

Course Title: **Basic Video/Audio Production**
Course Number: **CCJN 2304 801 Spring 2011 SMU**
Class Meeting Times: **T/Th 2 - 3:20class and Th 12:30-1:50p lab**
Location: **ULEE 285 or as announced, 287, 288 or studio.**
Grading: **Letter Grade as detailed in grading policy**
Instructor: **Michele A. Houston**
Office: **Umphrey Lee 276**
Contact Info: **mhouston@smu.edu Wk: 214-768-4784 Cell: 469-426-1765**
Office Hours: **T/W Noon-2pm, Fri 11am-1pm and by appt.**

Email me. I WANT to help you. I like working with students. IF YOU MAKE AN APPOINTMENT with me, you will be given priority. I do help students outside of official office hours.

Required Materials: 6 to 12 miniDV tapes / Headphones/ 4 DVD-R/

Suggested: External Hard Drive preferably 200 gigs +

Note: Please DO NOT purchase Sony miniDV tapes. Please purchase Panasonic, JVC, Maxell or TDK tapes. SONY makes great tapes; only they use a different lubricant for the tape and when you mix Sony with other types of tape, equipment gums up fast.

Reading Materials: Reading materials are posted on Blackboard under class documents.

Video Materials: QT videos that explain readings are on Blackboard. If Blackboard videos are not working they are also posted in the computers in 285 in user.

Rationale and Course Aims:

TV stations, documentaries, magazines, newspapers and online news sources all utilize video production. This class is required of all Journalism majors. This course introduces students to skills required in all aspects of video production, including camera and studio equipment, field equipment, and nonlinear editing. Students will study technical, aesthetic and ethical requirements needed to create successful news packages and other videos. The course familiarizes students with the production system, including various roles played by personnel. Important lessons involve vocabulary, how to identify and use equipment and how the production process flows. You will also learn the importance of teamwork, organization, critical thinking and meeting deadlines. Upon successful completion of this course, you will have researched, produced, shot and edited four video projects, and learned how to use much of the studio equipment. You will learn skills to compete for internships involving video production.

You must attend class, lab and *The Daily Update*. The fast-paced, deadline oriented schedule mimics real-life production. You are responsible for incorporating lecture and assigned reading materials into your video assignments. You will read/watch materials for each class and prepare to discuss them. Quizzes are scheduled in the calendar.

This is not an easy class. It will take a good deal of time to prepare for quizzes. In addition, you will attend lab, spend extra time in labs if you need additional practice, and complete four required video projects. The projects require extensive work, much of it

outside of class/lab on your own. On top of that, you will get to school at 6am two mornings per week to participate in *The Daily Update* news program.

You must work on *The Daily Update* two times per week. Report for crew call at the studio at 6am sharp two days per week. Stick to the same two days. If you do not show or are late, you will not receive credit for that day. This will lower your grade significantly. Working on *The Daily Update* is the best hands on experience possible.

Learning Outcomes:

1. Teamwork (learn to communicate and work as a team to produce news)
2. Field Production (learn what it takes to gather professional grade video and audio)
3. Studio Production (rotate through studio/control room positions)
4. Non linear Editing (learn to edit with minimal guidance)
5. Constructing balanced/fair media (analyze, prepare and create)
6. Production related vocabulary (define, repeat and use)

Grading:

Your final grade will be based on the following:

- 15% *The Daily Update* (READ POLICY BELOW)
- 20% Quizzes/Tests on class lectures and lab work.
- 10% Participation, Attendance, Punctuality* (READ POLICY BELOW)
- 10% Video Project #1
- 15% Video Project #2 How - To
- 15% Video Project #3 PSA
- 15% Video Project # 4 News Package

Daily Update Rules:

You must attend the *DAILY UPDATE* as a writer and crewmember.

Choose two days per week and stick to attending on those two days.

If for some reason you need to change your days alert Lucy Scott and me of the change. This is 15% of your grade. Each week is a DU grade. **NOTE YOU CANNOT MAKE THESE UP. DON'T WAIT TO BEGIN. YOU CAN'T CRAM THESE DAYS AT THE END OF THE SEMESTER.**

1 successful attempt is a 50 for your weekly DU grade.

2 successful attempts = 100 for your weekly DU grade.

No DU credits for a week = a 0 for that weekly DU grade.

A successful DU attempt means:

You get to the DU by 6am. You have signed up for a crew position by 6am.

You ask to write a story or help write a story or build GFX. You run a crew position.

Lucy may decide to NOT give you credit if you use the time to sleep, talk, surf, do homework or do anything else outside of full participation.

You may NOT write a story and then leave. You must participate as a crewmember.

If all crew positions are full, you will train for a new position.

If you are sick on your allotted day, you must make up that day within 5 school days.

If you have an excused absence, you must double up the next week. You may not put it off for more than one week.

Course Requirements Expectations and Policies:

How I will grade video projects:

Video assignments will be judged based on lessons learned by reading class documents and watching videos on Blackboard, attending class and lab, and practicing skills in lab, class, and on *The Daily Update*. Video Projects are not an easy grade and will be graded on technical, aesthetic and ethical accomplishment as well as effort.

You are also responsible for the equipment used to create your projects. **If you turn in the equipment late, you will lose 25 points on your project. If you sign up to check out gear and do not check it out or fail to call Mike to tell him that you aren't going to check it out, you will lose 25 points. If you break equipment, you will pay for it. You will sign a liability form for all equipment use.**

The reason you lose points for not checking gear in on time is that you have just ruined another student's check out. They wanted the gear you didn't return. The reason you lose points for not calling if you're not picking up gear is the same. Someone else probably requested gear and was told there was none available or that they had to be put on the waiting list. When you don't cancel your reservations, you're hurting another student.

Course Grading Scale: – Based on SMU Grading System

All work will be judged rigorously. Letter grades are based on a 10-point scale. For example, the "B" range is as follows: 80-82 B-; 83-86 B; 87-89 B+. The same spread applies to all letter grades (except there is no A+).

For this semester, this class is your job. If you are absent you must contact me to explain the absence. If you do not contact me by the end of the day of the class you missed, you will be given an unexcused absence.

Missed Material: You are responsible for material missed if late/absent for reasons other than illness/approved by instructor.

Class Participation/Attendance: Active participation in class discussions and experiences is encouraged. The more you participate, the more you (and everyone) will get out of the course. Participation is part of your grade. **Each tardy reduces your participation grade by 2 points. Each unexcused absence reduces it by 10 points. On the third absence, I will drop you from the class.** If the drop date has passed, you will flunk the class.

HOLIDAYS:

SMU schedules holidays a year ahead of time in the school calendar available at www.smu.edu. You will not receive excused absences if your parents book plain tickets early or late. You will not receive excused absences for any extended vacations.

Use of computers/email/materials needed for class in addition to books:

1 You must have an e-mail address and keep it updated in Blackboard.

(<http://courses.smu.edu>)

2. I intend to use email to communicate with you as a class. I'll make class announcements, speaker announcements, room changes, etc., via e-mail. Therefore, I suggest you check email every morning prior to class/lab for any last minute announcements or changes.

3. It will be necessary to purchase materials to complete your Video Projects. You will purchase videotapes, etc. Details will be given when assignments are handed out.

4. You will be required to check out equipment from the SMU Lab in order to create your Video Projects. You will not be allowed to make last minute requests. In the real world, you cannot run out and grab a camera or book an edit system at the last minute, unless you are working in news at a television station. Even then, it is first come first serve. You will treat the equipment and the Engineering staff with respect. Any complaints received from the staff will result in grade point deductions. Severe complaints will be investigated and could possibly result in administrative removal from this class. You will also receive a grade of "F" for the course regardless of your standing in the class at the time.

5. Turning in equipment late results in a grade reduction of 25 points for that project. Your inability to meet your deadline caused another student to not receive gear.

6. Signing up to check out equipment and then not checking out that equipment or calling to cancel results in a grade reduction of 25 points for that project. Another student could have checked that gear out.

SMU Course Policies

Academic Honesty and Misconduct The Honor Code:

All work undertaken and submitted in the course is governed by the University's Honor Code. The relevant section of the Code, taken from the Preamble of the Honor Council's Constitution: Intellectual integrity and academic honesty are fundamental to the processes of learning and of evaluating academic performance, and maintaining them is the responsibility of all members of an educational institution. High personal standards of honesty and integrity are a goal of education in all the disciplines of the University. Students must share the responsibility for creating and maintaining an atmosphere of honesty and integrity. Students should be aware that personal experience in completing assigned work is essential to learning. Permitting others to prepare their work, using published or unpublished summaries as a substitute for studying required materials, or giving or receiving unauthorized assistance in the preparation of work to be submitted are directly contrary to the honest process of learning. Students who are aware that others in a course are cheating or otherwise acting dishonestly have the responsibility to inform the professor and/or bring an accusation to the Honor Council. A violation of the Honor Code may result in an "F" for the course, and the student may be taken before the Honor Council. If you are unclear about this policy, either in general or in its specific application, please see the instructor. The Honor Code is in the SMU Student handbook and may be viewed on-line at: http://smu.edu/studentlife/PCL_05_HC.asp

Division of Journalism policies.

By enrolling in this class you are agreeing to the following terms and conditions:

Reporting standards for all media projects

Every news story and package will be graded on content: is it fair, is it newsworthy, is it well sourced? Is the story organized, are all questions answered, and is all relevant information properly attributed? Is the story neutral, showing all sides of the issue? Are direct quotes preceded by strong transitions in print stories? At least 5 points may be taken off for problems like these. For errors of fact, expect 10 or more points off.

You must always tell all of your sources that the story you are reporting could be published or aired on multiple platforms. Your work could appear on news sites both on and off campus. Your stories, in other words, are for public consumption and your sources must know that.

Friends, colleagues, and family members are not acceptable sources. Unless you have cleared the source with your editor, expect at least 5 points off your grade for each unacceptable source.

Mechanical standards for writing

- *Associated Press style and grammar errors: 2 or more points
- *Punctuation errors: 2 or more points
- *Spelling: 10 or more points for misspelled names or other proper nouns; 2 or more points for all other spelling errors
- *Awkward or unclear phrasing: 2 or more points

Mechanical standards for broadcast and multimedia projects

Points will be deducted for the following:

- *Handing the mic to your interview subject
- *Visible lav cables
- *Improper field and post-production audio levels
- *Failure to white balance
- *Shaky shots
- *Improper shot framing
- *Accidental silhouettes
- *Lack of natural sound and natural sound transitions
- *Muddy audio mixes
- *Clipped audio editing
- *Flash frames
- *Jump cuts
- *Inaccurate iNews formatting
- *Lack of CGs and hit times
- *Failure to include CGs with complete names, correct titles and accurate spelling
- *Including video the student did not shoot (without prior instructor approval)
- *Failure to check out and return gear on time

How to earn an "F" on any media project

Miss a deadline. Misquote or misrepresent someone. Rewrite or submit a story or package that was produced for another class, media outlet or for any other reason other than this class.

Plagiarism and Fabrication

Plagiarism is stealing someone's words or ideas and passing them off as your own. Fabrication is making stuff up. Both strike at the heart of the journalistic process, where proper attribution and fact checking are paramount. We will deal with plagiarism and fabrication in the harshest manner possible, including referral to the honors council.

Attendance

Roll will be taken every day. Any student who misses the first day of class may be dropped. More than three unexcused absences and you could be dropped from the course or receive an "F."

You are responsible for contacting your teacher within 24 hours of an absence. An absence will be considered unexcused unless you are able to provide a doctor's note or some other good reason why you were not in class. Absences will be factored into the in-class portion of your grade and will result in a lower final grade.

Tardiness will not be tolerated. Stroll in late? You will receive an unexcused absence unless you can provide a compelling reason (AFTER CLASS) why you were tardy. You must also turn off cell phones and pagers before you come to class. All course work is, of course, governed by the SMU honor code.

Excused absences for extracurricular activities

If you are participating in an officially sanctioned, scheduled university extracurricular activity, you will be given the opportunity to make up class assignments. It is your responsibility to make arrangements with your teacher prior to any missed assignment. (See University Undergraduate Catalogue.)

Please note that the SMU Health Center has changed its policy on giving forms for excused absences. The Health Center's new policy is found at <http://smu.edu/healthcenter/policy/absenceclass.asp> . Please note that there is a PDF file in this information that you can download and submit to me for consideration of an excused absence. This form must be filled out fully for me to consider your absence as excused. As in the past, if you consult a physician for an illness and receive specific certification for a recovery time, absences will be excused if I am given a form from the physician's office.

Religious accommodations

If you are a religiously observant students who will be absent on holidays, you must notify your teacher in writing at the beginning of the semester. You should also discuss in advance acceptable ways of making up any missed worked. (See University Policy No. 1.9.)

Disability accommodations

If you need academic accommodations for a disability, you must first contact Disability Accommodations & Success Strategies (DASS) (214) 768-1470 or www.smu.edu/alec/dass.asp to verify the disability and establish eligibility for accommodations. You should also schedule an appointment with your teacher to make any necessary arrangements. (See University Policy No. 2.4.)

Additional grading information

1. "A"s are rare. They are awarded only for truly excellent work. Very good work receives a "B"; average work a "C"; below average a "D." This is in accordance with university regulations.
2. All work will be judged rigorously. Letter grades are based on a 10-point scale. For example,

the “B” range is as follows: 80-82 B-; 83-86 B; 87-89 B+. The same spread applies to all letter grades (except there is no A+).

3. Your teachers will be happy to discuss the content of your papers. If you wish to protest a grade, a formal process is available.