

MCOM 2313

Introduction to Multimedia Production

Fall 2026 • Online 15-Week Course

Course	MCOM 2313 Introduction to Multimedia Production
Semester/Format	Fall 2026 15-Week Session Fully Online
Instructor	Noah Tew, M.A.
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Office Hours	By Appointment
Final Assessment	Final Video Project due Friday, December 11, 2026, at 11:59 p.m. Central Time

Course Overview

This introductory course develops foundational technical, aesthetic, and storytelling skills for digital media production. In a fully online environment, students will plan, record, edit, evaluate, and revise original audio, photographic, and video content using accessible production tools. The course emphasizes a manageable production process: plan, record, edit, revise, and publish.

Student Learning Outcomes

1. Demonstrate basic proficiency with accessible multimedia production equipment and software.
2. Explain the stages of the production process using industry-standard vocabulary and practices.
3. Evaluate the technical and aesthetic qualities of multimedia productions.
4. Apply storytelling techniques to create original media for a defined purpose and audience.
5. Create treatments, scripts, storyboards, shot lists, and other pre-production materials.
6. Record, edit, export, and submit field-based audio, photographic, and video productions.
7. Apply professional, ethical, copyright, accessibility, and feedback practices throughout the production process.

Required Materials and Technology

- Required textbook: None. Readings, examples, and instructional materials will be provided through Canvas.
- Reliable access to Canvas, UT Tyler email, and a laptop or desktop computer capable of basic audio and video editing.
- A smartphone, digital camera, or comparable device that records photographs, video, and audio.
- Headphones or earbuds for monitoring and editing audio.
- Audio-editing software and video-editing software capable of exporting a final file without a watermark. Free or institutionally available options may be used.
- Adequate file storage and a backup method, such as cloud storage or an external drive.

Online Course Format and Weekly Rhythm

This course is fully online. There are no required weekly live meetings. Most modules open on Monday, and the primary graded work is due Sunday at 11:59 p.m. Students should check Canvas and their Patriots email regularly throughout the week.

- Each week is designed around one primary graded submission rather than several unrelated assignments.
- Short lectures, examples, and practice activities prepare students directly for the three major projects.
- Major projects are divided into planning, draft, and final stages so students can work steadily instead of completing the entire production at once.

- Students are not required to publish their work publicly. Unless otherwise stated, all work is submitted privately through Canvas.
- No major group production is required. Limited peer feedback may be used, but each student remains responsible for their own projects.

Evaluation and Grade Calculation

Category	Points	Weight
Blog Posts and Module Activities	200	20%
Production Skill Exercises	150	15%
Audio Story Project	150	15%
Photo Story Project	200	20%
Final Video Project	300	30%

A	B	C	D	F
900–1000	800–899	700–799	600–699	0–599

Grades are based on demonstrated achievement of the course learning outcomes. Simply submitting an assignment does not guarantee full credit. Students should follow the assignment directions, technical specifications, rubric, and submission requirements.

Assignment Categories

Blog Posts and Module Activities — 200 points

This category includes six course blog posts worth 25 points each (150 points total), plus orientation activities and short knowledge checks worth 50 points. The posts reinforce course concepts and document students' developing production skills. Blog assignments are intentionally paired with existing analyses, exercises, or project reflections rather than added as separate major work.

Blog Post 1: What Is Multimedia Production? — Week 2

Blog Post 2: Story Analysis and Breakdown — Week 3

Blog Post 3: Audio and Sound — Week 4; includes the clean-audio exercise

Blog Post 4: Lighting and Camera Movement — Week 7; includes the shot-types exercise

Blog Post 5: Telling Stories with Audio and Visuals — Week 10; includes the five-shot sequence

Blog Post 6: Final Thoughts — Finals Week; serves as the Final Video Project reflection

Production Skill Exercises — 150 points

Students complete three focused exercises worth 50 points each: a clean-audio recording, a shot-types exercise, and a five-shot video sequence. These are practice assignments, not full productions. Their purpose is to help students build confidence before the major projects.

Audio Story Project — 150 points

Length/Format: 60–90 seconds | Due: Sunday, October 4, 2026

Students create a short audio story using narration and purposeful sound. The project introduces audio recording, organization, pacing, editing, and export settings.

Required components: brief plan or script, original recordings, edited audio file, transcript, and short production reflection.

Primary evaluation criteria: story clarity, recording quality, purposeful use of sound, editing, technical requirements, and reflection.

Photo Story Project — 200 points

Length/Format: 6–8 original photographs | **Due:** Sunday, October 25, 2026

Students communicate a focused story through an intentional sequence of original photographs. The project emphasizes composition, lighting, visual variety, sequencing, captions, and ethical image-making.

Required components: story proposal, original photographs, ordered presentation, captions, and short production reflection.

Primary evaluation criteria: story coherence, composition, technical quality, visual sequence, captions, ethics, and reflection.

Final Video Project — 300 points

Length/Format: 2–3 minutes | **Due:** Friday, December 6, 2026

Students produce an informational, promotional, instructional, public-service, profile, or mini-documentary video for a clearly defined audience. This is the culminating assignment in the course.

Required components: proposal, treatment or script, storyboard or shot list, production plan, original footage and audio, edited video, accurate captions, credits, and final reflection.

Primary evaluation criteria: pre-production, storytelling, visual and audio quality, editing, pacing, accessibility, ethical practice, technical requirements, and professionalism.

Course Policies and Expectations

Participation and Attendance

Because the course is online, attendance is demonstrated through consistent, substantive participation in Canvas rather than physical presence or a separate attendance grade. Students should begin each module early, review announcements, and complete work by the posted deadlines. Extended inactivity may make it difficult to complete production assignments successfully. **NOTE:** I recommend that you look at the assignments when they are posted. **DO NOT WAIT UNTIL SUNDAY TO LOOK AT THE ASSIGNMENT.**

Late Work and Extensions

Most non-final assignments include a 48-hour grace period with no penalty (please let me know if/why the assignment is late). After the grace period, eligible work may be submitted up to seven calendar days late with a 15% deduction. Some time-sensitive activities, such as peer feedback or work for which answers have been released, may not be eligible for late submission. The Final Video Project is due by the end of the final-exam period and cannot be submitted after December without an approved exception or incomplete. Students experiencing significant circumstances should contact the instructor as early as possible.

Communication

Use your UT Tyler email account and include MCOM 2313 in the subject line. I will normally respond within two business days, excluding weekends and university holidays. Course announcements and assignment updates will be posted in Canvas. Students are responsible for checking Canvas and your Patriot email regularly.

Submission and File Management

- Submit work through the correct Canvas assignment. Email submissions are accepted only when the instructor has approved an alternative because of a documented Canvas problem.
- Verify that files open, play correctly, and match the required format before the deadline.
- Keep original recordings, project files, and backup copies until the final course grade is posted.
- Screenshots of written assignments are not accepted unless the assignment directions specifically request an image file.
- We will use the ARC System in canvas for final video submissions. Please watch the tutorial video.

Production Safety, Consent, and Ethics

- Do not trespass, disrupt classes or workplaces, drive while recording, or place yourself or another person in an unsafe situation to complete an assignment.
- Obtain informed permission before recording interviews or featuring identifiable individuals in a project. Recording minors requires parent or guardian permission.
- Students who do not wish to appear on camera may use narration, hands-only demonstrations, objects, environments, or a consenting adult participant, as appropriate to the assignment.
- Do not misrepresent, manipulate, or stage material in a way that creates a false or unethical account of people or events.

Copyright, Credits, and Accessibility

- Use original media or properly licensed materials. Copyrighted music, images, footage, or other media may not be used simply because they are available online.
- Credit all outside sources and media according to the assignment directions.
- Audio projects require a transcript. Video projects require accurate captions. Automatically generated captions must be reviewed and corrected before submission.

Artificial Intelligence

The required UT Tyler artificial intelligence statement is provided in the Canvas Syllabus Module. Course-specific category: AI is permitted only for assignments or production stages that explicitly allow it. Unless the assignment directions state otherwise, students may not use generative AI to create scripts, storyboards, photographs, illustrations, voiceovers, music, video footage, edits, reflections, or other graded content. When AI use is permitted, students must identify the tool, explain how it was used, and provide any prompts or outputs requested in the assignment. Undisclosed or unauthorized use may be treated as an academic integrity violation.

Academic Integrity

Students are expected to submit original work and to follow the UT Tyler Honor Code and academic integrity requirements. Plagiarism, unauthorized collaboration, fabricated production work, undisclosed AI-generated material, or reuse of work submitted in another course may result in a zero and referral through the appropriate university process.

Feedback and Grading

Major-project rubrics will be available in Canvas before each project is due. Feedback will focus on the assignment criteria, and the next skills students should improve. Students should review feedback before beginning the next major project because the course is intentionally sequenced from audio to photography to video.

Fall 2026 Course Schedule

The schedule below is the working course calendar. Modules normally open on Monday, and primary graded work is normally due Sunday at 11:59 p.m. The instructor may make reasonable adjustments with advance notice through Canvas. Fall 2026 classes begin August 24; Thanksgiving break is November 23–27; final examinations occur December 7–11.

Wk.	Dates	Topic and Skills	Primary Graded Work
1	Aug. 24–30	Course orientation; production workflow; technology and file-management check	Syllabus Quiz due Aug. 30
2	Aug. 31–Sept. 6	Introduction to multimedia production; audience, purpose, and story	Blog Post 1: What Is Multimedia Production? due Sept. 6
3	Sept. 7–13	Pre-production: ideas, treatments, scripts, storyboards, and shot lists	Blog Post 2: Story Analysis and Breakdown, including brief pre-production practice, due Sept. 13
4	Sept. 14–20	Audio fundamentals: microphones, recording environments, levels, and ambient sound	Blog Post 3: Audio and Sound, including Production Exercise 1: Clean Audio, due Sept. 20
5	Sept. 21–27	Audio editing: sequencing, pacing, narration, sound, and export settings	Audio Story plan and draft due Sept. 27
6	Sept. 28–Oct. 4	Audio storytelling and revision	Audio Story Project due Oct. 4
7	Oct. 5–11	Visual composition: framing, lighting, perspective, and shot variety	Blog Post 4: Lighting and Camera Movement, including Production Exercise 2: Shot Types, due Oct. 11
8	Oct. 12–18	Visual sequencing, captions, ethics, and image selection	Photo Story plan and image sequence due Oct. 18
9	Oct. 19–25	Photo-story revision and presentation	Photo Story Project due Oct. 25
10	Oct. 26–Nov. 1	Video fundamentals: camera stability, continuity, b-roll, and natural sound	Blog Post 5: Telling Stories with Audio and Visuals, including Production Exercise 3: Five-Shot Sequence, due Nov. 1
11	Nov. 2–8	Interviews, narration, story structure, and production planning	Final Video proposal due Nov. 8
12	Nov. 9–15	Video editing: sequencing, pacing, transitions, titles, audio, and captions	Video editing practice and self-check due Nov. 15
13	Nov. 16–22	Final project pre-production and production preparation	Final Video pre-production package due Nov. 22
14	Nov. 23–29	Thanksgiving break — no new course content	No assignment due
15	Nov. 30–Dec. 6	Final video production, self-review, and revision	Final Video Project and Blog Post 6: Final Thoughts due Dec. 11 at 11:59 p.m. Central Time
Finals	Dec. 7–11	Finals week	Finals

Student Resources and University Policies

UT Tyler student resources and university policies are maintained in the Canvas Syllabus Module and updated by the university each semester. Students are responsible for reviewing those pages, including information about accessibility, academic integrity, withdrawal, Title IX, counseling and wellness, military and veteran services, pregnancy and parenting support, religious observances, and other university requirements.

Syllabus Acknowledgment

During Week 1, students will complete a brief syllabus acknowledgment in Canvas confirming that they have reviewed the course expectations, assignment structure, major due dates, technology requirements, late-work policy, academic-integrity expectations, and AI policy.

Course Design Principle

Plan → Record → Edit → Revise → Publish