, script, & rundown due Mon., 3/2 <u>Misc:</u> Final commercial treatment, script, & storyboard due Wed., 2/25	<u>Misc:</u> Draft commercial treatment, script, & storyboard
W 2/18	<u>Topic:</u> Intro to the switcher & floor directing <u>Hands on:</u> Switcher rotations **Assign:** <u>Quiz:</u> Floor directing – in class on Wed., 2/25	<u>Project:</u> Photo / Audio Story <u>Misc:</u> Video planning worksheet
Week Seven		
M 2/23	<u>Hands on:</u> Switcher rotations	
W 2/25	<u>Quiz:</u> Floor directing – in class <u>Hands on:</u> Switcher rotations	<u>Misc:</u> Final commercial treatment, script, & storyboard

	Week Eight	
M 3/2	<u>Discuss:</u> Commercial teams <u>Hands on:</u> Switcher rotations **Assign:** <u>Project:</u> Final commercial package due on Fri., 4/3 <u>Misc:</u> Shot log due on Fri., 4/3 <u>Misc:</u> Editing log due on Fri., 4/3	<u>Studio production:</u> Draft 10 – minute show treatment, script, & rundown
W 3/4	<u>Hands on:</u> Switcher rotations **Assign:** <u>Studio production:</u> Final 10 – minute show treatment, script, & rundown due Wed., 3/25	
F 3/6		<u>Quiz:</u> Cameras – complete with lab techs by 5:00 p.m.
	Week Nine	
	Spring Break – No class meetings – Monday, 3/9 – Friday, 3/13	
	Week Ten	
M 3/16	<u>Topic:</u> Directing	
W 3/18	<u>Hands-on:</u> Practice directing	
	Week Eleven	
M 3/23	<u>Hands-on:</u> Practice directing	
W 3/25	<u>Hands-on:</u> Practice directing	<u>Studio production:</u> Final 10 – minute show treatment, script, & rundown
	Week Twelve	
M 3/30	<u>Discuss:</u> Studio production schedule	
W 4/1	<u>Hands-on:</u> Finish practice directing	
F 4/3		<u>Project:</u> Final commercial package <u>Misc:</u> Shot log <u>Misc:</u> Editing log

Week Thirteen		
M 4/6	<u>Major:</u> Studio productions	
W 4/8	<u>Major:</u> Studio productions	
Week Fourteen		
M 4/13	<u>Major:</u> Studio productions	
W 4/15	<u>Major:</u> Studio productions	
Week Fifteen		
M 4/20	<u>Major:</u> Studio productions	
W 4/22	<u>Major:</u> Studio productions	
Week Sixteen		
M 4/27	Finals week – No class meeting today	
W 4/29	**Final exam meeting time: 2:45 p.m. – 4:45 p.m.** <u>Major:</u> Studio productions (if not finished)	