Code # Enter text…

**Letter of Notifications**

**[X] Undergraduate Curriculum Council**

**[ ] Graduate Council**

Signed paper copies of proposals submitted for consideration are no longer required. Please type approver name and enter date of approval.

Email completed proposals to [curriculum@astate.edu](mailto:curriculum@astate.edu) for inclusion in curriculum committee agenda.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| |  |  | | --- | --- | | Dr. Gabriel Tait | 8/25/2017 |   **Department Curriculum Committee Chair** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **COPE Chair (if applicable)** |
| |  |  | | --- | --- | | Dr. Osa’ Amienyi | 8/25/2017 |   **Department Chair:** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Head of Unit (If applicable)** |
| |  |  | | --- | --- | | Warren Johnson | 9/22/2017 |   **College Curriculum Committee Chair** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Undergraduate Curriculum Council Chair** |
| |  |  | | --- | --- | | Gina Hogue | 9/25/2017 |   **College Dean** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Graduate Curriculum Committee Chair** |
| |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **General Education Committee Chair (If applicable)** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Vice Chancellor for Academic Affairs** |

**If you require to fill out a Letter of Notification, please email** [**curriculum@astate.edu**](mailto:curriculum@astate.edu) **or contact Academic Affairs and Research at (870) 972-2030 for guidance PRIOR TO submitting these through the curricular process.**

**1.Contact Person** (Name, Email Address, Phone Number)

Dr. Osabuohien P. Amienyi, [osami@astate.edu](mailto:osami@astate.edu), (870) 972-3070

LETTER OF NOTIFICATION – 13

EXISTING CERTIFICATE or DEGREE OFFERED via DISTANCE TECHNOLOGY

Institutions with at least one certificate or degree program approved for distance technology by the Arkansas Higher Education Coordinating Board must submit Letter of Notification-13 to request approval to offer additional existing (on-campus) certificates or degrees via distance technology. The institution must submit to ADHE a copy of the e-mail notification to the Higher Learning Commission (HLC) about the proposed distance technology program. If HLC requires a focused visit for the proposed distance technology program, please submit the scheduled review date.

**Definitions**

Distance technology (e-learning) – When technology is the primary mode of instruction for the course (50% of the course content is delivered electronically).

Distance instruction – When a course does not have any significant site attendance, but less than 50% of the course is delivered electronically, e.g., correspondence courses.

Distance program – When at least 50% of the major courses are delivered via distance technology.

1. Institution submitting request: Arkansas State University
2. Contact person/title: Dr. Osabuohien Amienyi, Chair of Department of Media
3. Telephone number/e-mail address: (870) 972-3070, [osami@astate.edu](mailto:osami@astate.edu)
4. Name of Existing Certificate or Degree: Bachelor of Science in Creative Media Production with emphasis in *Audio-Video* *Production* and *Narrative Media Production*

Note: *Only two of the emphasis in the traditional on-campus degree are offered online because market research show there is little demand for graphic communication and sports media emphases areas. Additionally, the sports media emphasis requires working at sporting events with other production teams. This may not be accessible or possible for every student who would pursue the program online*

1. Proposed Effective Date for distance technology delivery: Fall 2018
2. CIP Code: 09.0799
3. Degree Code: 5907

# PROGRAM INFORMATION

1. Program summary/justification for offering program by distance technology:

*There is an increasing population of working adults who desire to enhance their education but find traditional college attendance unfeasible due to work constraints, etc. Thus, many working adults prefer the flexibility of an online degree as completion of an online degree will provide opportunities for career change or career enhancement. The current traditional creative media production degree program at Arkansas State University is a flexible degree that gives students the necessary theory and skills to advance in their career and life goals. Offering this degree online will expand the availability of the degree and give working adults an edge in a technology driven, global and competitive world.*

1. Provide the current certificate/degree plan. Mark\* courses that will be taught by adjunct faculty.

*Courses will be taught by regular faculty members*

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Major:  CMP Audio Video** | | | | | | | | |
| **2016-2017** | | | | | | | | |
|  | | | | | | | | |
| Students requiring developmental course work based on low entrance exam scores (ACT, SAT, ASSET, COMPASS) may not be able to complete this program of study in eight (8) semesters.  Developmental courses do not count toward total degree hours.  **Students having completed college level courses prior to enrollment will be assisted by their advisor in making appropriate substitutions.   In most cases, general education courses may be interchanged between semesters.**    A minimum of 45 hours of upper division credit (3000-4000 level) is required for this degree.  Mandatory state and institutional assessment exams will be required during your degree program.  ***Failure to participate in required assessments may delay graduation.*** | | | | | | | | |
| **Year 1** | | | |  | **Year 1** | | | |
| **Fall Semester** | | | |  | **Spring Semester** | | | |
| **Course No.** | **Course Name** | **Hrs** | **Prerequisite** |  | **Course No.** | **Course Name** | **Hrs** | **Prerequisite** |
| UC 1003 | FYE | 3 |  |  | COMS 1203 | Oral Communications | 3 |  |
| CMAC 1003 | Mass Com. In Modern Soc. | 3 |  |  | ENG 1013 | Composition II | 3 | ENG 1003 |
| ENG 1003 | Composition I | 3 |  |  | ART, MUS, or THEA 2503 |  | 3 |  |
| MATH 1023 or MATH 1043 | College Algebra | 3 |  |  |  | SOCIAL SCIENCE GEN ED REQUIREMENT | 3 |  |
| BIOL 1003 | Biology or Alternative | 3 |  |  | PHSC 1203 | Phys Science or Alternative | 3 |  |
| BIOL 1001 | Biology Lab | 1 |  |  | PHSC 1201 | Physical Science Lab | 1 |  |
| **Total Hours** |  | 16 |  |  | **Total Hours** |  | 16 |  |
| **Year 2** | | | |  | **Year 2** | | | |
| **Fall Semester** | | | |  | **Spring Semester** | | | |
| **Course No.** | **Course Name** | **Hrs** | **Prerequisite** |  | **Course No.** | **Course Name** | **Hrs** | **Prerequisite** |
| CMAC 2053 | Intro to Visual Com. | 3 |  |  | CMAC 2003 | Media Writing | 3 |  |
| CMAC 1001 | Media Grammar and Style | 1 |  |  | MDIA 2313 | Multimedia Production | 3 | CMAC 2053 |
| HIST 2763, HIST 2774, or POSC 2103 |  | 3 |  |  | CMAC 3001 | Professional Seminar | 1 |  |
| ENG 2003, ENG 2013, or PHIL 1103 |  | 3 |  |  | COLLEGE ELECTIVE: | Any Level | 3 |  |
| MINOR | Any Level | 3 |  |  | MINOR | Any Level | 3 |  |
| ELECTIVE | Any Level | 3 |  |  | ELECTIVE | Any Level | 2 |  |
| **Total Hours** |  | 16 |  |  | **Total Hours** |  | 15 |  |
| **Year 3** | | | |  | **Year 3** | | | |
|  | | | |  |  | | | |
| **Fall Semester** | | | |  | **Spring Semester** | | | |
| **Course No.** | **Course Name** | **Hrs** | **Prerequisite** |  | **Course No.** | **Course Name** | **Hrs** | **Prerequisite** |
| MDIA 3353 | Field & Post Production | 3 | MDIA 2313 |  | MDIA 3343/ 4383 | Advanced Radio or Advanced TV | 3 | CMP 3313 |
| MDIA 3313 | Audio/Video Production | 3 | MDIA 2313 |  | MDIA 3363 | Com. Research | 3 |  |
| CMAC 4073 | Com. Law & Ethics | 3 |  |  | MDIA 4363 | Multimedia Storytelling | 3 |  |
| MINOR | Upper Level | 3 |  |  | MINOR | Upper Level | 3 |  |
| ELECTIVE | Upper Level | 3 |  |  | ELECTIVE | Upper Level | 3 |  |
|  |  |  |  |  |  |  |  |  |
| **Total Hours** |  | 15 |  |  | **Total Hours** |  | 15 |  |
|  |  |  |  |  |  |  |  |  |
| **Year 4** | | | |  | **Year 4** | | | |
| **Fall Semester** | | | |  | **Spring Semester** | | | |
| **Course No.** | **Course Name** | **Hrs** | **Prerequisite** |  | **Course No.** | **Course Name** | **Hrs** | **Prerequisite** |
| MDIA 4483 | Broadcast Graphics | 3 |  |  | MDIA 4123 | Media Manage. & Entre. | 3 | CMAC 3001 |
| COLLEGE ELECTIVE | Upper Level | 3 |  |  | MDIA 4353 | Corp Media Production | 3 | MDIA 3313 and 3353 |
| MINOR | Upper Level | 3 |  |  | ELECTIVE | Upper Level | 3 |  |
| MINOR | Upper Level | 3 |  |  | MINOR | Upper Level | 3 |  |
| ELECTIVE | Upper Level | 3 |  |  |  |  |  |  |
| **Total Hours** |  | 15 |  |  | **Total Hours** |  | 12 |  |
|  |  |  |  |  |  |  |  |  |
| **Total Jr/Sr Hours** | | **\_58\_** |  |  | **Total Degree Hours** | | **\_120\_\_** |  |
|  |  |  |  |  |  |  |  |  |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Major: MDIA Narrative Media** | | | | | | | | |
| **2016-2017** | | | | | | | | |
|  | | | | | | | | |
| Students requiring developmental course work based on low entrance exam scores (ACT, SAT, ASSET, COMPASS) may not be able to complete this program of study in eight (8) semesters.  Developmental courses do not count toward total degree hours.  **Students having completed college level courses prior to enrollment will be assisted by their advisor in making appropriate substitutions.   In most cases, general education courses may be interchanged between semesters.**    A minimum of 45 hours of upper division credit (3000-4000 level) is required for this degree.  Mandatory state and institutional assessment exams will be required during your degree program.  ***Failure to participate in required assessments may delay graduation.*** | | | | | | | | |
| **Year 1** | | | |  | **Year 1** | | | |
| **Fall Semester** | | | |  | **Spring Semester** | | | |
| **Course No.** | **Course Name** | **Hrs** | **Gen Ed** |  | **Course No.** | **Course Name** | **Hrs** | **Gen Ed** |
| UC 1003 | FYE | 3 |  |  | COMS 1203 | Oral Communications | 3 | X |
| CMAC 1003 | Mass Com. In Modern Soc | 3 | X |  | ENG 1013 | Composition II | 3 | X |
| ENG 1003 | Composition I | 3 | X |  | ART, MUS, or THEA 2503 |  | 3 | X |
| MATH 1023 or MATH 1043 |  | 3 | X |  |  | SOCIAL SCIENCE GEN ED REQUIREMENT | 3 | X |
| BIOL 1003 | Biology or Alternative | 3 | X |  | PHSC 1203 | Phys Science or Alternative | 3 |  |
| BIOL 1001 | Biology Lab | 1 | X |  | PHSC 1201 | Physical Science Lab | 1 |  |
| **Total Hours** |  | 16 |  |  | **Total Hours** |  | 16 |  |
| **Year 2** | | | |  | **Year 2** | | | |
| **Fall Semester** | | | |  | **Spring Semester** | | | |
| **Course No.** | **Course Name** | **Hrs** | **Gen Ed** |  | **Course No.** | **Course Name** | **Hrs** | **Gen Ed** |
| CMAC 2053 | Intro to Visual Com. | 3 |  |  | CMAC 2003 | Media Writing | 3 |  |
| CMAC 1001 | Media Grammar and Style | 1 |  |  | MDIA 2313 | Multimedia Production | 3 |  |
| HIST 2763, HIST 2774, or POSC 2103 |  | 3 | X |  | CMAC 3001 | Professional Seminar | 1 |  |
| ENG 2003, ENG 2013, or PHIL 1103 |  | 3 | X |  | COLLEGE ELECTIVE | Any Level | 3 |  |
| MINOR | Any Level | 3 |  |  | MINOR | Any Level | 3 |  |
| ELECTIVE | Any Level | 3 |  |  | ELECTIVE | Any Level | 2 |  |
| **Total Hours** |  | 16 |  |  | **Total Hours** |  | 15 |  |
| **Year 3** | | | |  | **Year 3** | | | |
| **Fall Semester** | | | |  | **Spring Semester** | | | |
| **Course No.** | **Course Name** | **Hrs** | **Gen** |  | **Course No.** | **Course Name** | **Hrs** | **Gen Ed** |
| MDIA 3403 | Screenwriting | 3 |  |  | MDIA 3503 | Cinematography | 3 |  |
| COLLEGE ELECTIVE | Any Level | 3 |  |  | MDIA 3363 | Com. Research | 3 |  |
| CMAC 4073 | Com. Law & Ethics | 3 |  |  | MDIA 4363 | Multimedia Storytelling | 3 |  |
| ELECTIVE | Upper Level | 3 |  |  | MINOR | Upper Level | 3 |  |
| MINOR | Upper Level | 3 |  |  | ELECTIVE | Upper Level | 3 |  |
|  |  |  |  |  |  |  |  |  |
| **Total Hours** |  | 15 |  |  | **Total Hours** |  | 15 |  |
|  |  |  |  |  |  |  |  |  |
| **Year 4** | | | |  | **Year 4** | | | |
| **Fall Semester** | | | |  | **Spring Semester** | | | |
| **Course No.** | **Course Name** | **Hrs** | **Gen Ed** |  | **Course No.** | **Course Name** | **Hrs** | **Gen Ed** |
| CMAC 4063 | Internship | 3 |  |  | MDIA 4123 | Media Manage. & Entre. | 3 |  |
| COLLEGE ELECTIVE | Upper Level | 3 |  |  | MDIA 4303 | Advanced Filmmaking | 3 |  |
| MINOR | Upper Level | 3 |  |  | ELECTIVE | Upper Level | 3 |  |
| MINOR | Upper Level | 3 |  |  | MINOR | Upper Level | 3 |  |
| ELECTIVE | Upper Level | 3 |  |  |  |  |  |  |
| **Total Hours** |  | 15 |  |  | **Total Hours** |  | 12 |  |
|  |  |  |  |  |  |  |  |  |
| **Total Jr/Sr Hours** | | **\_\_** |  |  | **Total Degree Hours** | | **\_120\_\_** |  |
|  |  |  |  |  |  |  |  |  |

1. Provide the list of courses, include course number/title, for the certificate/degree program currently offered by distance technology.

|  |  |  |
| --- | --- | --- |
| **Course Number** | **Title** | **Credit Hours** |
| **General Education** | | |
| UC 1013 | Making Connections | 3 |
| ENG 1003 | Composition I | 3 |
| ENG 1013 | Composition II | 3 |
| MATH 1023 | College Algebra | 3 |
| ENG 2003 | World Literature to 1660 | 3 |
| MUS 2503 | Fine Arts Music | 3 |
| BIO 1003 | Biological Science | 3 |
| BIO 1001 | Biological Science Lab | 1 |
| PHSC 1203 | Physical Science | 3 |
| PHSC 1201 | Physical Science Lab | 1 |
| ECON 2333 | Economic Issues and Concepts | 3 |
| CMAC 1003 | Mass Communications in Modern Society | 3 |
| SOC 2213 | Introduction to Sociology | 3 |
| COMS 1203 | Oral Communication | 3 |
| **Core Courses** | | |
| CMAC 2053 | Introduction to Visual Communication | 3 |
| CMC 3001 | Professional Seminar | 1 |
| **Major Requirements** | | |
| CMAC 1001 | Media Grammar and Style | 1 |
| CMAC 2003 | Media Writing | 3 |
| MDIA 3363 | Communications Research | 3 |
| CMAC 4073 | Communications Law and Ethics | 3 |
| MDIA 4123 | Media Management and Entrepreneurship | 3 |
| Media and Communications Electives | Electives | 6-9 |
| **Emphasis Areas (Choose One)** | | |
| **Emphasis 1: Narrative Media – 12 Credit Hours** | | |
| MDIA 3403 | Screenwriting for Narrative Motion Picture | 3 |
| **Emphasis 2: Audio/Video Production – 15 Credit Hours** | | |
| Courses have not been offered via Distance Technology (see Section 12) | | |
| **Minors (Choose One)** | | |
| **Minor 1: Criminology** | | |
| CRIM 1023 | Introduction to Criminal Justice | 3 |
| CRIM 2263 **OR** POSC 3183 | Criminal Evidence and Procedure **OR** Criminal Law and the Constitution | 3 |
| CRIM 3183 **OR** CRIM 3193 | Institutional Corrections **OR** Community Corrections | 3 |
| CRIM 3223 | Police and Society | 3 |
| CRIM 3263 **OR** CRIM 3323 | Criminology **OR** Juvenile Delinquency | 3 |
| CRIM 4103 | Criminal Justice Systems | 3 |
| **Minor 2: Sociology** | | |
| SOC 2213 | Introduction to Sociology | 3 |
| SOC 2223 | Social Problems | 3 |
| SOC 3273 | Social Stratification | 3 |
| Sociology Elective | Elective | 3 |
| Upper-Level Sociology Elective | Electives | 6 |
| **Minor 3: Political Science** | | |
| Political Science Electives | Electives | 6 |
| Upper-Level Political Science Electives | Electives | 12 |
| **Minor 4: Leadership Studies** | | |
| IDS 2023 | Intro to Service Learning | 3 |
| IDS 3023 | Advanced Service Learning | 3 |
| UC 1103 | Intro to Leadership Development | 3 |
| UC 3023 | Seminar in Leadership Development | 3 |
| *Choose one of the following:* | | |
| MGMT 3613 | Leadership | 3 |
| SOC 3273 | Social Stratification | 3 |
| SOC 3353 | Minority Groups | 3 |
| SOC 3003 | Sociology of Gender | 3 |
| *Choose one of the following:* | | |
| COMS 2243 | Principles of Argumentation | 3 |
| COMS 4243 | Interpersonal Communication | 3 |
| COMS 4253 | Intercultural Communication | 3 |
| PR 4603 | Crisis Communication | 3 |
| **Minor 5: General Business** | | |
| ACCT 2133 | Intro to Managerial Accounting | 3 |
| ECON 2323 OR ECON 2333 | Principles of Microeconomics OR Economic Issues and Concepts | 3 |
| FIN 3713 | Business Finance | 3 |
| LAW 2023 | Legal Environment of Business | 3 |
| MGMT 3153 | Organizational Behavior | 3 |
| MKTG 3013 | Marketing | 3 |
| Upper-Level Business Elective | Elective | 3 |
| **Minor 6: Management** | | |
| ACCT 2033 | Intro to Financial Accounting | 3 |
| ECON 2323 OR ECON 2333 | Principles of Microeconomics OR Economic Issues and Concepts | 3 |
| MGMT 3123 | Principles of Management | 3 |
| MGMT 3153 | Organizational Behavior | 3 |
| Upper-level MGMT Elective | Elective | 3 |
| **Electives** | | |
| Electives | Electives | 20 |

1. If 100% of the program will not be offered by distance technology, list courses that **will not** be offered by distance technology.  
    *N/A*
2. For existing courses that will be offered by distance technology (for the first time), provide the course syllabus for each of these courses for the certificate/degree program and indicate the maximum class size for each distance course.  
     
   *Syllabi provided in Appendix A for the following courses (max class size 30):  
     
   Major Requirements  
   MDIA 2313 Multimedia Production  
   MDIA 4363 Multimedia Storytelling  
     
   Emphasis: Narrative Media  
   CMAC 4063 Internship  
   MDIA 3503 Film Cinematography, Lighting, and Editing  
   MDIA 4303 Advanced Filmmaking Techniques  
     
   Emphasis: Audio/Video Production  
   MDIA 3313 Audio and Video Production  
   MDIA 3343 Advanced Audio Production*  
   *MDIA 3353 Field and Post Production  
   MDIA 4353 Corporate Media Production  
   MDIA 4383 Advanced Television Production  
   MDIA 4483 Broadcast Graphics*
3. If new courses will be added, provide the list of new courses (proposed course number/title) and the new course descriptions for the certificate/degree.  
     
   *No new courses will be added*
4. Provide the course syllabus for each distance technology course for the program listed above and indicate the maximum class size for each distance course. Indicate the course delivery mode(s) and class interaction mode(s) for each distance technology course.

Course delivery mode (check all that apply):

Online X

Compressed-video (CIV)

Audio Conference

Video Conference

Web Conference

Blended delivery (identify components)

Class interaction mode (check all that apply):

Electronic bulletin boards X

E-mail X

Telephone X

Fax

Chat X

Blog X

Other (specify)

1. Provide the percentage of the program that is offered via distance (50%, 75%, etc.).  
     
   *100%*
2. Discuss the provisions for instructor-student and student-student interaction that are included in the program design and the course syllabus.  
     
   *Students may contact the instructor via the instructor’s email address, and instructors will have discussion with students via the Blackboard Learn Platform dependent on the course. Students may interact with Instructors through Skype, Zoom, or Blackboard Collaborate. Students may also call the instructor on the phone using the phone number provided by the instructor.*
3. Provide a semester-by-semester degree plan/course schedule for student access to all courses necessary to complete the program.   
     
   *Appendix B*
4. Provide a list of services that will be supplied by consortia partners or outsourced to another organization (faculty/instructional support, course materials, course management and delivery, library-related services, bookstore services, services providing information to students, technical services, administrative services, online payment arrangements, student privacy consideration, services related to orientation, advising, counseling or tutoring, etc.) Include the draft contract/Memorandum of Understanding (MOU) for each partner/organization offering faculty/instructional support for the program. Submit final contract/MOU signed by partner institutions or organizations upon completion of ADHE proposal review.  
    *Arkansas State University will use Academic Partnerships for marketing and recruitment of potential students for this program. Arkansas State University may use Instructional Connections, Inc. to provide Academic Assistants to assist faculty with course grading. The Service Agreement for Instructional Connections is attached in Appendix C.*
5. Estimate costs for the proposed distance technology program for the first 3 years. Include faculty release time costs for course/program planning and delivery.  
     
   *Assuming 2 courses are developed and offered per 7-week term, sincere effort will be made to accommodate the course offering with current faculty load, at no additional cost. If the need arises, faculty will paid an overload to teach online courses, at the cost estimated below. Faculty are not paid overload stipends during the Summer semester as courses are part of their regular earnings during this time frame. Adjuncts will be hired, when current faculty load limits are reached.*

|  |  |  |  |
| --- | --- | --- | --- |
| Year 1 | | | |
| Delivery (Overloads or Adjuncts) | Costs | Development | Costs |
| 8 | $28,000 | 12 | $18,000 |
| Year 2 | | | |
| Delivery (Overloads or Adjuncts) | Costs | Development | Costs |
| 8 | $28,000 | 12 | $18,000 |
| Year 3 | | | |
| Delivery (Overloads or Adjuncts) | Costs | Development | Costs |
| 8 | $28,000 | 12 | $18,000 |

1. Provide institutional curriculum committee review/approval date for proposed distance technology program.  
     
   *N/A*
2. Provide documentation that proposed program has been reviewed/approved for distance technology delivery by licensure/certification board/agency, if required. [HLC review must follow ADHE review and AHECB program approval.]  
     
   *N/A, program does not lead to licensure/certification*
3. Provide additional program information if requested by ADHE staff.

President/Chancellor Approval Date:

Board of Trustees Notification Date:

Chief Academic Officer: Date:

**Appendix A**

**Course Information: MDIA 2313 Multimedia Production**

**Instructor:** Dr. Gabriel B. Tait

**Meeting day/time/place:** Online, Mondays & Wednesdays, Communications/ Education Building, Rooms 155B

**Office:** Communications/ Education Building, Rooms 363

**Office Hours:**

9:30 -12:00 NOON –MONDAY AND WEDNESDAY

10 AM -12 NOON FRIDAY

Other Office Hours By Appointment Phone: (870) 972-3212 or via STARFISH

**Office phone:** (870) 972-3212 Dept. Phone (870) 972-3070

**Email:** [gtait@astate.edu](mailto:gtait@astate.edu)

**Web URL:** [**http://www.astate.edu/college/communications/**](http://www.astate.edu/college/communications/)

**Textbook(s) and Materials**

**Required texts:** Multimedia Storytelling for Digital Communicators in a Multiplatform World by Seth Gitner ISBN-13: 978-0765641328

**Recommended texts:** None

**Assignments and Handouts** • Detailed assignment directions and course handouts are provided on the Blackboard course website. All assignments will be submitted on Blackboard unless noted.

**Supplies:** • 3-ring binder - recommended for course handbook, notes, and article printouts.

**Additional:**

• Equipment

o Digital Camera (Still & Video)\* to capture photos and videos. Students may use your cell phone or iPad.

o Digital Recorder\*

o Microphone\*

o Headphones\*

• Laptop computer, IPAD, IPHONE, other portable device that can connect to the

Internet. Please bring to each class.

• Software and downloads:

o Adobe Creative Suite:

§ Video Editing: Premiere Elements

§ Photo Editing: Adobe Photoshop CC

§ Soundslides (Slide show presenter)

o Audio Editing: Audacity (Windows / Mac; free)

<http://audacity.sourceforge.net/>

o Microsoft Word/PowerPoint

o Lynda.com

• Software tutorials are available at no charge through Astate at Lynda.com. Students will need register with the instructor on the first day of class.

**Hardware**

**Required:** One SDHC Card(s) will be needed.

**Highly Recommended:** External hard drive USB 3.0 or Firewire 800 (Mac formatted). Minimum specs –

500 GB, 7200 RPM, minimum 8 MB cache.

**Note:** A 16 or 32 gig SDHC, class 10 card can also be used for storing media files class projects. However, video files can be very large and you will need an external hard drive for other MDIA video courses. Also, you should back up your original files in case the SDHC card is lost or becomes

inoperable. BOTH of those situations have happened to past students in the class. Do not edit from SDHC

cards, they are too easy to lose.

**Again:** Do not edit from SDHC cards, they are too easy to lose. Students who fail to follow hard drive guidelines will not be given extensions or any other grading considerations if they fail to complete an assignment because of a lost card or spinning hard drive crash.

**Student Responsibilities**

1. Read assigned readings prior to class.

2. Read campus email messages related to class a minimum of twice a week.

3. Check the Blackboard course Web site for updates and assignments at least twice per week.

4. Review assignments on the Blackboard course Web site by the dates they are given, as noted in the syllabus.

5. Complete assignments on time.

6. Contribute to class and group discussions.

**Catalog Course Description:** An introductory course in audio, video, photo, and text production for many distribution platforms. Prerequisite/Co-requisite, CMAS 2053. Fall, Spring, Summer

**Purpose:** The purpose of this course is to provide a hands-on overview of multimedia and converged media production techniques and practices. Students will be introduced to the basic concepts in multimedia production, multimedia production equipment, and software. Through study of multimedia production using text, graphics, audio, video and the Web, students will be introduced to the techniques and skills that will be needed by the “backpack journalist”, multimedia reporter, cross media advertiser, public relations practitioner and multi-channel entertainment producer

**Program Outcomes: MEDIA AND COMMUNICATION UNIT The Three Foundations of Learning**

**THINK- We promote problem solving by enhancing students’ ability to**

• think critically, creatively and independently;

• think analytically by conducting research and evaluating information using appropriate methods, including applying basic numerical and statistical concepts;

• understand and respect others in a diverse and global society, which includes diversity of gender, race ethnicity, sexual orientation, religion, culture, and national origin.

• understand concepts and apply theories in the use and presentation of messages, images, and information;

**COMMUNICATE -We promote strong communication skills by requiring students to**

• write correctly and clearly in forms and styles appropriate for the communications professions, audiences, and purposes they serve;

• critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;

• apply current tools and technologies appropriate for the communications professions in which they work, and to understand the digital world;

• communicate effectively using words and images for multiple platforms, ranging from interpersonal communication to digital media;

**BE PROFESSIONAL -We promote professional conduct and integrity by requiring that students:**

• understand the principles and laws of freedom of speech and press and how they are applied nationally and internationally;

• understand the history and role of professionals and institutions in shaping communications; understand professional ethical principles and work ethically in pursuit of truth, accuracy, fairness, and diversity;

**Goals/Learning Outcomes** The goals and outcomes of the MDIA 2313 course are to:

• **GOAL:** Introduce students to the basic principles of multimedia production using, photos, audio, video and the Web.

§ **OUTCOME:** Students can effectively think critically and **COMMUNICATE** concepts and principles associated with multimedia production and apply them to class exercises and assignments. Students will be assessed through quizzes, and group discussions.

• **GOAL:** Provide students with practical experiences producing multimedia projects.

• **OUTCOME:** Students will **BE PROFESSIONAL** in demonstrating the ability to capture content using digital still and video cameras.

• Students will demonstrate the knowledge and skills necessary to record and edit audio. Students will be assessed through quizzes and exams.

• Students will demonstrate the ability to tell a story using photography, audio, and video. Students will be assessed through four benchmark assignments.

• **GOAL:** Allow students to think critically to develop story ideas for their own multimedia content.

• **OUTCOME:** Students will be able to **THINK** through story ideas to demonstrate their ability to develop meaningful multiple platform content. Students will also use **THINK** which digital still and video cameras best compliment their stories. Students will be assessed through course assignments and will be provided feedback on completed assignment.

• **GOAL:** Instruct students in the use of production and media creation tools.

• **OUTCOME:** Student will be able to demonstrate the ability to organize and manage the workflow of a multimedia project. Professor will assess the student’s ability to **COMMUNICATE and BE PROFESSIONAL** through individual lab assignments.

• **GOAL:** Expose students to a diversity of multimedia perspectives that better informs them of societal perspectives.

• **OUTCOME:** Student will be able to communicate using visual and audio skills offer voice to diverse viewpoints in their multimedia assignments.

**COURSE METHODS**

\* Lectures/demonstrations/multi-media presentations by the instructor

\* Reading and study of on-line resources and software tutorials

\* Production exercises/projects demonstrating practical skills in the disciplines and platforms covered

\* Participation in Media Department productions for graded professional development credit

(PDCs)

\* Written and/or practical testing on all course content

**Policies:** Please read all course policies and procedures carefully. If you have a question about course policies or procedures, what is expected of you in this class, or how grades will be calculated, please see your instructor immediately.

1. **Students with Disabilities:** If any student has a disability or problem requiring accommodation in order to succeed in the course, please contact me as soon as possible. Confidentiality will be maintained, and every reasonable effort will be made to meet your needs. Any student requiring accommodation must be registered with AState’s Office of Disability Services, (870) 972-3964. If Disability Services recommends that you should be allowed to take exams in their office, it is your responsibility to schedule that exam with them for the same date and time as the exam will be administered to the other students in the class. <http://www.astate.edu/a/disability/faculty->resources/

2. **Inclement Weather Policy:** The University remains open for all academic classes and all other services during inclement weather except in extreme circumstances. Any decision to close the University or to delay or cancel classes is made solely by the AState administration. Information on campus closure can be found on the AState web page, KASU, and local radio and television stations. All those who travel to the campus should use good judgment in making travel arrangements during inclement weather. If inclement weather prevents you from coming to campus and campus is not closed, please email me at [gtait@astate.edu](mailto:gtait@astate.edu) or call me at (870) 972-

3212.

3. **Attendance:** Points will be awarded for specified class discussion sessions attended with a maximum of 100 points available. (100 points is equivalent to one grade level.)

4. **Academic Misconduct Policy:** Plagiarism (the act of taking and/or using the ideas, work, and/or writings of another person as one’s own) is a serious offense against academic integrity which could result in failure for the paper or assignment, failure for the course, and/or expulsion from Arkansas State University. Plagiarism usually involves passing off the work, words, or ideas of others as your own without giving proper credit. If you have questions about what constitutes plagiarism, please ask me.

Cheating is an act of dishonesty with the intention of obtaining and/or using information in a fraudulent manner.

For further information, including specifics about what constitutes plagiarism or cheating, see AState’s Academic Integrity Policy at <http://www.astate.edu/a/student-conduct/student->standards/handbook-home.dot

**Additional Policies:**

5. **Makeup Work:** Students must complete and submit all exercises/assignments on the date and time they are due. **It is your responsibility to be aware of due dates** and to ensure you meet them. **Exercises or assignments will not be accepted late**. Exercises will involve collaboration and discussion with other students as well as independent work and writing. Certain exercises may require both in class and out of class work. You must complete all portions of an exercise to receive full credit for it. Most exercises will be submitted electronically through Blackboard. It is imperative that you follow instructions closely when submitting documents. Clear submission instructions will be given at the time the assignment is made.

7. **Disclaimer:** Due to unforeseen circumstances, the instructor may be required to change, modify, add, or delete course assignments, materials, or projects. Notification of changes will be posted in the Announcements area of the Blackboard course Web site and by email to each student’s campus email account.

**ASSESSMENT**

An assessment instrument will be given at the end of the semester, the purpose of which is to evaluate the effectiveness of the course in reference to the above objectives, goals, and outcomes. These objectives, goals, and outcomes stem from the Media and Communication Unit list of twelve Core Values and Competencies. The assessment instrument will be an imbedded part of the last written examination.

**Course Assignments**

Detailed assignment information, grading criteria, and deadlines are posted on the Blackboard course site.

Individual assignments: **25 points each**

Ten practical assignments\* that involve:

1) Photography- Shooting and Composition

2) Photography- Digital Editing and Toning

3) Photography / Video- I am a Hero

4) Video- B Roll- Five minutes

5) Video -Editing and Toning

6) Audio -Listening Exercise (pairs)

7) Audio -Natural sound (Sounds Good)

8) Audio- 3 minute individual interview

9) Audio- Radio Track- Good Morning Assignment

10) Web- Build a webpage

\* Each practical assignment is a step toward your benchmark. Assignments are subject to change.

**Benchmark:**

1) **Photo Essay**: 100 points maximum Shoot a series of photos, edit them and put them into a slide show that tells a story.

2) **Audio Story:** 100 points max. Record a series of “man-on-the-street” audio interviews responding to a specific question and edit them into a story of responses to the question. Or Record a series of “Teacher or Healer” audio interviews responding to a specific question and edit them into a story of responses to the question

3) **Video Montage/Trailer:** 100 points max. Record and edit a video in the montage style that encapsulates a story using video, music and natural sound. Additional 50 points available for executing the movie trailer option.

4) **Web Page:** 200 points max. Create a Web page portfolio that includes the projects from assignments 1, 2, and 3; a resume; credits and contact page. In the event students already

have a professional Web page portfolio from their Mass Communication course, they must build additional pages for each of their multimedia production assignments.

5) **Final Presentation** = 100 points

**Professional Development Credit**:

1. **PDC Crewing and Photography Credit** = 100 points

Three required. https://asutv.com/current-students/

**Extra Credit**

**Extra credit projects** will be available for further developing student skills while earning additional points. Up to 50 points may be counted for extra credit. Extra credit assignment requirements will be posted in the Blackboard Course. Students may also propose extra credit projects to the professor. **Extra credit will only be accepted if all the previous assignments were submitted on time.**

• Sound slide show (up to 20 points) – 30 to 45 second still photo slide show accompanied by relevant sound or music. Premiere Pro or Sound Slides are methods that can be used to create the slide show.

• Musical video montage (up to 20 points) - 20 to 40 second video that expresses a theme or tells a story using video edited to music.

Tear Off

**--------------------------------------------------------------------------------------------------------------------- AGREEMENT MDIA 2313-001: Fall, 2016**

I have read the information contained in the syllabus for Multimedia Production - MDIA 2313, and agree to participate in and be evaluated for this class under its stated conditions.

Signed:

Date: Email address:

|  |  |
| --- | --- |
| **Grading Scale** | **Points Summary** |
| **900 – 1000** = A | Course Assignments = 250 |
| **800 – 899** = B | Benchmark Assignments = 500 |
| **700 – 799** = C | Quizzes =100 |
| **600 – 699** = D | Attendance = 100 |
| **599 and below** = F | PDC = 50 |
|  | Extra Credit (Maximum) = 50 |

|  |  |  |  |
| --- | --- | --- | --- |
| **Course Activity Schedule\* Multimedia Production MDIA 2313-001**  **Fall 2016**  \* Subject to change | | | |
| **Dates** | **Weekly Objective and Lectures** | **Assignment** | **Notes** |
| MODULE 1 | Introduction:  • Course Orientation and  Online Syllabus Review  • PDC Scheduling and  Checkout Orientation  • PDC Training Day  • Mac Training and  Lynda.com registration | **Chapter 1**  Reading:  Foreword, Gitner pp. 1-18 (due before class) **Chapter 3**  Reading: Gitner pp. 69 -91 (due before class Monday) | Equipment check and software training |
| MODULE 2 | George Daniels – University of  Alabama  • What is multimedia journalism?  • How journalists are using the expanding digital toolkit.  • Reaching mobile and online audiences  Photography:  • Visual Story Telling in  Multimedia Production | **Chapter 3**  Reading: Gitner pp. 92- 108 (due before class Wednesday)  **Chapter 3**  Gitner pp. 108-  112 (due before class Wednesday)  **Chapter 1**  Reading: Gitner  pp. 19-33 | Learn Key  Terms  pp. 119-20  for Wednesday, September 7 |
| MODULE 3 | • Photographic Techniques  / Photographic Lighting  • Nonfiction Stories  • Researching  • Audio  • Interviews | **Reading:** Gitner  pp. 272- 300 (due before class Monday) | Quiz  Chapters 1 &  3 due before  11:59 pm  September 7 |
| MODULE 4 | • Photographic Techniques  / Assignment  • Audio Production  Training | **Chapter 8**  **Reading:** Gitner pp. 301- 323 (due before class | Photography  assignment |

|  |  |  |  |
| --- | --- | --- | --- |
|  | • Interviewing subjects | Wednesday) |  |
| MODULE 5 | • Audio Production and Tour KASU Facility / Assignment | **Chapter 8**  **Reading:** Gitner  pp. 324- 346 (due before class Monday)  **Reading:** Gitner pp. 164- 190 (due before class Monday) | Audio interview  Quiz  Chapters 5 &  8 due before  11:59 pm |
| MODULE 6 | Audio Production Training / Notes | **Reading:** Gitner pp. 34-67 (due  before class  Monday) Chapter 2 |  |
| MODULE 7 | Video Production Orientation /  Notes | Photography and  Audio Slide Show | Midterm  Exams  Chapter 2 |
| MODULE 8 | Video Production Training / Tour  ASU-TV Facility / Assignment | Chapter 4  **Reading:** Gitner pp. 121-141 (due before class Monday)  **Reading:** Gitner pp. 141-164 (due before class Monday) |  |
| MODULE 9 | Post Production Video Orientation | Chapter 6  **Reading:** Gitner  pp. 191-2311 (due before class Monday) |  |
| MODULE 10 | Post Production Video Orientation | Video Production |  |

|  |  |  |  |
| --- | --- | --- | --- |
|  |  | Project due  3 Min story |  |
| MODULE 11 | Post Production Video Orientation |  |  |
| MODULE 12 |  | Election Day  Photo and Video  Story Due | Election day packages |
| MODULE 13 | Post Production Video Orientation |  |  |
| MODULE 14 | Web Design / World Wide Web  History |  |  |
| MODULE 15 | Website Authoring: Demonstration  / Personal Media Portfolio |  |  |
| **Final Examinations** | **Final Examination** | |  |

**Multimedia Storytelling**

MDIA 4363

Online

Instructor: Dr. Lily Zeng

E-mail: [zengli@astate.edu](mailto:zengli@astate.edu)

Office: Communications 359

Office Phone: 972-3625

Office Hours:

8:30 – 9:30 a.m. (Tues. & Thurs.),

8:30 – 11:30 a.m. (Wed.), and by appointment.

**CATALOG DESCRIPTION**

Introductory course in multimedia concepts, media elements, platforms, and production. Emphasis is placed on delivery of content across media platforms for diverse audiences.

**UNIT OUTCOMES**

The Media and Communication Unit has identified three foundations of learning and 12 learning outcomes for all of our students.

**THINK**

**We promote problem solving by enhancing students’ ability to**

• think critically, creatively and independently;

• think analytically by conducting research and evaluating information using appropriate methods, including applying basic numerical and statistical concepts;

• understand and respect others in a diverse and global society, which includes diversity of gender, race ethnicity, sexual orientation, religion, culture, and national origin.

• understand concepts and apply theories in the use and presentation of messages, images and information;

**COMMUNICATE**

**We promote strong communication skills by demanding students**

• write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;

• critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;

• apply current tools and technologies appropriate for the communications professions in which they work, and to understand the digital world;

• communicate effectively using words and images for multiple platforms, ranging from interpersonal communication to digital media.

**BE PROFESSIONAL**

**We promote professional conduct and integrity by requiring that students**

• understand the principles and laws of freedom of speech and press and how they are applied nationally and internationally;

• understand the history and role of professionals and institutions in shaping communications;

• understand professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.

**COURSE OUTCOMES**

This course will introduce students to multimedia product development through lecture, demonstrations and hands-on opportunities. Students will explore various aspects of multimedia development including creating and manipulating media elements using various application software packages, structuring content, and combining these elements into a good multimedia story. Markets for multimedia, copyright laws, and distribution issues will be addressed. Particular attention will be devoted to the use of multimedia and the Internet to deliver content to an audience.

Upon successful completion of the course, students will be able to:

• understand concepts and apply theories in the use and presentation of images and information in multimedia storytelling platforms;

• think critically, creatively and independently about how entertainment and information can be delivered to diverse audiences in multiple platforms of communication;

• critically evaluate their own multimedia storytelling and that of others for accuracy and fairness,

clarity, appropriate style and grammatical correctness.

**REQUIRED TEXTBOOK**

No textbook is required.

**RECOMMENDED PREREQUISITE SKILLS**

Students should have a basic understanding of computer operations and experience using a word processing software package. While this understanding and experience can be with any type of computer, Macintosh experience is particularly helpful.

**COURSE REQUIREMENTS**

**Internet Communication** – Students are required to:

1. activate their ASU Blackboard Learn accounts for access to course materials, announcements, etc.

2. activate their ASU e-mail accounts to ensure professional communication with the instructor and within the class.

**Exam** – One exam will be conducted to assess student progress and comprehension.

**Projects** – Students will produce multimedia storytelling projects during the semester utilizing various multimedia platforms (such as slideshow, audio, video, etc.). The term project requires creating a multimedia Web site. A detailed project proposal must be submitted and approved before the project may be undertaken. The instructor will distribute specific details and requirements for each project.

**Research paper** – Each graduate student will write a research paper on a topic selected by the student. The topic of the paper can be anything related to multimedia. It is required that by Week 7 the student bring a typed sheet of brief proposal to discuss with the instructor. The proposal should include a title, a statement of importance, and an outline of the proposed paper. The student will receive a grading sheet after the instructor approves of his/her topic. No paper will be graded without the instructor’s prior approval on the topic. The paper should be typed double-spaced using the APA style and use at least ten sources, five of which should be scholarly sources. The length of the paper should be at least 12 pages, including a cover page, an abstract page, and a list of references. The paper should be submitted both electronically and in print.

**GRADING**

**Point Structure** (**Undergraduate students only) Grading Scale**

Exam ………………………………... 15 Points Slideshow story 1 …………………... 5 Points Slideshow story 2 …………………... 10 Points Audio story 1 …………………......... 5 Points Audio story 2 …………………......... 10 Points Movie story…………………............. 15 Points Term project proposal ……………... 5 Points Multimedia term project …………… 30 Points Term project presentation ………….. 5 Points

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Total 100 Points

90% – 100% = A

80% – 89.9% = B

70% – 79.9% = C

60% – 69.9% = D Below 60% = F

**Point Structure** (**Graduate students)**

Exam ………………………………... 15 Points Slideshow story 1 …………………... 5 Points Slideshow story 2 …………………... 10 Points Audio story 1 …………………......... 5 Points Audio story 2 …………………......... 10 Points Movie story…………………............. 15 Points Term project proposal ……………... 5 Points Multimedia term project …………. 30 Points Term project presentation ………….. 5 Points Research paper ………….………….. 10 Points

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Total 110 Points

**Graduate students**:

To get your score in %, use the following formula:

Your % = Actual score / 110×100%

**LOGISTICAL NOTES**

• Students are encouraged to make use of portable media (CD-R/RW, USB flash drives, USB/Firewire drives, etc.) for storing and moving items used for assignments and projects.

• **DON’T MISS THE DEADLINES!** Unless specified otherwise, all work is due at the beginning of class on the designated date. It is the student’s responsibility to maintain current backup copies of all work. Loss of your data due to malfunction of the equipment or erasure by others from your working lab computer will not be an acceptable excuse for turning your work late or not turning it in at all. No late work will be graded.

**PLAGIARISM AND DISHONESTY**

Plagiarism and other forms of academic dishonesty will be handled under the university’s disciplinary process, with no exceptions.

**SAFETY POLICY**

“This course may require the use of hazardous chemicals or equipment that the University Safety Committee recognizes as potentially hazardous to a student’s safety and health. Every instructor is required to provide instructional information and training on safe handling and usage procedures prior to engaging students in the use of hazardous chemicals or equipment.

In addition, students are advised to notify the instructor or laboratory supervisor of any medications or conditions that may impair their mental alertness and/or their ability to safely engage in the use of any hazardous chemical or equipment.

All students should participate in the use of hazardous chemicals and equipment only under the direct supervision of the instructor or by approval of the instructor, using recommended methods and procedures. Failure to adhere to the outlined safety precautions could result in disciplinary action.”

**DISABILITY STATEMENT**

Any student in this class who has a disability that may prevent him/her from fully participating in this course should contact the Disability Services (972-3964) as soon as possible so we can make the necessary accommodations to facilitate your educational opportunity.

**TENTATIVE CLASS SCHEDULE** (Subject to change at the discretion of the instructor)

|  |  |
| --- | --- |
| **Time** | **Topics** |
| **Module 1** | Introduction and Course Overview Multimedia in today’s society Storytelling via multimedia |
| **Module 2** | Multimedia software applications |
| **Module 3** | Visual Literacy  Multimedia Elements – Text, Graphics, Audio, Video, etc.  **Description of slideshow 1**: Due  **Pitch your ideas for term project** (Sept. 15) |
| **Module 4** | The Ethics of Storytelling  Multimedia Elements – Photos and Presentation Methods  Still Images for Storytelling  Slideshows for Storytelling |
| **Module 5** | **Project Activities**  **Slideshow 1:** due  **Individual Term Project Proposal**: due |
| **Module 6** | Slideshows for Storytelling (continued)  **Project Activities** |
| **Module 7** | Audio for Storytelling **Project Activities Slideshow 2:** due  **Exam**: |
| **Module 8** | Audio for Storytelling (continued)  **Project Activities** |
| **Module 9** | Videos for Storytelling  **Project Activities**  **Audio story 1:** due |
| **Module 10** | Copyright and Legal Issues in Multimedia  **Audio story 2:** due |
| **Module 11** | The Web for Storytelling  **Movie story:** due |
| **Module 12** | Multimedia Trends and Future Developments  Term Project class activities.  **Graduate Student papers due** |
| **Module 13** | Using Multimedia for portfolio and career development  Term Project class activities. |
| **Module 14** | Term Project class activities.  **Term project**: email your instructor the link of your term project  Project presentations |
| **Module 15** | Final Exam Week |

**CMAC 4063 Internship**

**Course Information**

**Instructor: Mr. Collin Pillow**

**Meeting day/time/place: To be determined by consultation with your internship site supervisor.**

**Office: Communications 137**

**Office Hours: MW – 10-11:30 & 2-3:30; TR – 11-12:15; F by appointment**

**Office phone: 870-972-2821**

**Email:** [**ccpillow@astate.edu**](mailto:ccpillow@astate.edu)

**Textbook and Materials**

**Required text:** No textbook is required for this course.

**Catalog Course Description**

Supervised work in an approved communications-related setting. Prerequisite: consent of the department chair and faculty advisor.

<http://www.astate.edu/a/registrar/students/bulletins/>

**Purpose and Goals/Learning Outcomes**

The Department of Media has identified three foundations of learning and 11 learning outcomes for all of our

students.

**THINK**

**We promote problem solving by enhancing students’ ability to**

• think critically, creatively and independently;

• think analytically by conducting research and evaluating information using appropriate methods, including

applying basic numerical and statistical concepts;

• understand and respect others in a diverse and global society, which includes diversity of gender, race

ethnicity, sexual orientation, religion, culture, and national origin.

• understand concepts and apply theories in the use and presentation of messages, images and information;

**COMMUNICATE**

**We promote strong communication skills by demanding students**

• write correctly and clearly in forms and styles appropriate for the communications professions, audiences

and purposes they serve;

• critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style

and grammatical correctness;

• apply current tools and technologies appropriate for the communications professions in which they work,

and to understand the digital world;

• communicate effectively using words and images for multiple platforms, ranging from interpersonal

communication to digital media.

**BE PROFESSIONAL**

**We promote professional conduct and integrity by requiring that students**

• understand the principles and laws of freedom of speech and press and how they are applied nationally and internationally;

• understand the history and role of professionals and institutions in shaping communications;

• understand professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;

This course supports the following Goals and Outcomes: GOAL:

understand concepts and apply theories in the use and presentation of messages, images and information;

OUTCOME:

construct messages, images, and/or information on behalf of the professional internship organization.

GOAL:

apply current tools and technologies appropriate for the communications professions in which they work, and to understand the digital world;

OUTCOME:

construct projects for a variety of digital platforms on behalf of the professional internship organization.

GOAL:

understand professional ethical principles and work ethically in pursuit of truth, accuracy, fairness, and diversity;

OUTCOME:

construct projects on behalf of the professional internship organization that demonstrate professional and ethical principles.

**Course Requirements**

Each student will work under direct supervision of a professional at a location to be determined after consultation with the academic department and professional organization. Each student will complete and/or submit:

- 150 work hours completed for three hours of college credit. The organization may require more.

- a weekly internship log/journal, detailing daily activities

- a final evaluation of the internship and experience via an Internship essay

- a completed three-page form evaluating the intern’s performance from the internship supervisor

- digital photos of the intern in the internship environment

**Internship logs:**

A weekly activity log is to be emailed as a document attachment to the internship coordinator (ccpillow@astate.edu) at the end of every week. An excellent log entry will have as much detail as possible, including estimated time (of days), types of activities, what you learned, and names of those you shadowed and/or worked with. **Log entry deadlines are the Sunday nights by 10:00 (central) of those intern weeks.**

**Internship essay:**

This report is the student’s personal essay in which he/she evaluates the internship experience. In writing this essay, do not restate or refer to the actual points listed here. The essay should address the points covered in the questions.

**Title Page…**

An evaluation of my internship experience at (media outlet) from (starting date) to (ending date). Submitted by (your name)

Date

1. a general description of your internship station: brief history, ownership, network affiliation (if any), physical location and its role in the community

2. a description of your specific department of internship: the news or production department structure and hierarchy, the principal staff members who supervised you, other staff members who helped or influenced you

3. the approximate breakdown, by percentage, of the way you spent your time during internship shifts; your specific shift hours each week

4. How has this internship experience affected your perspective on your future career? For example, has it strengthened or weakened your resolve to get an entry-level job in the specific career area (such as news, creative services or production) in which you interned? What specific developments caused this to happen? Have you realized that this is what you want to do with your career or perhaps that you should investigate other departments or different career paths altogether? Explain and give specific examples.

5. What academic coursework was most helpful in providing a background for your internship

experience? For which experiences did you feel least prepared or wish that you were better prepared? Could your department’s curriculum address those needs in any way? If so, how?

6. What aspect of the internship did you most enjoy? What aspect did you least enjoy?

7. What recommendations would you make to other students regarding internships? Would you recommend this media outlet specifically as a good place to intern? Why/why not?

**Internship photos:**

Each intern is to submit to the internship coordinator no fewer than five different digital photographs of him/herself at the internship site. The best photos will feature the intern’s face AND some identifier of the internship site. For example, a news intern’s photo can be of the intern on the set of the newscast or outside the station with the station’s call letters or signage clearly visible. Photos of the intern in the middle of work or activity and with on-air anchors or production crew also make great photos. All photos must be clear and framed well.

**Site visit:**

When possible, the internship coordinator, and perhaps a guest from the departments of Media or Communication, will visit the internship site at least once to speak with the intern, the intern’s supervisor, and anyone at the site who can share some perspective on the intern and the internship structure. There may also be a tour of the facilities.

**Release of photos and produced work:**

Enrollment and participation in this course presumes permission from the student to the instructor/coordinator, ASU-TV, the Departments of Media and Communication, and Arkansas State University to air and distribute student-produced work and photographs. This includes, but is not limited to, ASU-TV’s cable channel, The HERALD, other media outlets, any student or professional competitions the produced work is eligible to enter, recruitment functions and exercises, Internet web sites, and any interested third parties.

**On-the-job suggestions**

l Dress appropriately (observe professional staff members)

l Ask questions

l Take notes

l Monitor your medium

l Be on time

l Show up every time

l Be enthusiastic

l Be positive

l Don’t gossip

l Don’t get involved in petty office politics

l Remember that every organization is imperfect

**Grading:**

An initial grade of an ‘I’ may be assigned until all internships are completed, all reports have been filed by the interns, and all final supervisor evaluation forms have been returned. At that point, the ‘incomplete’ grades will be changed to letter grades. Otherwise the following grades will be applicable:

|  |  |  |
| --- | --- | --- |
| A – excellent | C – sufficient | F - unacceptable |
| B – satisfactory | D – insufficient |  |

**The final grade will be based on a combination of**

- Weekly internship logs/journals/photos – 10%

- Minimum number of on-site hours completed – 5%

- Internship essay – 10%

- Supervisor evaluation – 70%

- All required materials submitted by deadlines – 5%

**Course Outline (major dates and deadlines)**

**Module 1**

Students contact internship supervisor and arrange schedule

**MDIA 3503**

**Film Cinematography, Lighting and Editing**

**Course Information**

**Instructor: Dr. O. P. Amienyi**

**Meeting day/time/place: Online**

**Office: ED-Comm 152A**

**Office Hours: 8am – 12 pm, 1:30pm -5pm (Strictly by appointment)**

**Office phone: 870-972-3070**

**Email:** [**osami@astate.edu**](mailto:osami@astate.edu)

**Web URL:** [**http://www.astate.edu/college/communications/**](http://www.astate.edu/college/communications/)

**Textbook(s) and Materials**

Brown\*. *Cinematography: Theory and Practice*, 2nd Ed. Focal Press/Elsevier. ISBN: 978-0-240-81209-0

**Recommended texts:** None

**Additional Required Material:** 2 SDHC class 6 card for HD video recording

**Catalog Course Description** Introduction to the theory and techniques of cinematography, lighting, and editing for narrative filmmaking.

**Purpose and Goals/Learning Outcomes**

The Media and Communication ACEJMC accredited unit has identified three foundations of learning and 12 learning outcomes for all of our students.

**THINK**

**We promote problem solving by enhancing students’ ability to:**

* think critically, creatively and independently;
* think analytically by conducting research and evaluating information using appropriate methods, including applying basic numerical and statistical concepts;
* understand and respect others in a diverse and global society, which includes diversity of gender, race ethnicity, sexual orientation, religion, culture, and national origin.
* understand concepts and apply theories in the use and presentation of messages, images and information;

**COMMUNICATE**

**We promote strong communication skills by demanding students:**

* write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
* critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness; apply current tools and technologies appropriate for the communications professions in which they work, and to understand the digital world;
* communicate effectively using words and images for multiple platforms, ranging from interpersonal communication to digital media.

**BE PROFESSIONAL**

**We promote professional conduct and integrity by requiring that students:**

* understand the principles and laws of freedom of speech and press and how they are applied nationally and internationally;
* understand the history and role of professionals and institutions in shaping communications;
* understand professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;

This course will strive to achieve the following specific four unit goals and outcomes:

* **Goal**: understand concepts and apply theories in the use and presentation of messages, images and information.

**Outcome**: Students will demonstrate an awareness and understanding of the theory and principles associated with telling a good narrative film story

* **Goal**: apply current tools and technologies appropriate for the communications professions in which they work, and to understand the digital world;

**Outcome**: Students will demonstrate an awareness and understanding of how motion picture camera, lighting and editing techniques are used to tell narrative film stories

* **Goal**: critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;

**Outcome**: Students will demonstrate an ability to critic and assess the quality of the movies or documentaries they produce, as well as those of their fellow students.

**Course Expectations and Projects**

* Contribute to critical discussions of classic and current motion pictures, as well as your own work and the work of your fellow students.
* Present a storyboard, showing camera and lighting angles/movement
* Successfully shot, edit and present a 2.3 minutes chase scene that include at least two POV shots and canted angles
* Successfully plan, shot and post-produce a 3-7 minute short art or documentary film on a specified theme.

**SHORT ART OR DOCUMENTARY FILM**

You will create a short narrative film that communicates plot, character, mood around the theme: “*One Person Can Make a Difference*”. You must use the techniques of ANGLE, PROXIMITY, LIGHT and COMPOSITION. The film should be no more than 3-7 minutes. You can use music as an inspiration, voice over narration, ambient sound and other sound as you see fit. The film can be shot in any serious format: documentary or drama. It must clearly demonstrate the growth in your ability to use photography and lighting skills to tell a compelling human interest story. You must edit this piece on a computer. You have the liberty of pre-planning, producing and post-producing this piece.

NOTE: While there may be opportunities to use class time for preproduction, production, and post-production for your film, much of the work required for this class will take place outside the regularly scheduled class hours.

**STORYBOARD**

Prepare and submit a storyboard for your narrative film that illustrates shot sequences, transitions, timing, continuity and pacing.

**ONLINE QUIZZES**

You will be required to read articles and watch videos. There will be online quizzes in Blackboard to test your comprehension of the assigned articles and videos.

**Policies**

**Students with Disabilities:** If any student has a disability or problem requiring accommodation in order to succeed in the course, please contact me as soon as possible. Confidentiality will be maintained, and every reasonable effort will be made to meet your needs. Any student requiring accommodation must be registered with A-State’s Office of Disability Services, 972 3964. If Disability Services recommends that you should be allowed to take exams in their office, it is your responsibility to schedule that exam with them for the same date and time as the exam will be administered to the other students in the class. [Or Disabilities Services has three statements appropriate for syllabi insertion at <http://www.astate.edu/a/disability/faculty-resources/>]

**Inclement Weather Policy:** Information on campus closure can be found on the A-State web page, KASU, and local radio and television stations. If inclement weather prevents you from coming to campus and campus is not closed, please email me at [osami@astate.edu](mailto:osami@astate.edu)

**Academic Misconduct Policy:** Plagiarism (the act of taking and/or using the ideas, work, and/or writings of another person as one’s own) is a serious offense against academic integrity which could result in failure for the paper or assignment, failure for the course, and/or expulsion from Arkansas State University. Plagiarism usually involves passing off the work, words, or ideas of others as your own without giving proper credit. If you have questions about what constitutes plagiarism, please ask me.

Cheating is an act of dishonesty with the intention of obtaining and/or using information in a fraudulent manner.

For further information, including specifics about what constitutes plagiarism or cheating, see A-State’s Academic Integrity Policy at <http://www.astate.edu/a/student-conduct/student-standards/handbook-home.dot>

**Makeup Work:** The movie making industry is a deadline-oriented business that required the completion of projects at specified times. No makeup work (This includes tests, assignments, projects, and other work related to this class) will be accepted, except in those unusual cases where a valid, documented excuse has been granted. These excuses include a doctor excused illness or death in the family.

**Grading Scale**

Grades are earned in my classes, NOT “GIVEN”. Your final grade will depend strictly on how much work you put into your class participation, test scores, quiz scores, assignment scores, and film projects.

The grading scale is as follows: 90-100=A; 80-89=B; 70 - 79=C; 60 - 69=D; BELOW 60=F.

Your final grade will be based on the following percentage points (Total 750 points):

Quizzes 20%

Storyboard 15%

Short Art or Documentary Film 50%

Attendance and Participation 15%

In addition to receiving a grade for the cinematography for your film, you will also be evaluated on your ability to work as a member of a team. Your team members will contribute their insights about your contributions and performance.

**Course Outline**

**NOTE: The instructor reserves the right to make any changes to this course and in the course requirements as become necessary during semester.**

|  |  |  |
| --- | --- | --- |
| Week | Topics | Assignments |
| **Module 1:** | Orientation/Syllabus; Introduction of the class members.  What is Cinematography? | **Read: Brown – Writing with Motion, p. 1 – 12** |
| **Module 2:** | Basic mechanics of the DSLR  Camera and checkout procedures | **Read: Brown – Elements of photography: The arts and craft of the Cinematographer, p. 13 – 36** |
| **Module 3:** | Visual Storytelling; Photography; Images as Communication; The Power of the Image; Messages Hidden in Images; Communicating Your Message; The Frame; Aspect Ratio | **Read: Brown – Visual Language, p. 37 – 52 and Set Operations, p. 287 – 306**  **Quiz 1** |
| **Module 4:** | Convergence; Lens Speed; Field of View; Sharpness; Distortion; Choosing a Lens; The Normal Lens; Field of View; Lens Types; Perspective and Depth; Dimensionality - The Illusion of Depth | **Read: Brown – Language of the Lens, p. 53 – 56 and Optics and Focus, p. 269 – 286** |
| **Module 5:** | What Can Light Do for Us?; Illumination; Depth and Shape; Texture; Mood; Telling a Story; Properties of Light; Angle; Color; Diffusion; Professional Lighting Tools; Safety; Arriflex; Light Meters | Read: **Brown – Lighting Basics, p. 103 – 128 and Exposure, p. 181 – 185** |
| **Module 6:** | Creative Lighting; Three-Point Lighting; The Key Light; The Fill Light; The Back Light; Effective Use of Three-Point Lighting; Practical Lighting Applications; Lighting Analysis; Lighting the Face; Visual Intensity; Contrast and Affinity; Contrast in Color; Evaluating Color Contrast; Storytelling with Lighting; How Does Light Help Tell a Story? |  |
| **Module 7:** | Camera Shots and Angles; Camera Distance; Examining a Shot; Shot Types; Shot Size and Lenses; Camera Height; Eye Level Height; High Angle; Low Angle; The "Hero" Shot; Objective and Subjective Camera Work; Audience Viewpoint; First-Person Viewpoint; Third-Person Restricted Viewpoint; Omniscient Viewpoint; Point-of-View Shot | **Quiz 2**  **Film Analysis: Vertigo** |
| **Module 8:** | When Was the Camera Moved First?; Camera Movement Types; Motivated Camera Movement; The Panning Shot; The Tilt Shot; The Tracking Shot; The Circular Move; The Push-In Shot; The Pull-Out Shot; The Crane Shot; The Handheld Shot; The Steadicam Shot; The Aerial Shot; Moving the Camera Successfully; Static Shots; Significant Camera Movement | Read : Brown – Camera Movement, p. 209 - 226 |
| **Module 9:** | Continuity; Analysis; Structure in the Scene; Editing in the Scene; Editing and the Cinematographer; Maintaining Continuity; Types of Continuity; Continuity of Time; Present; Past; Future; Conditional Time; Continuity of Time; Continuity of Space; Content Continuity; Lighting Continuity; Flexibility; Directional Continuity; The 180 Line; Crossing the Line; Cutting; The 20/30 Rules; The Content Cut; The Action Cut; The POV Cut; The Conceptual Cut; The Jump Cut | **Quiz 3** |
| **Module 10:** | Film Production |  |
| **Module 11:** | Film Production |  |
| **Module 12:** | Film Production |  |
| **Module 13:** | Film Production | Rough Cut Viewing  November 17 |
| **Module 14:** | Finalize Production Enhancements |  |
| **Final Exam Day: To be Announced** | Film Viewing and Critique | **Turned in: SD copy of both short film and Chase Scene** |

ADDITIONAL REQUIREMENT FOR HONORS

Students taking this course to fulfill an honors required will be asked to present a 7-10 research paper documenting the evolution of screenwriting styles from the beginning of filmmaking to the present. The paper must follow and use the presentation and citation format of the American Psychological Association (APA).

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Signature Date

(MDIA 4303-001)

Advanced Filmmaking Techniques

**Course Information**

Dr. Michael Bowman

Meeting Day/Time/Place: Online

Office 362-College of Media and Communication Building

Office Hours: TBA - 9:30 a.m. – 10:45 a.m (Tuesday/Thursday)

12:30 pm – 1:45 p.m.

11:00 am – 1:00 pm (Monday/Wednesday/Friday)

Other Office Hours By Appointment

Office Phone: 870-972-3429

[mbowman@astate.edu](mailto:mbowman@astate.edu)

http://www.astate.edu/college/communications/index.dot

**Textbook and Materials**

**Required Text:** No required textbooks. However, there may be article assignments and videos to watch and analyze for a grade. Students must create an account with Amazon Storywriter (or equivalent screenwriting software with sharing capabilities).

**Additional:** Must have access to Internet and email for this course. Student will be responsible for accessing numerous articles and videos assigned during this course.

**Catalog** **Course Description**: In-depth study of narrative filmmaking as an art form. Students develop greater expertise in shooting properly exposed and imaginatively composed images, storyboarding, production techniques, composition aesthetics, lighting, sound mixes, and digital non-linear editing.

**Purpose and Goals/Learning Outcomes**

**Program Outcomes:** The Department of Media and Communication wants to assure students academic success and prepare them for the workforce by employing the Think, Communicate, and Be Professional (TCB) foundations of learning model.  We want our students to:

* **THINK**
  + **We promote problem solving by enhancing students’ ability to**
    - think critically, creatively and independently;
    - think analytically by conducting research and evaluating information using appropriate methods, including applying basic numerical and statistical concepts;
    - understand and respect others in a diverse and global society, which includes diversity of gender, race ethnicity, sexual orientation, religion, culture, and national origin.
    - understand concepts and apply theories in the use and presentation of messages, images and information;
* **COMMUNICATE**
  + **We promote strong communication skills by demanding students**
    - write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
    - critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
    - apply current tools and technologies appropriate for the communications professions in which they work, and to understand the digital world;
    - communicate effectively using words and images for multiple platforms, ranging from interpersonal communication to digital media.
* **BE PROFESSIONAL**
  + **We promote professional conduct and integrity by requiring that students**
    - understand the principles and laws of freedom of speech and press and how they are applied nationally and internationally;
    - understand the history and role of professionals and institutions in shaping communications;
    - understand professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.

**Course Level Student Learning Outcomes**:

Upon the conclusion of this course, the student should:

* **Goal:** Develop an ability to effectively describe and interpret the strengths and weakness of short films.
  + **Outcome:** Students will analyze short films for their strengths and weakness.
* **Goal:** Develop a deeper, richer appreciation for the power and challenges of using moving images to tell fictional stories.
  + **Outcome:** Students will write, produce, direct, and edit a short fictional film.
* **Goal:** Market and promote films for wider distribution.
  + **Outcome:** Students will develop a written marketing plan to market and promote their film for wider distribution.
* **Goal:** Think critically, creatively and independently.
  + **Outcome:** Students will produce a film based on a original script written by the student.
* **Goal:** Understand and apply concepts and theories in the use and presentation of images and information.
  + **Outcome:** Students will apply the concepts and theories discussed in class to their original film.
* **Goal:** Apply tools and technologies appropriate for the communications professions related to narrative filmmaking.
  + **Outcomes:** Students will use equipment and facilities necessary to produce an original narrative film.
* **Goal:** Learn collaboration skills
  + **Objectives:** Students will work alongside fellow students in the production and completion of an original film.

**Course Requirements**

**Analysis of Short Film**

Each student will be required to analyze and deconstruct a short film (10 minutes or less) of their choice and provide a thorough analysis of the techniques used to construct the film.

**Presentation Pitch**

As a film director, you must convey enthusiasm into your project that will attract investors and inspire your cast and crew. The presentation pitch is your opportunity to impress the class (and instructor) with your filmmaking vision. The successful pitch will address the following questions:

* Who is the film about?
* What is the genre of your film? (Comedy, drama, science fiction, horror, etc.)
* Where and when does the story take place?
* Why should we care about the main character?
* Logline - one or two sentence summary of your film that not only conveys your premise, but also gives the reader emotional insight into the story as a whole.
* Each student will pitch their film idea to the class for input and discussion from class members.

**Narrative Film**

Each student will be required to produce and direct a fiction film from an original script. The film must be at least four minutes in length and demonstrate technical skills and storytelling abilities worthy to be accepted by a film festival or wider distribution. Filmmaking is a collaborative process that requires you to work with people who possess different skills, talents, and points of view. You will work within a group to produce your film. In addition to receiving a grade for your film, you will also be evaluated on your ability to work as a member of a team. Your team members will contribute their insights about your contributions and performance. Your final film may be entered in film festivals, including the Arkansas State University Delta Flix Film and Media Festival.

**NOTE: While there may be opportunities to use class time for preproduction, production, and post-production for your film, much of the work required for this class will take place outside the regularly scheduled class hours.**

**Film Trailer**

Each student will produce a :60 second film trailer that will serve as an advertisement for your individual film. **NOTE: While there may be opportunities to use class time for preproduction, production, and post-production for your film, much of the work required for this class will take place outside the regularly scheduled class hours.**

**Marketing/Promotional Campaign**

Filmmaking is a highly competitive business. Film companies invest huge sums of money promoting and marketing hundreds of film releases each year. Since you do not have huge sums of money (that I know of), you need to create a fictitious production company and develop an innovative campaign that will market and promote the individual film you produced and directed for this class.

**Collaboration Reports**

Filmmaking is a collaborative process. In this course you will be working in teams with your fellow classmates to produce a film. Each member of the team will submit a collaboration report, evaluating the performance his/her team members. The reports for each crew member will be part of your director’s notebook.

**Production Meetings**

Communication is an integral part of the filmmaking process. Throughout the semester, you will attend mandatory production meetings with the instructor to share ideas regarding your film, provide progress reports, discuss upcoming shoots, and more.

**Director’s Notebook**

Each student will be required to submit paperwork associated with your individual and group film projects. The director’s notebook will include the following items:

1. Completed script of your narrative film (properly formatted)
2. Collaboration reports
3. Talent Release Forms - **All talent appearing in your film must sign a release form.**
4. Marketing/Promotional Campaign

**Syllabus Exam**

A test over the information covered in the syllabus.

**Midterm Exam**

A test over the lectures, online quizzes, assigned readings, and other material covered in class up to this point.

**Final Exam**

You will write a thought provoking essay on your insights into film and filmmaking. More details will follow.

**Online Quizzes**

There will be online quizzes in Blackboard to test your comprehension of the assigned articles and videos.

**Policies**

**DISABILITY STATEMENT**

* Students who require academic adjustments in the classroom or by way of the web due to a disability must first register with Arkansas State Disability Services. Following registration and within the first two weeks of class, please contact me to discuss appropriate academic accommodations, technology requirements, software and hardware specifics and requirements. Appropriate arrangements can be made to ensure equal access to this course.
* Any student in this course who has a disability that may prevent him/her from fully participating in this course should contact Disability Services (870-972-3964) as soon as possible so we can make the necessary accommodations to facilitate your educational opportunity.
* If you have a documented disability and wish to discuss academic accommodations, please contact me as soon as possible. Students who require academic adjustments in the classroom due to a disability must register with Arkansas State Disability Services.

**Inclement Weather Policy**

The University remains open for all academic classes and all other services during inclement weather except in extreme circumstances. Any decision to close the University or to delay or cancel classes is made solely by the Chancellor. The University will notify the local news media to publicize the closing including the ASTATE web page, KASU, and local television and radio stations. All those who travel to the campus should use good judgment in making travel arrangements during inclement weather.

**ACADEMIC MISCONDUCT**

Arkansas State University enthusiastically promotes academic integrity and professional ethics among all members of the A-State academic community. Violations of this policy are considered as serious misconduct and may result in severe penalties.

**A. PLAGIARISM Plagiarism** is the act of taking and/or using the ideas, work, and/or writings of another person as one's own.

1. To avoid plagiarism give written credit and acknowledgment to the source of thoughts, ideas, and/or words, whether you have used direct quotation, paraphrasing, or just a reference to a general idea.
2. If you directly quote works written by someone else, enclose the quotation with quotation marks and provide an appropriate citation (e.g., footnote, endnote, bibliographical reference).
3. Research, as well as the complete written paper, must be the work of the person seeking academic credit for the course. (Papers, book reports, projects, and/or other class assignments).

**Discipline:** Faculty members may respond to cases of plagiarism in any of the following ways:

1. Return the paper or other item for rewriting; the grade may be lowered.
2. Give a failing grade on the paper or other item—"F" if a letter grade is used or zero if a numerical grade is used.
3. Give the student who plagiarized a failing grade in the course.
4. Recommend sanctions, including disciplinary expulsion from the university.

**B. CHEATING Cheating** is an act of dishonesty with the intention of obtaining and/or using information in a fraudulent manner.

1. Observing and/or copying from another student's test paper, reports, computer files

and/or other class assignments.

1. Giving or receiving assistance during an examination period. (This includes providing

specific answers to subsequent examinees and/or dispensing or receiving information that would allow the student to have an unfair advantage in the examination over students who did not possess such information.)

1. Using class notes, outlines, and other unauthorized information during an examination. 4. Using, buying, selling, stealing, transporting, or soliciting, in part or in whole the contents of an examination or other assignment not authorized by the professor of the class.
2. Using for credit in one class a term paper, book report, project, or class assignment

written for credit in another class without the knowledge and permission of the professor of the class.

1. Exchanging places with another person for the purpose of taking an examination or completing other assignments.

**Discipline:** Faculty members may respond to cases of cheating in any of the following ways:

1. Allow the testing to progress without interruption, informing the offending student about the offense—and award a failing grade on the test—"F" if a letter grade is used or zero if a numerical grade is used.
2. Seize the test of the offending student and give a failing grade on the paper.
3. Give the offending student a failing grade in the course.
4. Recommend sanctions, including disciplinary expulsion from the university.

**Sanctions for Academic Misconduct**

Sanctions for Academic Misconduct may be imposed by the faculty member or instructor discovering the Academic Misconduct except in the case of dismissal from a particular program which shall be made by the department chair or program director, or suspension or expulsion from the university, which shall be made by the dean. The following sanctions may be imposed for Academic Misconduct:

• A failing grade on the paper or project;

• Rewriting or repeat performance of course work;

• A failing grade for the class;

• Dismissal from the class;

**•** Dismissal from a particular program;

• Suspension or Expulsion from the university;

• Other appropriate sanctions as warranted by the specific acts of the student.

A Student may not avoid academic sanctions by withdrawing from a class, a program, or the university.

For further information, including specifics about what constitutes plagiarism or cheating, see AState’s Academic Integrity Policy at <http://www.astate.edu/a/student-conduct/student-standards/handbook-home.dot>

**Makeup Work:**

The media industry is a deadline-oriented business requiring the completion of projects at specified times. No makeup work (This includes tests, assignments, projects, and other work related to this class) is allowed unless there is a valid, documented excuse. These excuses include a doctor excused illness or death in the family. Computer malfunctions, power outages, job responsibilities, jail time, and more are not valid excuses. See your instructor regarding questions for valid excuses.

**Safety and the Law**

* When making your film, do not jeopardize the safety of your cast and crew. **SAFETY FIRST!!!!**
* Additionally, obey the law when making your film.
* Notify proper authorities and officials when shooting scenes on location.

**Grading**

Grades are earned—not “given.” Your final grade will depend strictly on how much work you put into your class participation, test scores, quiz scores, assignment scores, and film projects. It is your responsibility to keep up with your grade progress throughout the semester.

The grading scale is as follows: 90-100=A; 80-89=B; 70 - 79=C; 60 - 69=D; BELOW 60=F.

Any grade .5 or above will be rounded up. Any grade below .5 will be rounded down. For example, if your final grade is 89.5, you will receive an “A” for the course. If your grade is 89.49, you will receive a “B” for the course.

Your final grade will be based on the following points:

* 1. Presentation Pitch– 50 points
  2. Production Meetings – 40 points (Required attendance)
  3. Narrative film - 200 points
  4. Film Analysis – 60 points
  5. Syllabus Exam – 50 points
  6. Film Trailer – 100 points
  7. Marketing/Promotional Campaign – 100 points
  8. Director Collaboration Reports – 50 points
  9. Midterm Exam – 100 points
  10. Final Exam – 100 points
  11. Online quizzes – 100 points
  12. Director’s Notebook – 50 points

**Course Outline**

**Module 1**

Introductions, Review syllabus, skill/interest evaluation

* **Watch Low Budget Filmmaking**
* **Pitch Lecture**

Team selection, Group Idea Selection, Collaboration

**Blackboard Online Quiz 1 *(Storytelling: The Art of Filmmaking*)-**

**Blackboard Syllabus Exam –**

**Module 2**

**Low Budget Filmmaking/Collaboration Lecture**

**Idea Pitch**

**Module 3**

**Film Analysis – Discuss in Class (Submit Written Analysis to Blackboard)**

**Blackboard Online Quiz 2 (*Top 15 Mistakes Filmmakers Make)***

**Module 4**

**Directing Actors**

**Blackboard Online Quiz 3 - *(Lighting For Indoors)* –**

**Module 5**

**Blocking Scene**

**Blackboard Online Quiz 4 – (*How to Make An Effective Trailer*)**

**Module 6**

**Lighting and Audio**

**Blackboard Online Quiz 5 – (*How to Finance Your Film*)**

**Module 7**

**Midterm Exams – Blackboard (Materials covered in class and in online quizzes)**

**Film Marketing**

**Production Meeting**

**Module 8**

**Production Day**

**Production Meeting**

**Module 9**

**Production Day**

**Production Meeting**

**Module 10**

**Production Day**

**Production Meeting**

**Module 11**

**Production Day**

**Production Meeting**

**Module 12**

**Production Day**

**Production Meeting**

**Module 13**

**Production Day**

**Production Meeting**

**Module 14**

**Production Day**

**Production Meeting**

**Final Exam – The following items are due**

* **Online Essay**
* **Film Trailer**
* **Final Film**
* **Director’s Notebook (Script, Collaboration Reports, Talent Release Forms)**
* **Marketing Campaign**

**COURSE SYLLABUS**

**MDIA 3313-001 AUDIO & VIDEO PRODUCTION**

COURSE: AUDIO AND VIDEO PRODUCTION: MDIA 3313-001

MEETING: ONLINE

INSTRUCTOR: MR. ALEXANDER BROWN DEPT: 972-3070 / OFFICE: CO 358 - 972-2790

OFFICE / HOURS: 9:00 – 10:00 MW, 10:00 – 11:00 F, 2:00 – 3:00 TR E-MAIL ADDRESS: [ARBROWN@ASTATE.EDU](mailto:ARBROWN@ASTATE.EDU) (LOWER CASE)

**CATALOG DESCRIPTION:**

Audio & Video Production is a comprehensive, basic course in audio and video technology and production for many distribution platforms. Audio production covers radio, audio recording, audio for video production, and web distribution. Video production covers videography, directing, and multi-camera production. Prerequisite: MDIA 2313, Multimedia Production.

**REQUIRED TEXT:**

None

**RECOMMENDED TEXTS:**

None

**COLLEGE OF MEDIA AND COMMUNICATION – The Three Foundations Of Learning**

**THINK: We promote problem solving by enhancing students’ ability to**

• think critically, creatively and independently;

• think analytically by conducting research and evaluating information using appropriate methods, including

applying basic numerical and statistical concepts;

• understand and respect others in a diverse and global society, which includes diversity of gender, race

ethnicity, sexual orientation, religion, culture, and national origin.

• understand concepts and apply theories in the use and presentation of messages, images and information;

**COMMUNICATE: We promote strong communication skills by requiring students to**

• write correctly and clearly in forms and styles appropriate for the communications professions, audiences

and purposes they serve;

• critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and

grammatical correctness;

• apply current tools and technologies appropriate for the communications professions in which they work,

and to understand the digital world;

• communicate effectively using words and images for multiple platforms, ranging from interpersonal

communication to digital media;

**BE PROFESSIONAL: We promote professional conduct and integrity by requiring that students**

• understand the principles and laws of freedom of speech and press and how they are applied nationally and

internationally;

• understand the history and role of professionals and institutions in shaping communications; understand professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;

**EXPECTED COURSE OUTCOMES:**

\* Students will gain an understanding of concepts and theories in the production and

presentation of audio and video programming.

\* Students will apply theories to current tools and technologies appropriate for audio and video production across various production and delivery platforms.

\* Students will be made aware of the ramifications of legal, social, and multi-cultural issues to

audio and video program productions.

\* Students will write short format scripts for audio, video, and web programming.

\* Students will be guided to think critically, creatively and independently in conceiving, writing, evaluating, producing, and disseminating audio and video programming.

**COURSE METHODS:**

\* Lectures/demonstrations/multi-media presentations by the instructor and or guest lecturers

\* Study of text and other written materials

\* Written testing on lecture, activity, and text content

\* Production exercises/projects requiring the demonstration of practical skills in the use of audio and video production equipment and software

\* Participation in Media Department productions for graded professional development credit

**ASSESSMENT:**

An assessment instrument will be given at the beginning and end of the semester. Its purpose is to evaluate the effectiveness of the course in reference to the ACEJMC core values and competencies.

**Graded Professional Development Credit:**

Students taking MDIA 3313 are required to participate in three (3) Media Department productions.

Students must sign up for productions by consulting the online PDC production calendar at [www.asutv.com/current-students/.](http://www.asutv.com/current-students/)

Scroll down on the ASU TV homepage to the ASU-TV PDC Calendar. Events show if all crew positions for that event are taken (full crew). Click on the event for full details of the production.

Below the calendar is a form you can fill out to request a crew position on a production.

Be sure to put the name of the program you want to work, and its date in the “comments” box. You should get an email confirming your request.

**Course Grading Elements:**

|  |  |
| --- | --- |
| Examinations (4) | 20% |
| Audio/Radio Projects | 20% |
| Video Projects | 30% |
| Attendance/Participation | 15% |
| Honors Activities | 15% |

Examinations will consist of three hour-examinations and a final examination. Examination content will include a combination of multiple choice, true/false, matching, short answer questions, and demonstration of practical skills.

Audio/radio projects will be chosen from radio commercial, interviewing, on-air announcing, news, and dramatic production, as well as sound support, music recording, voice work, and audio-for-video.

Video projects will develop skills in image acquisition (field and studio camera work) and multi-camera, control room production. Camera skills assignments will cover equipment competency, composition, lighting, shooting for editing continuity and storytelling, and online distribution. Multi-camera production assignments will cover studio and control room operations, crew positions, equipment competency, production planning, producing, and directing. Both components will emphasize safety, and legal and ethical issues that relate to these areas of media.

Attendance, promptness, attentiveness, work habits, disposition, and commitment will be evaluated and factored into a point total consistent with ten percent of the total course grade.

**Make-up Policy:**

Students are strongly encouraged not to miss exams or be late with assignments. No more than one exam may be made up during the semester.

No exam may be made up unless the instructor is informed of the reason no later than 5:00 pm, the day

of the examination.

No exam may be made up unless an acceptable reason (illness, accident, family emergency) is established.

A missed exam must be made up before the next class period, or as soon as your emergency or health situation allows.

Students who must miss classes because of events related to university functions must provide a signed statement from the appropriate faculty or staff member identifying the student and the reason for absence(s).

**Required Materials:**

One SDHC class 4 card for digital audio recording (provided)

CD-R (recordable) compact discs for burning edited audio programs (provided by student) One SDHC class 6 card for HD video recording (provided)

**Disability Statement:**

Any student in this course who has a disability that may prevent him/her from fully participating in this course should contact the Disability Services (972-3964) immediately so that they can tell us what accommodations are needed to facilitate their educational opportunity.

**COURSE POLICY AGREEMENT MDIA 3313: Spring, 2016**

I have read the information contained in the syllabus for Audio & Video Production – MDIA 3313, and agree to participate in and be evaluated for this class under its stated conditions.

Signed: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Email address:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**SYLLABUS: MDIA 3313-001 Course Activity Schedule (Tentative) 1**

**Module 1:**

**Orientation/Syllabus**

**Check-out, K-lab reservation, and PDC procedures**

**Audio/Radio theory and practice**

**Module 2**

**Finish Audio/Radio theory and practice**

**Interviewing techniques/voice work on mic**

**Module 3:**

**Console/recorder training (K-labs) Microphone technology and use**

**Radio Interview project assigned (Thursday)**

**Module 4:**

**Audicity Training (K-Labs)**

**Assignment: Storytelling Narration with Music and Effects project**

**Examination One (Wednesday, 50 points)**

**Module 5:**

**TV/Video theory and practice**

**ASU studio and control room orientation (room 156) Video camera operation and composition**

**Radio Interview project due (Thursday)**

**Module 6:**

**SD card camera introduction/demonstration**

**Shot vocabulary and Composition exercise (activity) Video camera technology**

**Composition and Motion Videography project assigned**

**Storytelling Narration project due (Thursday)**

**Module 7:**

**Live radio production**

**Live Music Program project assigned**

**Radio formats and programming**

**Video content or guest lecturer/field trip**

**Module 8:**

**Composition and Motion Videography project due (Tuesday) On-line media distribution**

**News videography techniques**

**News Videography project assigned**

**Examination Two (Wednesday, 50 points)**

**Module 9:**

**Multi-camera and EFP production**

**Control Room and EFP directing**

**Studio Production Directing project assigned**

**Live Music Program project due (Thursday)**

**SYLLABUS: MDIA 3313-H0 Course Activity Schedule (Tentative) 2**

**Module 10:**

**Finish Control Room and EFP directing**

**Studio and control room training**

**News Videography project due (Thursday)**

**Module 11:**

**On-Air talent and working with talent Studio and control room training Examination Three (Thursday)**

**Module 12:**

**Studio productions rehearsal**

**Module 13:**

**Studio Productions Record**

**Module 14:**

**Studio Productions Record**

**Review**

**Module 15:**

**Final Exam**

**MDIA 3343-001 Advanced Audio Production Spring 2016**

Class meets**: Online**

Instructor: Mr. **Michael Doyle**, KASU Station Manager Office: COM 150

Office Hours: Mon 10-­‐11 Tues 2:30-­‐3:30 p.m. Wed 2-­‐3 pm Thurs 9:30-­‐10:30 Fri 10-­‐11 a.m. Phone 972-­‐3486 email [mdoyle@astate.edu](mailto:mdoyle@astate.edu)

**Course Description**: Practice in studio and field recording and interviewing, digital audio editing and mixing, and radio hosting for two programs, Audio Explorations and Arkansas Roots on KASU. Students work as producers, writers and hosts to explore topics for the listeners, combining documentary and music magazine program formats.

**Course Outcomes:** As students in Advanced Audio Production create productions suitable for on-air broadcast they will pursue these outcomes.

-Think creatively, critically and independently to plan and design audio productions.

- Research and evaluate information used in planning and designing productions.

-Write scripts in correct style and form to communicate with a listener.

-Use current audio equipment and digital technologies to produce professional content for radio and web listeners of audio content.

-Produce content that is legally and ethically suitable for use on the airwaves and on the web, demonstrating sensibility to diverse audiences.

**General Requirements**. Students in Advanced Audio Production will develop two half- hour Audio Explorations program segments from the idea stages to the written scripts to the finished productions, using an array of production tools and techniques. Students will produce five to nine minute music features for Arkansas Roots spotlighting musicians from Arkansas.

**Students with disabilities:**

Any student in this course who has a disability that may prevent him/her from fully participating in this course should contact Disability Services (870-972-3964) as soon as possible so we can make the necessary accommodations to facilitate your educational opportunity.

**Textbook**: This detailed syllabus with guidelines for production will serve as the text for this course. Quiizzes will be given on the syllabus. Midterm exams and final exams are not given. This a is performance and production course.

**Materials:** Back up all work done on computers with copies on CD or jump drive.

MDIA 3343 Syllabus Page 2

**Grading**

The finished Audio Explorations program counts for 60% of your grade. The completed Arkansas Roots material counts for 20%. The other 20% will derive from (a) the quality and timeliness of preparatory work leading up to each project such as outlines, play lists and interview questions and (b) quizzes based on material covered in the course and in this syllabus.

Your instructor will grade your completed audio projects on the overall air quality of your work, and specifically these areas:

--Concept: Choice of subject matter; development of the program’s theme; choice and use of audio materials to present the message; aesthetic considerations, taste, appeal.

--Cohesiveness: Skill in presenting your central message; clarity of theme; ability to re- identify theme periodically; compulsion for someone just tuning in to listen.

--Technical quality; balance and maintenance of levels; smoothness of transitions, fades, cross fades; compliance with time constraints; no dead air, but slight pauses are fine.

-Quality of script: written in proper style and form, free of error, attractive.

-Quality and clarity of presentation (announcing).

**Specific Requirements: Audio Explorations**

Two half-hour program segments for **Audio Explorations**. (The actual length of each segment is 28:40.) The program Audio Explorations is broadcast at 11 p.m. Fridays on KASU 91.9 FM, streaming at kasu.org. Two half hour segments run consecutively between 11 p.m. and midnight with a brief station break – a station identification and a pre-recorded promo --- between the segments.

Each show is a **thematic concept program** developed around one central theme, explored in music and with other tools of audio. You will explore a concept by interviewing persons with experience or expertise related to the topic; featuring music and sounds that enhance the topic’s exploration; and sometimes adding quotations or poetic excerpts that illuminate the topic. It’s desirable to present a variety of voices and musical genres during the show.

The keys to this project’s success are research and pre-production planning. Production should take place in the audio labs after your materials have been carefully sought and acquired. Note: *Save all work to the external hard drive, known as “Audio Drive.”*

The assignment activities for the program “Audio Explorations” will include the following pre-production steps:

MDIA 3343 Syllabus Page 3

1. Select a topic to explore. This topic must be approved.

2. Research and generate ideas. Look at several ways to explore the topic.

3. Consider and propose sources of information for interviews.

4. Consider places and methods for interviewing -- on-location versus in-studio.

5. Look at musical sources that call attention to your topic in an entertaining way

– propose a list of songs and tunes to enhance your topic exploration.

6. Consider other artistic sources – segments of poems or quotations that illuminate your topic. Who will read these segments? Consider an array of voices.

7. Arrange the program elements. Envision how this program will sound including the introduction, transitions, and closing.

8. Consider the tools you will need, including but not limited to:

-Portable digital recorder

-Types of microphones

-Types of connector cables

-Sources of music – CDs, wav files. Consider copyright aspects and costs.

9. Write a prospectus and script for this program.

10. Get prospectus and script approved before production.

**Arkansas Roots**

Arkansas Roots is a program that is broadcast from 12 to 1 p.m. each weekday on KASU

91.9 FM and streamed at kasu.org. The music magazine program features the great musical heritage of Arkansas (Johnny Cash; Louis Jordan; Sister Rosetta Tharpe; Levon Helm; Conway Twitty, Charlie Rich, Black Oak Arkansas, Howlin’ Wolf and dozens more) and the state’s and region’s current music scene including contemporary country, Christian, hip-hop, indie rock, bluegrass, etc.

Regular producer hosts for the show are staff members Marty Scarbrough and your instructor. Your assignment is to produce a short feature about a contemporary band or musician from the area, using music, narration and interview material. If the feature is airworthy, it will be used on the Arkansas Roots program.

**REVISION OF PRODUCTIONS**

Because these programs are being produced for actual broadcast, it is likely that you will be required to revise some aspects of your work. Revisions are often required for technical correction, such as balancing of levels or to achieve the correct program length; accuracy of information, such as the correct name of a performer; or to improve the script content.

MDIA 3343 Syllabus page 4

***SAMPLE PLAYLIST FOR AN AUDIO EXPLORATIONS PROGRAM ABOUT “MONEY”***

“I Need Some Money” John Lee Hooker (Blues) 2:31 “Take the Money and Run” Steve Miller Band (Rock) 2:50

“Money Makes the World Go Round” ” Liza Minnelli and Joel Gray, from “Cabaret” (Show tune) 2:55

“She Works Hard For the Money” Donna Summers (Disco) 4:11 “Brother can you spare a dime” George Michael (Jazz/Blues) 4:23 “Busted” Ray Charles (Rhythm & Blues) 2:07 “Midnight Rider” The Allman Brothers Band (Rock) 3:19

-­‐-­‐-­‐-­‐-­‐-­‐-­‐-­‐-­‐-­‐-­‐-­‐-­‐-­‐-­‐-­‐-­‐-­‐-­‐-­‐-­‐-­‐-­‐-­‐-­‐-­‐-­‐-­‐-­‐-­‐-­‐-­‐-­‐-­‐-­‐-­‐-­‐-­‐-­‐-­‐-­‐-­‐-­‐-­‐-­‐-­‐-­‐-­‐-­‐-­‐-­‐-­‐-­‐-­‐-­‐-­‐-­‐-­‐-­‐-­‐-­‐-­‐-­‐-­‐-­‐-­‐-­‐-­‐-­‐-­‐-­‐-­‐-­‐-­‐-­‐-­‐-­‐-­‐-­‐-­‐-­‐-­‐-­‐-­‐-­‐-­‐-­‐-­‐-­‐-­‐-­‐-­‐-­‐-­‐-­‐-­‐-­‐-­‐-­‐-­‐-­‐-­‐-­‐-­‐-­‐-­‐

3D. Seasonal programs (Christmas, New Years, summer at the beach, etc.) are generally not allowed. However, your instructor may assign or suggest special topics when needed.

**Content requirements**

4A. The musical content of the program must be varied and must not conflict with the overall KASU programming approach (public radio) nor alienate the KASU audience. It should reflect some (more than one) of the following musical types featured on KASU on weekends.

*-­blues -­jazz -­folk -­alternative country*

*-­pop oldies including rock-­n-­roll, soul, rhythm-­and-­blues, and country crossover.*

*-­ show tunes from Broadway performance recordings and film soundtracks.*

Part of the cultural approach to this assignment involves getting students familiar with more kinds of music than you may normally experience.

4B. Contemporary mainstream genres – current top 40, pop, hot country, hip-­‐ hop – will be limited to those cases where the tracks have exceptional relevance to the theme being explored.

**Other issues involving program content**

STATEMENT ON USE OF MUSIC WITH FOUL LANGUAGE

No musical selections may be chosen for use on KASU projects that could not be considered “airworthy” by a radio station. The Federal Communications Commission periodically takes action against broadcast stations based upon complaints of listeners in regard to indecent language used by radio hosts in their programs and indecent lyrics in the songs played on their programs. Definitions of indecency exist within a body of legal cases. No lyrics depicting sexual or excretory organs or functions may be used. This is consistent with FCC regulation. If you aren’t sure about the content of a song, check with your instructor before using it.

Major point deductions, even to the point of a failing grade, may be issued for failure to observe this rule. You, as the producer of program content, are responsible forthe content.

5A. Any song lyrics that are questionable for a radio audience must be cleared with the instructor – I may prohibit use of the song, or I may require you to edit, or I may allow the usage – depending on your show’s theme, relevance of the theme, and actual lyrics involved. The point is – you are responsible for (a) finding out if the song has potentially objectionable content and (b) letting me know in advance of production. If you don’t know that a song contains objectionable lyrics, then you haven’t done your work properly.

5B. No overtly sexual lyrical themes will be allowed. I say "overtly" because, for example, there is a lot of sexual innuendo in blues music, but songs that are slyly suggestive are acceptable for broadcast.

5C. All songs featured on the program should be commercially available. In other words, no "home recordings" of songs performed by the students themselves, their friends, or their favorite unsigned garage band.

5D. Music used on the program should come from a digital source to ensure the highest sound quality

5E. Songs obtained by downloading from the Internet must be good quality recordings – not low in level, or with muffled, distant vocals, no static, distortion or hiss. Some of the vintage oldies tracks that are available sometimes are of poor quality. These may not be acceptable. If you include them on your program, do so at your own risk – project revision may be required.

MDIA 3343 Page 8

5F. Supervised by a member of the KASU staff, students may access the music in the KASU CD library for use on their program, but CDs from the library may not be removed from the station facilities. KASU has music in the blues, country, jazz, folk, rock/pop oldie and bluegrass categories that you should consider.

5G. Audio levels should be consistent throughout the program, without any dramatic changes in volume between program elements.

**Instrumentals/Music Beds**

6A. For voice-­‐overs (VOs), use instrumental music, rather than vocal. Instrumental music *may* be used under the program introduction, and *should be essential* for use at the end, to fill time to 28:40.

6B. In order to make the show come out on time, the best method is to have an instrumental fill or “pad” at the end, which can be faded to make the program end on time.

6C. Music beds under announcing should be at appropriate levels -­‐-­‐ not too loud to overpower the announcing, and not too low to just be a distraction.

6D. Instrumental music should be chosen on the basis of how it fits the overall theme. Example: “Walk Don’t Run” by the Ventures – an instrumental – to close out a program on “Walking.”

6E. Instrumentals can be created through skillful editing of existing vocal tracks.

**The Use of Non Musical Materials**

7A. The use of a quotation should be attributed. Immediately after the quote or line of poetry, after a one-­‐beat pause, state the name of the speaker or writer.

7B. If the writer is anonymous, don’t say “ anonymous” in the place where you would normally say “Emily Dickinson” or “Henry David Thoreau.”

7C. You may not read complete poems on the air without written permission of the author. You may embed and refer to a couple of poetic lines within the content of your own narrative script.

MDIA 3343 Advanced Audio Production Page 9

7D. The relevance of a quotation or poetic excerpt will often need explanation in your script. Don’t assume that you can meet the requirement by just sticking in a quotation.

7E. Do not insert live or recorded PSA or commercial material into your program! These have no purpose, and destroy the continuity of the presentation. Also, KASU is a non-­‐commercial station and is prohibited from broadcasting commercial messages. Public Service Announcements (PSA) are broadcast on a very restricted schedule. We do not just throw them in at random, or to fill time.

**Standard Opening and Closing**

8A. Because these programs will be aired in a regular time slot, each program should have the following standard intro and close.

**Opening: “ The Advanced Audio Production class at Arkansas State University-­ Jonesboro presents “Audio Explorations’.”**

**Closing: “The program ‘Audio Explorations’ is produced by students in the**

**Advanced Audio Production class at Arkansas State University-­Jonesboro.”**

8B. The closing does not have to be delivered at the very end, but can be delivered as a VO the closing instrumental several seconds before fading out the music at 28:40.

**Arkansas Roots Features**

These features can begin with a music track by the featured artist, then faded for introduction to the feature. You should take the approach that you’re a correspondent for the complete one-­‐hour program—not the host. Your five-­‐to-­‐nine minute feature will be dropped into the show along with other material.

The best features will include music and some professionally packaged interview material, bridged with narration segments. You should not try to sound “live” and “on location.” This is post-­‐produced material, but can and should use some material gathered on location such as a rehearsal or a club gig. It is also possible to do interviews over the phone using KASU facilities.

Each piece should conclude with “For Arkansas Roots, I’m (name) .”

# MDIA 3353-001 Field and Post Production Instructor: Mr. Alex Brown

**Online Office: Communications 358 972-2790**

**Office Hrs: MF 9:00am W 4:00pm TR 2:00pm**

**E-mail:** [**arbrown@astate.edu**](mailto:arbrown@astate.edu)

**CATALOG COURSE DESCRIPTION:**

An experiential course in the technical skills and creative principles required for video field production and post production, focusing on writing, producing, planning, shooting, and editing video projects and assignments. Prerequisite, MDIA 2313

**EXPECTED COURSE OUTCOMES:**

**\*** Students will learn and apply location video and audio acquisition techniques in the principle production environments.

\* Students will learn and apply video acquisition strategies that result in raw video clips (shots) that maintain visual continuity and shot variety when edited into finished programs.

\* Students will learn to work successfully in the social dynamic of the video production world.

\* Students will understand concepts and apply theories of editing for the various video programming formats and environments.

\* Students will apply tools and technologies appropriate for video post production and program dissemination.

\* Students will think critically, creatively and independently in the video post production processes of planning, editing, and program distribution.

**COLLEGE OF MEDIA AND COMMUNICATION**

**The Three Foundations Of Learning**

**THINK**

**We promote problem solving by enhancing students’ ability to**

* think critically, creatively and independently;
* think analytically by conducting research and evaluating information using appropriate methods, including applying basic numerical and statistical concepts;
* understand and respect others in a diverse and global society, which includes diversity of gender, race ethnicity, sexual orientation, religion, culture, and national origin.
* understand concepts and apply theories in the use and presentation of messages, images and information;

**COMMUNICATE**

**We promote strong communication skills by requiring students to**

* write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
* critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
* apply current tools and technologies appropriate for the communications professions in which they work, and to understand the digital world;
* communicate effectively using words and images for multiple platforms, ranging from interpersonal communication to digital media;

**BE PROFESSIONAL**

**We promote professional conduct and integrity by requiring that students**

* understand the principles and laws of freedom of speech and press and how they are applied nationally and internationally;
* understand the history and role of professionals and institutions in shaping communications;

understand professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;

**MDIA 3353-001 Page 2**

**PROJECTS:**

Students will be graded on both videography and post production assignments during the semester. Weekly in-class activities will also be graded.

**GRADED PROFESSIONAL DEVELOPMENT CREDIT:**

Students in this class are required to participate in **(3)** professional development credit (PDC) events involving ASU-TV. **Do not wait until the second half of the semester to do your PDCs.**

Available events are listed on the ASU-TV calendar at asutv.com. The calendar button is in the lower right-hand corner of the screen.

Students can find PDC opportunities by going to [www.asutv.com](http://www.asutv.com) and clicking the link to the production calendar at the lower right corner of the ASU-TV home page. When an event is clicked on, it will show how many crewmembers are still needed, and other event information.

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Students will receive an email from ASU-TV confirming that they are officially on the crew. Students are not on the crew for PDC credit unless they receive confirmation.

PDC assignments are made on a first-come first-served basis.

Students listed on the PDC crew but who fail to show up will receive **zero credit** for that event. A student who has scheduled an event but later has a conflict must inform Mr. Pillow a minimum of one week before the event and find another student to replace him/her. This will prevent the student from receiving zero credit for that event. Failure to communicate with Mr. Pillow one week before the event will result in zero credit for that PDC assignment for the student originally scheduled to work the event.

**REQUIRED TEXTS and MEDIA:**

*Adobe Premiere Pro CS6 Classroom in a Book,* Harrington and Jago*,* Adobe Press.

ISBN: 0-321-82247-1

**DISABILITY STATEMENT**

Any student who has a disability that may prevent him/her from fully participating in this course should contact Disability Services (972-3964) as soon as possible so necessary accommodations to facilitate your full participation can be made.

**UNIVERSITY POLICY ON HAZARDOUS CHEMICALS OR EQUIPMENT**

This course may require the use of hazardous chemicals or equipment that the University Safety Committee recognizes as potentially hazardous to a student’s safety and health. Every instructor is required to provide instructional information and training on safe handling and usage procedures prior to engaging students in the use of hazardous chemicals or equipment.

In addition, students are advised to notify the instructor or laboratory supervisor of any medications or conditions that may impair their mental alertness and/or their ability to participate in the use of hazardous chemicals and equipment. All students should participate in the use of hazardous chemicals and equipment only under the direct supervision of the instructor or by approval of the instructor, using recommended methods and procedures. Failure to adhere to the outline safety precautions could result in disciplinary action.

**PLAGIARISM AND DISHONESTY**

Plagiarism and other forms of academic dishonesty will be handled under the universities disciplinary

process, with no exceptions.

This specifically includes the sharing of edited sequences or lessons, and sharing original video footage without the instructor’s prior permission.

**EVALUATION: [subject to change]**

**GRADING POINT SUMMARY POINT VALUES GRADE PERCENTAGES / POINT TOT**

Examinations (2-3) 150 A = 90%+ / 540+

Projects (6) 300 B = 80%+ / 480+

PDC Crewing Credit 50 C = 70%+ / 420+

Participation 100 D = 60%+ / 360+

Total 600

**EXAMS:**

Three written exams will be administered during the semester. They will cover material addressed in the course and reading assignments. The exams will consist of a variety of question styles, which may include: multiple choice, matching, true/false, short answer, and essay.

**LATE ASSIGNMENTS:**

All assignments are due by the stated date and time. A penalty of ten (2) percentage points per day will be deducted from the final project grade if the assignment is submitted after the due date. **Assignments more than a week late will not be accepted.**

**AGREEMENT MDIA 3353**

**I agree to participate and be evaluated in this course based on the stipulations of the above syllabus.**

**Signed: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Dated: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**MDIA 3353 COURSE SCHEDULE (Subject to change)**

**Module 1 Course Orientation / Review of SD Camera Operation**

**Module 2 Location Shooting Techniques / Adobe Lessons 1 and 2**

**Module 3**  **Shooting Footage for Editing / Adobe Lesson 3**

**Assignments 1 and 2**

**Module 4 Short Exam Over Notes / Adobe Lesson 5**

**Module 5 Sound and Lighting on Location / Adobe Lessons 6 and 7**

**Raw Footage Done**

**Module 6 Show Progress, Assignment 2/ Adobe Lessons 17 and 18**

**Module 7 First Assignment Due and Viewed / Adobe Lesson 4**

**Assignment 3**

**Module 8 Advanced Videography**

**Techniques/Adobe Lesson 11**

**Module 9 Assignment 2 Due, Viewed/Adobe Lesson 16**

**Short Exam Over Notes**

**Module 10 Show Progress, Assignment 3 / Adobe Lesson 8**

**Module 11 Assignment 4/Adobe Lesson 9**

**Module 12 Open Work Time/Adobe Lesson 13**

**Module 13 Assignment 3 Due, Viewed**

# 

**Module 14 Assignment 4 Due, Viewed**

**Module 15 Final Exam**

**MDIA 3353-001 Field and Post Production Instructor: Mr. Alex Brown**

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**MDIA 3353-001 Page 2**

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Plagiarism and other forms of academic dishonesty will be handled under the universities disciplinary

process, with no exceptions.

This specifically includes the sharing of edited sequences or lessons, and sharing original video footage without the instructor’s prior permission.

**EVALUATION: [subject to change]**

**GRADING POINT SUMMARY POINT VALUES GRADE PERCENTAGES / POINT TOT**

Examinations (2-3) 150 A = 90%+ / 540+

Projects (6) 300 B = 80%+ / 480+

PDC Crewing Credit 50 C = 70%+ / 420+

Participation 100 D = 60%+ / 360+

Total 600

**EXAMS:**

Three written exams will be administered during the semester. They will cover material addressed in the course and reading assignments. The exams will consist of a variety of question styles, which may include: multiple choice, matching, true/false, short answer, and essay.

**LATE ASSIGNMENTS:**

All assignments are due by the stated date and time. A penalty of ten (2) percentage points per day will be deducted from the final project grade if the assignment is submitted after the due date. **Assignments more than a week late will not be accepted.**

**AGREEMENT MDIA 3353**

**I agree to participate and be evaluated in this course based on the stipulations of the above syllabus.**

**Signed: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Dated: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**MDIA 3353 COURSE SCHEDULE (Subject to change)**

**Module 1 Course Orientation / Review of SD Camera Operation**

**Module 2**  **Location Shooting Techniques / Adobe Lessons 1 and 2**

**Module 3**  **Shooting Footage for Editing / Adobe Lesson 3**

**Assignments 1 and 2**

**Module 4 Short Exam Over Notes / Adobe Lesson 5**

**Module 5 Sound and Lighting on Location / Adobe Lessons 6 and 7**

**Raw Footage Done**

**Module 6 Show Progress, Assignment 2/ Adobe Lessons 17 and 18**

**Module 7 First Assignment Due and Viewed / Adobe Lesson 4**

**Assignment 3**

**Module** **8 Advanced Videography Techniques / Adobe Lesson 11**

**Module** **9 Assignment 2 Due, Viewed / Adobe Lesson 16**

**Short Exam Over Notes**

**Module 10 Show Progress, Assignment 3 / Adobe Lesson 8**

**Module** **11 Assignment 4 / Adobe Lesson 9**

**Module** **12 Open Work Time / Adobe lesson 13**

**Module** **13 Assignment 3 Due, Viewed**

**Module 14 Assignment 4 Due, Viewed**

**Module 15 Final Exam**

**Course Syllabus: MDIA 4383-001**

Advanced TV Production: MDIA 4383, Section 001 Instructor: Alexander Brown Office: Co 358

Office Phone: 972-2790 Dept. Phone 972-3070

Office Hours: CO 358 / 9:00 MW, 10:00 F, AND 2:00 TR

E-mail Address: [arbrown@astate.edu](mailto:arbrown@astate.edu)

**CATALOGUE COURSE DESCRIPTION**

Practice in methods and procedures of producing and remote program content for ASU-TV. This may include: athletic events, campus forums, concerts, newscasts, spelling bees, telethons, etc. May be repeated for a total of six credit hours. (F,S)

**RECOMMENDED TEXT**

None

**COLLEGE OF MEDIA AND COMMUNICATION: The Three Foundations Of Learning**

**THINK**

**We promote problem solving by enhancing students’ ability to**

• think critically, creatively and independently;

• think analytically by conducting research and evaluating information using appropriate methods, including

applying basic numerical and statistical concepts;

• understand and respect others in a diverse and global society, which includes diversity of gender, race ethnicity,

sexual orientation, religion, culture, and national origin.

• understand concepts and apply theories in the use and presentation of messages, images and information;

**COMMUNICATE**

**We promote strong communication skills by requiring students to**

• write correctly and clearly in forms and styles appropriate for the communications professions, audiences and

purposes they serve;

• critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and

grammatical correctness;

• apply current tools and technologies appropriate for the communications professions in which they work, and to

understand the digital world;

• communicate effectively using words and images for multiple platforms, ranging from interpersonal

communication to digital media;

**BE PROFESSIONAL**

**We promote professional conduct and integrity by requiring that students**

• understand the principles and laws of freedom of speech and press and how they are applied nationally and

internationally;

• understand the history and role of professionals and institutions in shaping communications;

• understand professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;

**COURSE OBJECTIVES/GOALS/OUTCOMES**

1. To understand and apply advanced theories, vocabulary, and methods of the video and television production process

2. To understand and apply aesthetic principles of video composition, motion, sound, and design to multi-camera productions

3. To practice professional standards and methods hands-on in video program productions through cooperative interaction and teamwork

4. For creative efforts to demonstrate an understanding of diversity, application of copyright law, and ethical standards of production

5. To understand and apply safe procedures in the use of video television production equipment in both studio and location environments

MDIA 4383-001, Spring Semester, 2016 2

6. To demonstrate practical knowledge of television set design principles in the creation of designs, working drawings, light plots, and construction

7. To demonstrate leadership in production of CMP Department sports and studio production events by training and supervising

PDC students assigned to productions

**COURSE METHODS**

\* Lectures/demonstrations by the instructor on advanced technical, procedural, and aesthetic skills

\* Applying skills in live and post-produced programs for local cablecasting through ASU-TV, Channel 18

\* Provide leadership training for Advanced TV Production students by directing live studio productions and by training and supervising of PDC student crew members

**ASSESSMENT**

An assessment instrument will be given at the end of the semester, the purpose of which is to evaluate the effectiveness of the course in reference to the above objectives, goals, and outcomes. These objectives, goals, and outcomes stem from the College of Communications’ list of eleven Core Values and Competencies. The assessment instrument will be either a separate quiz or an imbedded part of a graded examination. Neither the separate quiz nor the data extracted for assessment from an imbedded assessment instrument within a graded exam will become part of the grade for the course.

**COURSE GRADING ELEMENTS POINT VALUES LETTER GRADE PERCENTAGES**

|  |  |  |
| --- | --- | --- |
| 2nd ASU-TV Program Participation | 100 | A = 90%+ |
| News Crewing | 100 | B = 80%+ |
| News Directing | 100 | C = 70%+ |

\* Numbers are subject to change due to the number of newscasts and productions during the semester.

Work Ethic/Promptness 50 D = 60%+ Assignments and Quizzes 50

Total 400\*

**EXPECTATIONS**

You are expected to act courteously and professionally during all production events you are crewing (or even just dropping in on). You are also expected to be cooperative with staff (especially engineers). As an advanced production student, you are expected to reflect professional standards and act as a mentor/trainer for beginning students who are crewing on productions for PDC credit.

**DISABILITY STATEMENT**

Any student who has a disability that may prevent him/her from fully participating in this course should contact Disability Services (972-3964) as soon as possible so necessary accommodations to facilitate your full participation can be made.

**UNIVERSITY POLICY ON HAZARDOUS CHEMICALS OR EQUIPMENT**

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as potentially hazardous to a student’s safety and health. Every instructor is required to provide instructional information and training on safe handling and usage procedures prior to engaging students in the use of hazardous chemicals or equipment.

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Schedule: MDIA 4383 Page 1

(SUBJECT TO REVISION)

**MODULE**

**Module 1 Orientation/Syllabus/Scheduling**

**Studio Floor Director and**

**Camera Op Training**

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| **Module 2** | **Audio Op Training** | **Broadcast Pix Training** |
|  | **Teleprompter Op Training** | **Talent Shots for Open** |

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| **Module 3** | **Graphics Op Training** | **Fieldtrip to KAIT – 10:00-1:00** |
|  | **Director Training** |  |

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| **Module 4** | **Server Op Training** | **Director Training** |
|  | **Talent Shots for Open** | **Script Marking** |

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| **Module 5** | **Director Training in Studio** | **Director Training in Studio** |
|  | **Continue Crew Training** | **w/ Mr. Roberts’ Class** |

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| **Module 6** | **News Program Rehearsal** | **News Program Rehearsal** |
|  | **w/ Mr. Roberts’ Class** | **w/ Mr. Roberts’ Class** |

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| **Module 7** | **Live News Program** | **Live News Program** |
|  | **Directing/Crewing/**  **Supervise PDC Crew** | **Directing/Crewing/**  **Supervise PDC Crew** |

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| **Module 8** | **Live News Program** | **Live News Program** |
|  | **Directing/Crewing/** | **Directing/Crewing/** |
|  | **Supervise PDC Crew** | **Supervise PDC Crew** |

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| **Module 9** | **Live News Program** | **Live News Program** |
|  | **Directing/Crewing/** | **Directing/Crewing/** |
|  | **Supervise PDC Crew** | **Supervise PDC Crew** |

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| **Module 10** | **Live News Program** | **Live News Program** |
|  | **Directing/Crewing/** | **Directing/Crewing/** |
|  | **Supervise PDC Crew** | **Supervise PDC Crew** |

Schedule: MDIA 4383 Page 2

(SUBJECT TO REVISION)

**DATE Mon – 10:30 am to 1:00 pm Wed – 10:30 am to 1:00 pm**

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| **Module 11** | **Live News Program** | **Live News Program** |
|  | **Directing/Crewing/** | **Directing/Crewing/** |
|  | **Supervise PDC Crew** | **Supervise PDC Crew** |

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| **Module 12** | **Live News Program** | **Live News Program** |
|  | **Directing/Crewing/**  **Supervise PDC Crew** | **Directing/Crewing/**  **Supervise PDC Crew** |

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| **Module 13** | **Live News Program** | **Live News Program** |
|  | **Directing/Crewing/** | **Directing/Crewing/** |
|  | **Supervise PDC Crew** | **Supervise PDC Crew** |

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| **Module 14** | **Live News Program** |  |
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**Module 15**

**Resume Reels, Etc.**

**Module 16 Final Exam**

**SYLLABUS AGREEMENT: MDIA 4383**

Cell #: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Email:

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**Course Syllabus: MDIA 4383-001**

Advanced TV Production: MDIA 4383, Section 001 Instructor: Alexander Brown Office: Co 358

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MDIA 4383-001, Spring Semester, 2016 2

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Schedule: MDIA 4383 Page 1

(SUBJECT TO REVISION)

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| **Module 7** | **Live News Program** | **Live News Program** |
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| **Module 8** | **Live News Program** | **Live News Program** |
|  | **Directing/Crewing/** | **Directing/Crewing/** |
|  | **Supervise PDC Crew** | **Supervise PDC Crew** |

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| **Module 9** | **Live News Program** | **Live News Program** |
|  | **Directing/Crewing/** | **Directing/Crewing/** |
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| **Module 10** | **Live News Program** | **Live News Program** |
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Schedule: MDIA 4383 Page 2

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| **Module 11** | **Live News Program** | **Live News Program** |
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| **Module 12** | **Live News Program** | **Live News Program** |
|  | **Directing/Crewing/**  **Supervise PDC Crew** | **Directing/Crewing/**  **Supervise PDC Crew** |

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| **Module 13** | **Live News Program** | **Live News Program** |
|  | **Directing/Crewing/** | **Directing/Crewing/** |
|  | **Supervise PDC Crew** | **Supervise PDC Crew** |

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**Module 15**

**Resume Reels, Etc.**

**Module 16 Final Exam**

**SYLLABUS AGREEMENT: MDIA 4383**

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Time MON TUE WED THR FRI

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Email:

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