



# MARYMOUNT UNIVERSITY

School of Design, Arts, and Humanities  
2018-19

## COURSE SYLLABUS

<b>Course Number</b> CMD205 A	<b>Course Title</b> Video Production: Promotional and Informational Communication		
<b>Fall Semester</b>	<b>Spring Semester</b> 2019	<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> WED. 3:30 -6:00 Reinsch Library, Video Studio, Room G09			
<b>Final Exam Day, Time, and Room Number</b> 5/8/19 WED. 3:00-5:30PM Reinsch Library, Video Studio, Room G09			
<b>Office Hours, Location, Phone</b> TU 2:00-3:00, WED 6:00-7:00, TH 9:30-10:30 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 Web Site</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 production. Students experience hands-on preproduction, production, and postproduction techniques. Students plan and produce promotional video presentations. The course focuses on real-world solutions to video public relations and marketing communications needs for business, nonprofits, organizations, and institutions. (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.

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1. **BROAD PURPOSE OF COURSE:** This course explores various techniques, digital technology, and equipment for video production. Students experience hands-on preproduction, production, and postproduction techniques. Students plan and produce promotional video presentations. The course focuses on real-world solutions to video public relations and marketing communications needs for business, nonprofits, organizations, and institutions. (3)
2. **COURSE OBJECTIVES:** 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 aide 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.

**Tuesday, January 22, 2019, is the last day to withdraw from a class without academic record.**

**Friday, March 22, 2019, is the last day to withdraw from a class with a grade of W.**

<b>Participation in class discussions &amp; demonstrations</b>	<b>5 pts total</b>
<b>Individual Take Home Tests</b>	<b>15 pts total</b>
<ul style="list-style-type: none"> <li>• Chapters 1-8</li> <li>• Chapters 9-15</li> <li>• Chapters 16-23</li> </ul>	<ul style="list-style-type: none"> <li>• 5 pts</li> <li>• 5 pts</li> <li>• 5 pts</li> </ul>
<b>Skills Exercises</b>	<b>20 pts total</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 exercise</li> <li>• 5 shot + 1 rule for building sequences –Video exercise</li> <li>• 50 shots creative camera angle, sense of place – Video exercise</li> </ul>	<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>	<b>60 pts total</b>
<ul style="list-style-type: none"> <li>• Video Messages: prepared statements using video techniques for directly addressing viewers</li> <li>• Video Presentations: leveraging event based footage (activities, conferences, presentations, workshops, etc) for educational highlights, press releases, and promo videos</li> <li>• Video Branding &amp; Positioning: visually rich story-telling using creative video techniques</li> </ul>	<ul style="list-style-type: none"> <li>• 20 pts</li> <li>• 20 pts</li> <li>• 20 pts</li> </ul>

**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 then two weeks late.

**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

5. **CLASS SCHEDULE** Class schedule of Lecture and demo topics and assignments are on the Web site: <http://mudesign.net/videopromotional>

**Tuesday, January 22, 2019, is the last day to withdraw from a class without academic record.**

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DATE	LECTURE & DEMOS	PROJECT ASSIGNMENT	READING ASSIGNMENT
1/16	<p><b>Instruction:</b> Course introduction, syllabus review, required supplies</p> <p><b>Instruction:</b> 5 shot +1 rule, Rule of thirds</p> <p><b>In class writing:</b> Getting to know you</p>	<p><b>Purchase supplies &amp; textbook</b></p> <p><b>5 shot +1: Photo exercise (A)</b> (Individual)</p>	<p>1. About Video</p> <p>2. Getting Started</p>
1/23	<p><b>Instruction:</b> 5 shot +1 rule, Rule of thirds</p> <p><b>Present &amp; Review:</b> 5 shot +1 photo exercise</p>	<p><b>5 shot +1: Photo exercise (B)</b> (Individual)</p>	<p>3. Video Comm.</p> <p>4. Video Space</p> <p>5. Video Time</p> <p>6. Video Composition</p>
1/30	<p><b>Present &amp; Review:</b> 5 shot +1 photo 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: Video exercise:</b> Production, filming (Team)</p> <p><b>Take home test Chapters 1-8</b> (Individual)</p>	<p>7. Video Language</p> <p>8. Video Sound</p>
2/6	<p><b>Submit:</b> Take Home Test Chap 1-8</p> <p><b>Instruction:</b> Composition, angles, lighting, and rule of thirds for interviews</p> <p><b>Discussion:</b> Interview topic and teams</p> <p><b>Tech demo:</b> Getting started in Premier CC: Importing your video, file management, selecting clips, creating a sequence, exporting your video</p> <p><b>Present &amp; Review:</b> 5 shot +1 video sequence</p>	<p><b>Interview Composition Photo Exercise</b> (Individual)</p> <p><b>Interview video:</b> Pre-production planning (Team)</p> <p><b>5 shot + 1 Video exercise:</b> Post-production, finish editing and post on class youtube page (Team)</p>	<p>9. Project Development</p> <p>10. Program Creation</p> <p>11. Production Planning</p>
2/13	<p><b>Present &amp; Review:</b> Interview Composition Photo exercise</p> <p><b>Discussion:</b> Interview 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>Interview video:</b> Production – filming interviews (Team)</p>	
2/20	<p><b>Present &amp; Review:</b> Interview footage</p> <p><b>In class assignment:</b> Import and rough cut of interview footage</p> <p><b>Tech Demo:</b> Audio and text</p>	<p><b>Interview video:</b> Post-production, finish editing and post on class youtube page and bring Apple TV files to next class (Team)</p>	<p>12. Camera Systems</p> <p>13. Camera Operation</p>

2/27	<p><b>Present &amp; Review:</b> Final interview videos (submit as Apple TV file)</p> <p><b>Discussion:</b> Sense of place topic and teams</p>	<p><b>Sense of Place Video:</b> pre-production plan and production filming (Team)</p>	<p>14. Lighting Tools 15. Lighting Design 16. Lighting Applications 17. Recording Audio</p>
3/6	<p><b>Present &amp; Review:</b> Sense of Place shooting script, production plan and footage</p> <p><b>In class assignment:</b> Import and begin rough cut</p>	<p><b>Sense of Place Video:</b> Post-production: rough cut and shoot additional footage as needed and incorporate into rough cut (Team)</p> <p><b>Take home test Chapters 9-17</b> (Individual)</p>	<p>18. Directing for Content 19. Directing for Form</p>
3/13	<b>No class spring break</b>		
3/20	<p><b>Submit:</b> Take Home Test Chap 8-17</p> <p><b>Present &amp; Review:</b> Sense of Place rough cut</p> <p><b>In class writing:</b> Second month review</p> <p><b>Tech Demo:</b> Music &amp; Sound design</p> <p><b>In class Assignment:</b> Sense of Place final</p>	<p><b>Sense of Place Video:</b> Post-production, finish editing and post on class youtube page and bring Apple TV files to next class (Team)</p>	<p>20. Editing Operations 21. Editing Principles</p>
3/27	<p><b>Present &amp; Review:</b> Final Sense of Place videos (submit as of HD 1920 x 1080p file)</p> <p><b>Discussion:</b> PSA topic and teams</p> <p><b>Instruction:</b> PSAs and Promotional Videos</p> <p><b>In class Assignment:</b> PSA Preproduction and planning</p>	<p><b>PSA Comedy:</b> Pre-production: treatment, shooting script, and production plan. Production: Filming (Team)</p>	
4/3	<p><b>Present &amp; Review:</b> PSA treatment, shooting script, production plan</p> <p><b>In class Assignment:</b> PSA filming</p>	<p><b>PSA Comedy:</b> Production: Filming (Team)</p> <p><b>Take home test Chap 18-23</b> (Individual)</p>	<p>22. Digital Post 23. Mastering Digital Software</p>
4/10	<p><b>In class Assignment:</b> PSA filming</p> <p><b>Submit:</b> Take Home Test Chap 18-23</p>	<p><b>PSA Comedy:</b> production: filming(Team)</p>	
4/17	<p><b>Present &amp; Review:</b> PSA rough cut</p> <p><b>In class assignment:</b> PSA rough cut</p>	<p><b>PSA Comedy:</b> Production: Additional filming as needed (Team)</p> <p><b>PSA Comedy:</b> Post-production: Fine cut</p>	
4/24	<b>No class - attend student research conference</b>		
5/1	<p><b>Present &amp; Review:</b> PSA fine cut</p> <p><b>In class assignment:</b> PSA and social media clips</p>	<p><b>PSA Comedy:</b> post-production: Fine cut revisions and color and sound correction (Team)</p> <p>Create 10-15 second social media clips from PSA video (Team)</p>	

5/8	<b>SCHEDULED FINAL EXAM: 3:00-5:30PM</b>  <b>Present &amp; Review:</b> final PSA Video  <b>Submit:</b> copy of HD 1920 x 1080p files and YouTube link to uploaded videos		
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**6. REQUIRED TEXT:**

Stinson's Video Communication and Production Fourth Edition. Illinois, Goodheart-Willcox Company, Inc. 2018

**7. SUGGESTED EQUIPMENT & SUPPLIES**

Optional supplies: External Hard Drive or thumb drive 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.