



# MARYMOUNT UNIVERSITY

School of Design, Arts, and Humanities  
2018-19

## COURSE SYLLABUS

<b>Course Number</b> CMD 204 A	<b>Course Title</b> Video Prod: Multimedia Communication		
<b>Fall Semester</b> XX	<b>Spring Semester</b>	<b>Summer Semester</b>	<b>Credit Hours</b> 3
<b>Name of Instructor</b> Barry C Erdeljon			
<b>Meeting Day, Time, and Room Number</b> Wednesday 03:30PM - 06:00PM, Reinsch Library, Room G09 Video Studio			
<b>Final Exam Day, Time, and Room Number</b> WED Dec 12, 3:00 -5:30 Reinsch Library, Room G09 Video Studio			
<b>Office Hours, Location, Phone</b> TU 1:00-3:00, WED 6:00-7:00, TH 12:00-1:00 Gailhac G106, 703-284-1652. Other times by appointment			
<b>E-mail:</b> <a href="mailto:barry.erdeljon@marymount.edu">barry.erdeljon@marymount.edu</a> <b>Course website:</b> <a href="http://mudesign.net/videopromotional/">http://mudesign.net/videopromotional/</a>			
<b>Course Description</b> This course explores various techniques, digital technology, and equipment for video storytelling. Students experience hands-on preproduction, production, and postproduction techniques. Students plan and produce multimedia journalistic video stories. (3)			

## UNIVERSITY STATEMENTS

### ACADEMIC INTEGRITY

By accepting this syllabus, you pledge to uphold the principles of Academic Integrity expressed by the Marymount University Community. You agree to observe these principles yourself and to defend them against abuse by others. Items submitted for this course may be submitted to TurnItIn.com for analysis.

### STUDENT COPYRIGHT INFORMATION

For the benefit of current and future students, work in this course may be used for educational critique, demonstrations, samples, presentations, and verification. Outside of these uses, work shall not be sold, copied, broadcast, or distributed for profit without student consent.

### ACCOMMODATIONS AND ACCESSIBILITY CONCERNS

Please address any special challenges or needs with the instructor at the beginning of the semester.

#### **Students with Disabilities**

If you are seeking accommodations (class/course adjustments) for a long-term or short-term (less than 6 months) disability, you must do the following:

- 1) Register as a student with a disability with Student Access Services (SAS) in the Center for Teaching and Learning. This process takes time, so you should engage it as early as possible.
- 2) Once registered with SAS, you may be approved for accommodations by SAS. Approved accommodations will be listed on a "Faculty Contact Sheet" (FCS). This is important because not all accommodation requests are approved.

- 3) After receiving the FCS, meet with each of your instructors as soon as possible to review your accommodations, and have them sign the FCS. This document will help you and your instructors develop a plan for providing the approved accommodations.
- 4) Let SAS know if there are any concerns about the way your accommodations are being implemented by your instructors.

Please remember that:

- 1) Accommodations for disabling conditions cannot be granted if you do not follow the above steps.
- 2) Accommodations are not retroactive. That is, accommodations can only be applied to a course *after* they have been approved by SAS and put into motion by *you* through working with your instructors.
- 3) Appointments with the SAS staff are scheduled through the Starfish "Success Network" tab in Canvas. For more information, check the SAS website, e-mail [access@marymount.edu](mailto:access@marymount.edu), or call 703-284-1538.

### **Students with Temporary Challenges**

Temporary challenges due to accident, illness, etc. that may result in missing class or navigating general campus access do not fall under the purview of SAS. If you experience something of this nature, please start by alerting your instructors. The Dean of Student Success may be involved in alerting instructors in extreme cases.

### **EMERGENCY NOTIFICATION POLICY**

When students are absent due to a crisis situation or unexpected, serious illness and unable to contact their individual instructors directly, the Division of Student Affairs can send out an Emergency Notification. To initiate an Emergency Notification, students should contact the **Division of Student Affairs 703-284-1615** or [student.affairs@marymount.edu](mailto:student.affairs@marymount.edu). Emergency Notifications are **NOT** appropriate for non-emergency situations (e.g. car problems, planned absences, minor illnesses, or a past absence); are **NOT** a request or mandate to excuse an absence, which is at the sole discretion of the instructor; and are **NOT** a requirement for student absences. If a student contacts instructors about an emergency situation directly, it is not necessary to involve the Division of Student Affairs as arrangements are made to resolve the absence. For non-emergency absences, students should inform their instructors directly.

### **ACCESS TO STUDENT WORK**

Copies of your work in this course including copies of any submitted papers and your portfolios may be kept on file for institutional research, assessment and accreditation purposes. All work used for these purposes will be submitted confidentially.

### **UNIVERSITY POLICY ON WEATHER AND EMERGENCY CLOSINGS**

Weather and Emergency closings are announced on Marymount's web site: [www.marymount.edu](http://www.marymount.edu), through **MUAlerts**, area radio stations, and TV stations. You may also call the **Weather and Emergency Hotline at (703) 526-6888** for current status. Unless otherwise advised by local media or by official bulletins listed above, students are expected to report for class as near normal time as possible on days when weather conditions are adverse. Decisions as to inclement closing or delayed opening are not generally made before 6:00 AM and by 3:00 PM for evening classes of the working day. Emergency closing could occur at any time making **MUAlerts** the most timely announcement mechanism. **Students are expected to attend class if the University is not officially closed.** If the University is closed, course content and assignments will still be covered as directed by the course instructor. Please look for communication from course instructor (e.g., Canvas) for information on course work during periods in which the University is closed.

### **1. BROAD PURPOSE OF COURSE**

This course explores various techniques, digital technology, and equipment for video storytelling. Students experience hands-on preproduction, production, and postproduction techniques. Students plan and produce multimedia journalistic video stories. (3)

### **2. COURSE OBJECTIVES:** Upon successful completion of this course students will be expected to:

Upon successful completion of this course students will be expected to: have the ability to script, shoot, and edit a short video/audio story. Students will also be expected to have a fundamental understanding of the theory and conventions of video production. This will include planning, then digitally shooting and editing a video production.

### 3. TEACHING METHOD

This course will be taught using lectures, demonstrations and fieldwork. Class time will be devoted primarily to the introduction of skills, techniques, and information necessary to aid the student in developing successful video projects. Additional class time will be spent on the presentation and critiques of projects as they are completed during the semester.

Students will be expected to spend a considerable amount of time outside the classroom producing their video assignments. Most of the projects in this course are team oriented.

### 4. GRADING POLICY

The final grade for this course will be based on the following criteria:

**Tuesday, September 4, 2018, is the last day to withdraw from a class without academic record.**

**Friday, November 2, 2018, is the last day to withdraw from a class with a grade of W.**

**Course Requirements:** Each student will be required to complete individual class exercises, four tests, and three group projects.

<b>Participation in class discussions &amp; demonstrations</b>	<b>5 pts total</b>
<b>Individual Take Home Tests</b> <ul style="list-style-type: none"><li>Chapters 10, 11, 14, 15, and 16</li><li>Chapters 5, 6, 7, and 8</li><li>Chapters 4, 9, 12, 13</li><li>Chapters 1, 2, 3, 4, and 16</li></ul>	<b>20 pts total</b> <ul style="list-style-type: none"><li>5 pts</li><li>5 pts</li><li>5 pts</li><li>5 pts</li></ul>
<b>Skills Exercises</b> <ul style="list-style-type: none"><li>Framing and composition for interviews – Photo exercise</li><li>5 shot + 1 rule for building sequences – Photo &amp; Video exercise</li><li>50 shots creative camera angle, sense of place – Video exercise</li><li>Audio and lighting for interviews – Video exercise</li></ul>	<b>20 pts total</b> <ul style="list-style-type: none"><li>5 pts</li><li>5 pts</li><li>5 pts</li><li>5 pts</li></ul>
<b>Project Assignments - Video Productions</b> <ul style="list-style-type: none"><li>Topic based: explores a provocative theme or topic visually and with soundbites from many members of the community</li><li>Activity/Event: fast turnaround, journalistic coverage of an event or activity including 50 shots sense of place and contextual soundbites</li><li>Profile: Character based human-interest video of an individual or group, using interviews and visually rich storytelling</li></ul>	<b>55 pts total</b> <ul style="list-style-type: none"><li>15 pts</li><li>20 pts</li><li>20 pts</li></ul>

#### **Grading Scale:**

<b>A</b>	<b>A-</b>	<b>B+</b>	<b>B</b>	<b>B-</b>	<b>C+</b>	<b>C</b>	<b>C-</b>	<b>D+</b>	<b>D</b>	<b>F</b>
93-100	90-92	87-89	83-86	80-82	77-79	73-76	70-72	67-69	60-66	0-59

**Attendance:** The nature of the course is skills development. Each class will build on the the previous class. Therefore, attendance is *mandatory*. More than 2 unexcused absences (missed class or 15 minutes late) will result in a reduced final letter grade for the course i.e. B to C. *This is the department policy for all Graphic and Media Design courses.*

**Excused absences** require proper documentation i.e. a doctor's note. See the current catalog for the University attendance policy. All missed assignments are still required to be completed. Make-up due dates for missed assignments is determined by the instructor. Missing a class does not extend the due date for assignments.

**Late assignments** will be reduced one letter grade i.e. B to C. Late assignments will not be accepted one week after deadline. *No assignments will be accepted after the final class of the semester.*

**Class participation** in meetings, discussions, preproduction, filming, postproduction and group critiques is mandatory. Failure to participate will result in a lower grade. Work habits/ethics will influence your grades.

## 5. CLASS SCHEDULE

Lecture topics, assignments and due dates are subject to change. Visit the class website for the most up-to-date schedule and information about the assignments. [www.mudesign.net/videomultimedia](http://www.mudesign.net/videomultimedia)

DATE	LECTURE & DEMOS	PROJECT ASSIGNMENT	READING ASSIGNMENT
Week 1	<p><b>Instruction:</b> Course introduction, syllabus review, required supplies</p> <p><b>Instruction:</b> Framing and composition for interviews</p> <p><b>In class writing:</b> Getting to know you</p>	<p><b>Purchase supplies &amp; textbook</b></p> <p><b>Framing and composition for interviews – Photo exercise</b> (Individual)</p>	<p>1. Telling Stories</p> <p>2. Finding and Evaluating a Story</p>
Week 2	<p><b>Instruction:</b> Framing and composition for interviews</p>	<p><b>5 shot + 1 rule for building sequences – Photo &amp; Video exercise</b> ((Individual)</p>	<p>3. Successful Story Topics</p> <p>4. Producing a Story</p> <p>5. Camera Basics</p>
Week 3	<p><b>Present &amp; Review:</b> 5 shot +1 individual exercise</p> <p><b>Tech demo:</b> Video equipment</p> <p><b>Discussion:</b> Create teams for first video assignment, approval of topics</p>	<p><b>5 shot + 1 rule for building sequences – Photo &amp; Video exercise</b> (Team)</p> <p><b>Take home test 1 Chapters 10, 11 14 and 15</b> (Individual)</p>	<p>6. Camera Exposure and Handling</p> <p>7. Light and Color</p>
Week 4	<p><b>Submit:</b> Take Home Test 1 Chap 10, 11, 14 and 15</p> <p><b>Present &amp; Review:</b> 5 shot +1 team video exercise</p> <p><b>Instruction:</b> Composition, angles, lighting, and rule of thirds for interviews</p> <p><b>Discussion:</b> Topic-based topics and teams</p> <p><b>Tech demo:</b> Getting started in Final Cut X: Importing your video, file management, selecting clips, creating a sequence, exporting your video</p>	<p><b>Audio and lighting for interviews – Video exercise</b> (Team) (during class)</p> <p><b>Topic-based video:</b> Pre-production planning (Team)</p>	<p>8. Recording Sound</p> <p>9. Combining Audio and</p> <p>10. Stills Shooting a Sequence</p>
Week 5	<p><b>Discussion:</b> Topic-based production plans</p> <p><b>Tech demo:</b> Mics, audio, and interview skills</p> <p><b>In class writing:</b> First month review</p> <p><b>Present &amp; Review:</b> 5 shot +1 video sequence (team)</p>	<p><b>Topic-based video:</b> Preproduction planning</p> <p><b>Take home test 2 Chapters 5, 6, 7 and 8</b> (Individual)</p>	<p>11. Conducting an interview</p> <p>12. Writing a Script</p>

Week 6	<b>Submit:</b> Take Home Test 2 Chap 5, 6, 7 and 8  <b>Filming on location</b>	<b>Topic-based video:</b> Filming using creative 50 shots camera angles and the 5 +1 rule (Team)	13. Editing the Story
Week 7	<b>Present &amp; Review:</b> 50 shots camera angles and the 5 +1 rule	<b>Topic-based video:</b> Editing sequences with soundbites	
Week 8	<b>Present &amp; Review:</b> Topic-based video  <b>In class assignment:</b> Activity/event topics and teams	<b>Activity/Event Video:</b> Preproduction planning  <b>Take home test 3 Chapters 4, 9, 12 and 13</b> (Individual)	
Week 9	<b>Submit:</b> Take Home Test 3 Chap 4, 9, 12 and 13  <b>In class writing:</b> Second month review  <b>Tech Demo:</b> Music & Sound design	<b>Activity/Event Video:</b> Filming <b>first and second</b> event/activity using creative 50 shots camera angles and the 5 +1 rule	14. Ethics
Week 10	<b>Present &amp; Review:</b> Event/activity shots	<b>Activity/Event Video:</b> Editing sequences with soundbites and subtitles	15. The Law
Week 11	<b>Present &amp; Review:</b> Sequences with soundbites and subtitles  <b>In class assignment:</b> Audio and lighting for interviews (team)	<b>Profile Video:</b> Preproduction planning  <b>Take home test 4 Chap 1, 2, 3 and 16</b> (Individual)	16. Marketing a Story
Week 12	<b>Submit:</b> Take Home Test 4 Chap 1, 2, 3 and 16	<b>Profile Video:</b> Preproduction planning and filming interviews  Filming b-roll using creative 50 shots camera angles and the 5 +1 rule	
Week 13	<b>No class Thanksgiving holiday</b>		
Week 14	<b>Present &amp; Review:</b> Interviews and b-roll	<b>Profile Video:</b> Editing sequences with interviews and b-roll: <b>rough cut</b>	
Week 15	<b>Present &amp; Review:</b> Profile Video rough cut  <b>In class assignment:</b> Profile video final cut	<b>Profile Video:</b> Editing sequences with interviews and b-roll: <b>final cut</b>	
Week 16	<b>SCHEDULED FINAL EXAM</b> <b>WED. DECEMBER 12TH</b> <b>3:00-5:30 IN VIDEO STUDIO</b>		

	<p><b>Present &amp; Review:</b> final Profile Video</p> <p><b>Submit:</b> compressed Apple TV files and Uploaded to class YouTube site</p>		
--	--	--	--

**6. REQUIRED TEXT**

Kenneth Kobre, "Videojournalism: Multimedia Storytelling," Burlington, MA: Focal Press, 2013.

**8. SUGGESTED EQUIPMENT & SUPPLIES**

**Access to Marymount Google Drive with enough storage space available for this course**

Optional supplies: Thumb Drive or DVD-R Discs to share video files with group members

**9. UNIVERSITY EQUIPMENT RESPONSIBILITY**

When you check out equipment you are personally responsible for that equipment until you turn it back in. Including: camcorders, tripods, tripod heads, microphones, cables, batteries and chargers. Considering the cost of this equipment, you will not want to loan it to a fellow classmate or leave it in a place that has questionable security. *(The latter might even include your dorm, apartment, or car.)*

If you have camcorder of your own, you are invited to use it.

**10. TECHNICAL PROBLEMS**

*Doing a short audio and video check before leaving with your checked out equipment can discover most camcorder problems. This also protects you. Because you are responsible for equipment, this procedure will uncover problems for which you might otherwise have been held responsible for.*

Problems with video and audio equipment are a fact of life during video production. However, "technical problems" are actually often "operator problems." If you encounter a significant technical problem in completing your assignment, you will need to email the instructor immediately. When the video is shown to the class, it will be determined if the nature of the problem was (1) totally beyond your control, (2) the result of not fully understanding the equipment or its operation, or (3) potentially salvageable by employing a simple alternate approach.