

MCOM 3350—Video Production
Monday/Wednesday 12:20 p.m.- 1:40 p.m. (HPR 274)
Syllabus—Spring 2015

Faculty Information

- Instructor: Rauf Arif
- Office: HPR 264
- Office Hours: Fridays 11:10 a.m.-2:10 p.m., or by appointment.
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Course Description

This course entails the study of digital video communication for multimedia, corporate, public relations, advertising, and news applications with an emphasis on **Preproduction, Production, and Production Skills, and Evaluation**. This course is designed to teach students the basic principles of shooting, editing, and producing short documentary videos for the Internet.

The course will begin with a brief overview of video journalism produced for the web and how it differs from traditional broadcast news. Students will develop research, shooting, editing, interviewing, and storytelling skills with hands-on instructions and by producing multiple video stories of their own. Students will work individually and in teams to produce both short and long form videos that will be posted to the Internet. The course will address all phases of video production from pre-production to post-production.¹

Pre-requisites: MCOM 2313.

Course Objectives

Students will be able to develop:

1. Proficiency with professional camera and audio equipment
2. Understand basic video editing software
3. Proficiency in interviewing techniques
4. Understand storytelling through visual narratives

¹ This syllabus has been adopted and modified from UT Austin's instructor's syllabus, Jorge Sanhueza-Lyon, who teaches "Video Journalism for the Web" there. His original syllabus can be found by following this link: https://utdirect.utexas.edu/apps/student/coursedocs/nlogon/?semester=&department=J++&course_number=&course_title=&unique=&instructor_first=&instructor_last=&course_type=In+Residence&search=Search

5. Produce compelling short form documentary videos
 6. Encourage students to think of innovative ways to tell sound, journalistic stories
 7. Identify how to apply learned skills to a multimedia team within a converging newsroom
 8. Analyze production practices, strategies, and procedures for all forms of video production.
 9. Demonstrate an understanding of digital medium requirements through written assignments, including research, storyboards, scripts, and projects.
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10. Students will demonstrate an understanding of professional ethical principles and issues for public relations/integrated communication and/or multimedia journalism.
 11. Students will 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.
 12. Students will be able to construct a persuasive message, adapted to the audience, purpose, and context of the situation.

Technology

- 1 Firewire, Hard Drive (Recommended)
- 2 Final Cut Pro or equivalent video editing software (FCP X is provided in the Mac Lab)
- 3 Ear pods/Headphones

Readings

1. Kobre, Kenneth (2012). Video journalism: Multimedia Storytelling. Focal Press (required).
2. Braverman, B. (2010). Video Shooter: Storytelling with HD Cameras, 2nd Edition. Oxford: Focal Press (recommended).

Assignments/Grading

You will be graded on your participation in class, your performance on in-class assignments, your individual site and story assignments. Grading of assignments in this course is designed to correspond with the ways that online media workers are assessed. Specific details and requirements for each assignment will be provided during the semester.²

There are a total of 1,000 points possible. Grades will be based on the completion of the following assignments:

² This syllabus is for planning purposes only. The instructor reserves the right to modify and update assignments to best achieve the goals of this class.

Documentary Critiques 150

Throughout the semester, students will write 10 critique papers. Students will watch a documentary film and/or newspaper video of their choosing and write a 500-word critique about that film. Papers should be uploaded on Blackboard folders by the deadline. No papers will be accepted late. No exceptions!

Classmate Interview 50

This is your first assignment with the video camera. You will team up with a classmate and do on-camera interviews. It is an exercise in getting to know your camera and how to conduct a simple interview. Pay close attention to lighting, composition, and most importantly, sound. Video should include a moderate amount of B-Roll. We will use this footage to learn the basics of Final Cut Pro.

Newsroom Studio Exercise 50

This assignment includes in-class recordings (studio recording) of students as anchors and guest speakers. Students will be divided in two teams: Team (A) will be responsible to produce a news and current affairs program of their choice. Team (B) will produce a talk show on sports. Students can choose their favorite sport for this assignment.

B-Roll Sequence 100

Build a 3-minute long (180 seconds) video of a scene using only B-Roll and Nat Sound. Video should demonstrate the ability to shoot a variety of B-Roll clips and assemble them into a sequence that accurately depicts a scene, sets a tone, and illustrates a story.

Character Profile 200

Produce a short video profile of an expert in your area of interest/academic field to whom you have good access. Access is important because you will have to go back repeatedly. This video will be longer than your classmate interview and will also require that you shoot b-roll and pay very close attention to sound. Grades will be based on demonstrated ability to weave a good narrative thread with audio and video.

Rough Cut of Final Video 50

This is a rough cut of your final project. Due two weeks before the final video is due. The rough cut of your video should have a developed story with strong interviews and good sequences of B-Roll.

Final Documentary 250

Your final assignment will be to produce a longer newsworthy video of significant journalistic value. Videos cannot be of one-time events such as protests, concerts, sporting events, etc. Good access and engaging characters can make this final assignment much more rewarding both for you and the class. Try to stay away from issues that are too big. Think of smaller human interest stories that are all around us. Throughout the semester, you will be provided with countless videos and websites for ideas and inspiration. Grading for the final project will be based on your demonstrated ability to

build a compelling narrative with ambient sound, good interviews, and strong visual sequences.

Attendance & In-class Participation 150

i) Attendance: 100

- Attendance is required in the bi-weekly class meetings.
- 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. Missing more than five classes, without discussing the situation with me, could result in a failing grade for the course.

ii) Participation, in-class assignments and homework: 50

- It is expected that you will come to classes prepared to participate. You are expected to come prepared with the necessary materials for working on your assignments.
- You cannot make up in-class work for unexcused absences.
- In-class assignments and homework include e-portfolio personalization, writing assignments, software training projects, and assignments determined by your instructor.
- Required individual meeting with me to discuss final multimedia package (week 13 or 14).

Grading Scale

Grades are based on the overall points available for you to earn.

A: 900-1000 **B:** 800-899 **C:** 700-799 **D:** 600-699 **F:** 0- 599 **I:** Incomplete

Late Policy

No extensions will be given unless you have truly extenuating circumstances. In these cases, you must speak with me **before** the assignment is due to make an arrangement.

Technology excuses are not acceptable. Assignments turned in late without an approved extension will be marked down a letter grade for every day late. After five days late, the assignment will earn a 0. Please do not hesitate to contact me to discuss assignments including questions about technology.

Classroom Courtesies:

- No cellphone use during class. No calls, no texts, no status update checks. In an emergency, please exit the classroom to use your device.
- No eating, unless there is enough for everybody. Beverages (non-alcoholic) are allowed.
- Laptop and tablet use is for note taking and class-related research. Other uses will be noted and these devices can be restricted in class.
- Talk, debate, ask questions and challenge but stay on topic.

Access to Technology:

- I use Blackboard to communicate, post assignments and readings, present feedback, and provide a space for you to communicate with your classmates. Check Blackboard regularly.

Academic Honesty:

- Practice academic integrity and accept responsibility for your actions.
- Academic misconduct includes, but is not limited to, cheating, unattributed use of others' work (including test and paper "banks"), disruption of class, and discourtesy to, or harassment of, other students or your instructor.
- Anyone caught cheating will earn a "0" for that assignment and will be subject to academic and disciplinary action.
- PLAGIARISM WILL NOT BE TOLERATED. This includes, but is not limited to, the appropriation, buying, receiving as a gift, or obtaining by any means another's work and the submission of it as one's own academic work offered for credit. Students caught plagiarizing will fail the assignment, may fail this class and will be subject to academic and disciplinary action.

- Go here for more:

<http://www.utt Tyler.edu/judicialaffairs/scholasticdishonesty.php>

THINGS TO KNOW ABOUT YOUR UNIVERSITY:

WRITING CENTER: Take advantage of writing help. The UT Tyler Writing Center provides professional writing tutoring for all students in all disciplines. If you wish to use the Writing Center, you should plan for a minimum of two hour-long tutorials per assignment: the first to provide an initial consultation and drafting plan, and the second to follow up. Be prepared to take an active role in your learning, as you will be asked to discuss your work during your tutorial. While Writing Center tutors are happy to provide constructive criticism and teach effective writing techniques, under no circumstances will they fix, repair, or operate on your paper. Location: BUS 202. 903-565-5995.

UNIVERSITY POLICIES:

- **Students Rights and Responsibilities:** To know and understand the policies that affect your rights and responsibilities as a student at UT Tyler, please follow this link:<http://www2.uttyler.edu/wellness/rightsresponsibilities.php>
- **Grade Replacement/Forgiveness and Census Date Policies:** Students repeating a course for grade forgiveness (grade replacement) must file a Grade Replacement Contract with the Enrollment Services Center (ADM 230) on or before the Census Date of the semester in which the course will be repeated. Grade Replacement Contracts are available in the Enrollment Services Center or at <http://www.uttyler.edu/registrar>. Each semester's Census Date can be found on the Contract itself, on the Academic Calendar, or in the information pamphlets published each semester by the Office of the Registrar. Failure to file a Grade Replacement Contract will result in both the original and repeated grade being used to calculate your overall grade point average. Undergraduates are eligible to exercise grade replacement for only three course repeats during their career at UT Tyler; graduates are eligible for two grade replacements. Full policy details are printed on each Grade Replacement Contract. The Census Date is the deadline for many forms and enrollment actions that students need to be aware of. These include:

- Submitting Grade Replacement Contracts, Transient Forms, requests to withhold directory information, approvals for taking courses as Audit, Pass/Fail or Credit/No Credit.
 - Receiving 100% refunds for partial withdrawals. (There is no refund for these after the Census Date)
 - Schedule adjustments (section changes, adding a new class, dropping without a “W” grade)
 - Being reinstated or re-enrolled in classes after being dropped for non-payment
 - Completing the process for tuition exemptions or waivers through Financial Aid
- **State-Mandated Course Drop Policy:** Texas law prohibits a student who began college for the first time in Fall 2007 or thereafter from dropping more than six courses during their entire undergraduate career. This includes courses dropped at another 2-year or 4-year Texas public college or university. For purposes of this rule, a dropped course is any course that is dropped after the census date (See Academic Calendar for the specific date). Exceptions to the 6-drop rule may be found in the catalog. Petitions for exemptions must be submitted to the Enrollment Services Center and must be accompanied by documentation of the extenuating circumstance. Please contact the Enrollment Services Center if you have any questions.
- **Disability Services:** In accordance with Section 504 of the Rehabilitation Act, Americans with Disabilities Act (ADA) and the ADA Amendments Act (ADAAA) the University offers accommodations to students with learning, physical and/or psychiatric disabilities. If you have a disability, including non-visible disabilities such as chronic diseases, learning disabilities, head injury, PTSD or ADHD, or you have a history of modifications or accommodations in a previous educational environment you are encouraged to contact the Student Accessibility and Resources office and schedule an interview with the Accessibility Case Manager/ADA Coordinator, Cynthia Lowery Staples. If you are unsure if the above criteria apply to you, but have questions or concerns please contact the SAR office. For more

information or to set up an appointment please visit the SAR office located in the University Center, Room 3150 or call 903.566.7079. You may also send an email to cstaples@uttyler.edu

- **Student Absence due to Religious Observance:** Students who anticipate being absent from class due to a religious observance are requested to inform the instructor of such absences by the second class meeting of the semester.
- **Student Absence for University-Sponsored Events and Activities:** If you intend to be absent for a university-sponsored event or activity, you (or the event sponsor) must notify the instructor at least two weeks prior to the date of the planned absence. At that time the instructor will set a date and time when make-up assignments will be completed.
- **Social Security and FERPA Statement:** It is the policy of The University of Texas at Tyler to protect the confidential nature of social security numbers. The University has changed its computer programming so that all students have an identification number. The electronic transmission of grades (e.g., via e-mail) risks violation of the Family Educational Rights and Privacy Act; grades will not be transmitted electronically.
- **Emergency Exits and Evacuation:** Everyone is required to exit the building when a fire alarm goes off. Follow your instructor's directions regarding the appropriate exit. If you require assistance during an evacuation, inform your instructor in the first week of class. Do not re-enter the building unless given permission by University Police, Fire department, or Fire Prevention Services.