



MARYMOUNT UNIVERSITY

School of Arts and Sciences
2017-18

COURSE SYLLABUS

Course Number CMD 204 A	Course Title Video Prod: Multimedia Communication		
Fall Semester 2017	Spring Semester	Summer Semester	Credit Hours 3
Name of Instructor Barry C Erdeljon			
Meeting Day, Time, and Room Number Wednesday 03:30PM - 06:00PM, Reinsch Library, Room G09 Video Studio			
Final Exam Day, Time, and Room Number WED Dec 13, 3:00 -5:30 Reinsch Library, Room G09 Video Studio			
Office Hours, Location, Phone TUE 1:00-3:00, WED 6:00-7:00, TH 2:30-3:30, Gailhac G106, 703-284-1652			
E-mail: barry.erdeljon@marymount.edu Course website: http://mudesign.net/videopromotional/			
Course Description 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 seeking accommodations for a disability must complete the required steps for obtaining a Faculty Contact Sheet from the Office of Student Access Services (SAS). Students are then responsible for meeting with their instructors at the beginning of the semester to review and sign the Faculty Contact Sheet and develop a specific plan for providing the accommodations listed. **Accommodations cannot be granted to students who fail to follow this process.** Appointments with the SAS director can be scheduled through the Starfish "Success Network" tab in Canvas. For more information, check the SAS website, e-mail access@marymount.edu, or call **703-284-1538** to reach the SAS director or an academic support coordinator.

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. 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, 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:

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

Participation in class discussions & demonstrations	5 pts total
Individual Take Home Tests	20 pts total
<ul style="list-style-type: none">• Chapters 10, 11, 14, 15, and 16• Chapters 5, 6, 7, and 8• Chapters 4, 9, 12, 13• Chapters 1, 2, 3, 4, and 16	<ul style="list-style-type: none">• 5 pts• 5 pts• 5 pts• 5 pts

Skills Exercises <ul style="list-style-type: none"> Framing and composition for interviews – Photo exercise 5 shot + 1 rule for building sequences – Photo & Video exercise 50 shots creative camera angle, sense of place – Video exercise Audio and lighting for interviews – Video exercise 	20 pts total <ul style="list-style-type: none"> 5 pts 5 pts 5 pts 5 pts
Project Assignments - Video Productions <ul style="list-style-type: none"> Topic based: explores a provocative theme or topic visually and with soundbites from many members of the community Activity/Event: fast turnaround, journalistic coverage of an event or activity including 50 shots sense of place and contextual soundbites Profile: Character based human-interest video of an individual or group, using interviews and visually rich storytelling 	55 pts total <ul style="list-style-type: none"> 15 pts 20 pts 20 pts

Late assignments are reduced one letter grade per week they are late (What would be an A is a B). No assignment may be turned in more than two weeks late.

Grading Scale:

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

Friday, September 29, 2017, is the last day to withdraw from a class without academic record.
Friday, November 3, 2017, is the last day to withdraw from a class with a grade of W.

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

DATE	LECTURE & DEMOS	PROJECT ASSIGNMENT	READING ASSIGNMENT
Week 1	Instruction: Course introduction, syllabus review, required supplies Instruction: Framing and composition for interviews In class writing: Getting to know you	Purchase supplies & textbook Framing and composition for interviews – Photo exercise (Individual)	1. Telling Stories 2. Finding and Evaluating a Story
Week 2	Instruction: Framing and composition for interviews	5 shot + 1 rule for building sequences – Photo & Video exercise ((Individual)	3. Successful Story Topics 4. Producing a Story 5. Camera Basics
Week 3	Present & Review: 5 shot +1 individual exercise Tech demo: Video equipment Discussion: Create teams for first video assignment, approval of topics	5 shot + 1 rule for building sequences – Photo & Video exercise (Team) Take home test Chapters 10, 11 and 9 (Individual)	6. Camera Exposure and Handling 7. Light and Color
Week 4	Submit: Take Home Test Chap 10, 11 and 9	Audio and lighting for interviews – Video exercise	8. Recording Sound 9. Combining Audio and

	<p>Present & Review: 5 shot +1 team video exercise</p> <p>Instruction: Composition, angles, lighting, and rule of thirds for interviews</p> <p>Discussion: Topic-based topics and teams</p> <p>Tech demo: Getting started in Final Cut X: Importing your video, file management, selecting clips, creating a sequence, exporting your video</p>	<p>(Team) (during class)</p> <p>Topic-based video: Pre-production planning (Team)</p>	10. Stills Shooting a Sequence
Week 5	<p>Discussion: Topic-based production plans</p> <p>Tech demo: Mics, audio, and interview skills</p> <p>In class writing: First month review</p> <p>Present & Review: 5 shot +1 video sequence (team)</p>	<p>Topic-based video: Preproduction planning</p>	11. Conducting an interview 12. Writing a Script
Week 6	<p>Filming on location</p>	<p>Topic-based video:Filming using creative 50 shots camera angles and the 5 +1 rule (Team)</p>	13. Editing the Story
Week 7	<p>Present & Review: 50 shots camera angles and the 5 +1 rule</p>	<p>Topic-based video: Editing sequences with soundbites</p>	
Week 8	<p>Present & Review: Topic-based video</p> <p>In class assignment: Activity/event topics and teams</p>	<p>Activity/Event Video: Preproduction planning</p> <p>Take home test Chapters 5-8 (Individual)</p>	
Week 9	<p>Submit: Take Home Test Chap 5-8</p> <p>In class writing: Second month review</p> <p>Tech Demo: Music & Sound design</p>	<p>Activity/Event Video: Filming first and second event/activity using creative 50 shots camera angles and the 5 +1 rule</p>	14. Ethics
Week 10	<p>Present & Review: Event/activity shots</p>	<p>Activity/Event Video: Editing sequences with soundbites and subtitles</p>	15. The Law
Week 11	<p>Present & Review: Sequences with soundbites and subtitles</p> <p>In class assignment: Audio and lighting for interviews (team)</p>	<p>Profile Video: Preproduction planning</p> <p>Take home test Chap 1-4, 14 and 15 (Individual)</p>	16. Marketing a Story

Week 12	Submit: Take Home Test Chap 1-4, 14 and 15	Profile Video: Preproduction planning and filming interviews Filming b-roll using creative 50 shots camera angles and the 5 +1 rule	
Week 13	No class Thanksgiving holiday		
Week 14	Present & Review: Interviews and b-roll	Profile Video: Editing sequences with interviews and b-roll: rough cut	
Week 15	Present & Review: Profile Video rough cut In class assignment: Profile video final cut	Profile Video: Editing sequences with interviews and b-roll: final cut	
Week 16	SCHEDULED FINAL EXAM 11:00-1:30 IN VIDEO STUDIO Present & Review: final Profile Video Submit: compressed Apple TV files and Uploaded to class YouTube site		

6. REQUIRED TEXT

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

8. SUGGESTED EQUIPMENT & SUPPLIES

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.