COMM 269   Multi-Media Production
Fall 2016
WH316   MWF 9:00-9:50 Thur. 2-3:50

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Online Free Text: Whittaker, R. (2010) *Television Production: A Free Interactive Course in Studio and Field Production,* http://www.cybercollege.com/tvp_ind2.htm

Class Notes: **http://department.monm.edu/cata/Goble/pdf/COMM269notes.pdf**

Course Description: A study of contemporary electronic communication technology. Applications include the creation and implementation of multimedia projects (audio, video, graphics) and website design/maintenance. Combines application of communication theory with practice in developing successful projects. Prerequisite: Communication 101 . (Four Credits)

Course Materials Needed: Each student will need to buy at least one SDHC 4 GB card and one USB drive with at least 4 GB of memory that you only use for this class. *(Work with classmates and buy in bulk)*

Course Goals:
1.   Be able to use audio/video/multi-media production equipment to create quality productions.
2.   Be able to write/recognize/design good quality multimedia messages (videos, graphics, web-content)
3.   Be able to critique media messages.
4.   Be able to create web-based media messages.
5.   Understand the complex nature of multi-media and trans-media production and the need for clear communication throughout the whole process.

Attendance Policy: COME TO CLASS! The other students are counting on you for their projects. Attendance is taken at the start of class, **so if you are late you will be counted as absent**. After three un-excused absences from class, your grade will drop one letter grade. Excused absences include documented illnesses, a death in the family, an official school activity. Call or email me ahead of time to let me know if you are going to be absent.

Late or Missed Work: Work that is turned in late will not be accepted. Missed work may be made up for excused absences if arrangements are made with the instructor prior to the absence.

Cell Phones/Technology: Cell phone must be put away and turned to vibrate. No one may use their phone during class because they are very disruptive to the instructor and the other students. Other technology, such as laptops, may only be used during lecture with the instructor's permission.

Learning Environment Expectations:
Each student is expected to conduct themselves properly in class. This includes:
1. Having read the syllabus/schedule thoroughly and understanding each assignment. If unclear, asking a question after reading and trying to understand, not before.
2. Being prepared for each class/lab with reading completed, assignments and project completed both for final review and in draft form, note taking materials ready, lab manual with you at all times.
3. Being fully engaged during class. Taking notes and participating in class discussion.
4. Checking your Monmouth College email at least twice a day. I will communicate vital information through campus email; you need to check it often and definitely before coming to each class period. With so many smart phones, there is no reason you can't set up your email app to the college email. I will check my email often and respond to questions as soon as I can, but not instantly.
5. Showing respect and consideration to the professor and other students in the course. If you are causing a disruption, you will be asked to leave and will lose credit for the day.
6. Understanding that I am not here to hold your hand, I am here to work with you to learn. I encourage any and all questions but only after you have tried to understand it yourself. I will not know you are confused unless you ask questions early enough we can work through it. Staying confused will only add more confusion.
7. There is great value in self-discovery. I have made every effort to set up the course to guide each of you to learn the material but some has to come from you. For example in lab, if you are asking how to do something in a program that is clearly outlined in the lab manual and your manual is not out on the desk open to the explanation, I will not show you how to do it but point you to the section of the manual that describes it. Once you have tried to figure it out, if you are still having issues, I will assist you.
8. I spend a great deal of time trying to give meaningful feedback on drafts and assignments. I expect you to read those comments and use them to improve and further understand the material.

Plagiarism & Cheating: According to Webster's, to plagiarize is "to steal or pass off the ideas or words of another as one's own... to use created productions without crediting the source... to commit literary theft... to present as new or original an idea or product derived from an existing source."   If you are caught cheating on tests or turning in work that is not your own, you will fail the assignment and the offence will be reported to the Academic Dean.

Academic Support: Teaching & Learning Center: The Teaching and Learning Center offers various resources to assist Monmouth students with their academic success. All programs are FREE to Monmouth students and are here to help you excel academically. Our services are not just for struggling students, but designed to assist all students to get better grades, learn stronger study skills, and be able to academically manage your time here.

Visit us at the 2nd floor of Poling Hall from 8am-4:30pm or on line at
http://www.monmouthcollege.edu/academics/support/tlc

We can also be reached at: tlc@monmouthcollege.edu or 309-457-2257

Disability Support Services: Monmouth College wants to help all students be as academically successful as possible. It is the goal of Monmouth College to accommodate students with disabilities pursuant to federal law, state law, and the college's commitment to equal educational opportunity. Any student with a disability who needs an accommodation should speak with the Teaching and Learning Center. The Teaching and Learning Center is located on the 2nd floor of Poling Hall, 309-457-2257, or http://www.monmouthcollege.edu/life/disability-services
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Use of Student Work for Distribution: As a student in this class, you on behalf of yourself, your heirs, executors, and administrators authorize Monmouth College, the Department of Communication Studies, and the professor of this course to use live or recorded on tape, film, or otherwise your name, voice, likeness, performance, and produced materials for television distribution throughout the world and for audiovisual, web and general education purposes in perpetuity.

Equipment Use Policy: The student taking equipment agrees to return the equipment in the same condition it left. Students are responsible, financially, for all damage to the equipment while they have it checked out. Mistreatment of equipment and late return will cause suspension of equipment check out rights and a 10% reduction in the grade for that assignment.

Average Time Dedication: It is expected that you will spend the approximate time listed below on tasks in this course. Understand that these are weekly averages (some weeks will demand more than others; some students will need more time than others).

In Class Lecture and Lab Assignments	4.5 hours
Class Preparation (Reading, Quiz Preparation, and Written Work)	1-2 hour
Outside Class Individual Projects	4-6 hours
Total Average Weekly Time Dedication	**12.5 hours**

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Course Assignments

I. Media Projects:

1. Audio 30 sec. P.S.A	70 points
2. Video 5 minute Interview Show	30 points
3. Video 60 second P.S.A.	80 points
4. Photo Illustration (DVD cover)	40 points
5. E-Portfolio	30 points
	250 points

II. Written & Other Work:

1. Quizzes (5 @ 10 points each)	50 points
2. Final (Comprehensive) Written & Practical	40 points
3. Production Blog Entries/Final Reflection	130 points
	220 points

Grading Scale: Your final grade will be determined on the following scale

	100-95% A	94-90% A-
89-87% B+	86-84% B	83-80% B-
79-77% C+	76-74% C	73-70% C-
69-67 D+	66-64% D	63-60% D-
below 59% F		

Daily Course Schedule
(subject to change)

Date	Topic	Assignments Due	Readings Due
8/22	**No Class**		
8/24	Media-Creative Industry		
8/26	Fundamentals of Design		Goldbeck Handout
LAB	*Portfolio Blog Setup*		
8/29	**Quiz #1- Design-** Audio (Radio) Industry	*Blog #1*	
8/31	Basic Audio Equipment		Cyber Mod 7 & Handout
9/2	Audio Impact/ Copywriting		
LAB	Basic Audio Equipment cont.		
9/5	Copywriting cont.		
9/7	Digital Audio Editing		
9/9	**Quiz #3- Audio Production**	**Audio PSA Script Draft**	
LAB	Digital Audio Editing		
9/12	Video Industry	*Blog #2*	Cyber Mod 12
9/14	Legal & Ethics		
9/16	Video Scriptwriting		
LAB	*Workday (Audio P.S.A.)*		
9/19	Basic Composition		Cyber Mod 1
9/21	Video Studio Introduction		
9/23	Video Basics (Cameras*)-* **Project Review**	**Audio P.S.A. Draft**	Cyber Mod 2,4
LAB	*Workday (Audio P.S.A.)*		
9/26	Video Basics (Lighting, Floor Directing)	*Blog #3*	Cyber Mod 6
9/28	Video Basics (Producing & Directing)	**Studio Script**	Cyber Mod 10
9/20	Video Basics (Technical Dir., Audio,)		
LAB	Practice Studio Runs- **Group #1**		
10/3	Video P.S.A. Copywriting	*Blog #4*	
10/5	**Quiz #4- TV Studio Production**	**Audio P.S.A.**	
10/7	P.S.A. Storyboard Pitch Meeting	**Video P.S.A. Storyboard Draft**	
LAB	Practice Studio Runs- **Group #2**		
10/10	Video Basics (Field Production)		
10/12	**No Class- Fall Break**		
10/14	**No Class- Fall Break**		
LAB	**No Class- Fall Break**		
10/17	Video Editing & Post Production	*Blog #5*	Cyber Mod 8, 9
10/19	*Premiere Video Shot Sheet Practice*		
10/21	*Premiere Video Shot Sheet Practice*		
LAB	*Premiere Video Shot Sheet Practice*		

10/24	Television Studio Shows- **Group #1**		
10/26	Television Studio Shows- **Group #1**		
10/28	**Quiz #5- TV Field Prod. & Editing**	**Studio Show**	
LAB	Television Studio Shows- **Group #2**		

10/31	*Workday*	*Blog #6*	
11/2	*Workday*		
11/4	*Workday*	**Video P.S.A. Shooting Done**	
LAB	*Workday*		

11/7	Digital Images & Editing	*Blog #7*	Cyber Mod 5
11/9	Photo Illustration / Ethics & Law		
11/11	**Project Review**	**Video P.S.A. Draft**	
LAB	*Photoshop Practice*		

11/14	*Workday*	*Blog #8* **Photo Pitch**	
11/16	*Workday*		
11/18	*Workday*	**Video P.S.A. /Reflection Blog**	
LAB	*Workday*		

11/21	Future of the Media Industry/ **Quiz #2- Digital Images**	*Blog #9*	
11/23	**No Class Thanksgiving Break**		
11/25	**No Class Thanksgiving Break**		
LAB	**No Class Thanksgiving Break**		

11/28	*Workday*		
11/30	*Workday*		
12/2	**/ Project Review**	**Photo Illust. Draft**	
LAB	*Workday (Photo Illustration)*		

12/5	*Workday*	*Blog #10* **Photo Illustration**	
12/7	Class Wrap up	**Portfolio**	
12/9	**No Class Finals Start**		
LAB	**No Class Reading Day**		

12/14	**Wednesday 12/14 8 a.m. Final**

Project # 1- 30 second Audio Public Service Announcement

Requirements:
Produce a 30 second audio P.S.A. on any campus organization or issue related to college students. The spot cannot be tied to one single event, it must be playable at any-time. The spot needs to have at least background music and/or a sound effect. The voice track needs to be mastered on the studio audio computer. Then the spot needs to be mixed on a lab computer through Soundbooth and saved as a Soundbooth file and exported as an MP3 . Five points will be deducted for every second it is over/under 30 seconds. The finished project files will be saved onto your USB drive which will be turned in with the paperwork (Performance Release Forms, Corrected Audio Script).

Grading:
Total -70 points
10 points	Announcing
15 points	Recording Technique
15 points	Editing Precision
10 points	Message Clarity
10 points	Professionalism
10 points	Creativity & Appeal
10 points	Script

Name:_____

Traits	Comments	Score	
Announcing: Appropriate rate? Free of stumbles or hesitations? Clear enunciation? Accurate pronunciation? Proper enthusiasm?			
Recording Technique: High audio quality? Free of distractions/distortions (clicks, noises, etc.)? Proper Levels?			
Editing Precision: Clean open? Correct balance in levels? Appropriate levels and timing of tape and music? Free from breaks? Clean close? Clean mix? Exported in the proper format? *Length (5/sec penalty)_____*			
Message Clarity: Clear idea presented? Easy to understand? Information presented in a meaningful way?			
Professionalism: High audio quality? Free of distractions (clicks, noises, etc.)? Clean production? Professional sound? Performance Releases			
Creativity and Appeal: Is it interesting or provocative? Does it target the right audience? Is it relevant?			
Script: Appropriate open and close? Proper style? Clear, concise and accurate? Proper format?			

Total Points (70) _____

Letter Grade _____

Project #2- 5 minute Video interview program

Requirements:
Produce a 5 minute television interview program. You will be paired with another class member who will serve as the host for your program. You will need to pick an interview subject (this person can't be another member of the class). The show must be on a real topic with a real guest.   The script needs to be in proper split column format with basic camera and crew direction. The script will need to have a prepared open & close, along with at least five open ended question for the interview. Beyond that, the show may take any form you like (just keep it non-offensive). You must save as a Premiere project file and export as a .WMV.   One point will be deducted for every minute it is over/under 5 minutes. The finished project file will be saved onto your USB drive which will be turned in with the paperwork (Talent Release Forms, Video Interview Director Marked Script).

Grading:
Total -30 points
10 points   Preparation
10 points   Directing
10 points   Script

Name:_____

Traits	Comments	Score	
Preparation: Properly Marked Script? Questions focused on guest? Studio Preparations (Camera Setup, Talent Placement etc.) ?			
Directing: Execution of script? Execution of commands? Control of production? Leadership of team? Poise during production?			
Script: Appropriate open and close? Proper style? Clear, concise and accurate? Proper format? Performance Releases?			

Total Points (30) _____

Letter Grade _____

Project # 3- 60 second Video P.S.A.

Requirements:
Produce a 60 second Public Service Announcement on some aspect of Monmouth College or issue related to college students. The finished project needs to have a voice over track (no dialogue allowed), accompanying b-roll, and music/sfx. The project must be cleanly edited, with proper padding (Fade out to 5 seconds of black at the end, this time does not count in the 60 seconds). The PSA needs to be created in Premiere and saved as a Premiere project file and exported as both an .AVI and .WMV. Two points will be deducted for every second it is over/under 60 seconds. The finished project files will be saved onto your USB drive which will be turned in with the paperwork (Talent Release Forms, Corrected Video PSA Storyboard).

Grading:
Total- 80 points
20 points   Camera Technique
20 points   Edit Precision
10 points   Message Clarity
10 points   Professionalism
10 points   Creativity
10 points   Storyboard

Name:_____

Traits	Comments	Score
Camera Techniques: Correct shot composition? Good shot variety? Interesting subject matter? Correct color/light balance?		
Edit Precision: No jump cuts or black flashes. Free of distractions (clicks, noises, etc.)? Clean production? Professional sound? Exported in the proper format? *Length (2/sec penalty)_____*		
Message Clarity: Clear idea presented? Easy to understand? Information presented in a meaningful way?		
Professionalism: High audio/video quality? Free of distractions (clicks, noises, etc.)? Clean production? Non-copyrighted music? Professional look? Performance Releases		
Creativity and Appeal: Is it interesting or provocative? Does it target the right audience? Is it relevant?		
Storyboard: Proper style? Clear, concise and accurate representation of ideas through pictures and words? Proper format?		

Total Points (80) _____

Letter Grade _____

Project # 4- Photo Illustration - DVD Cover

Requirements:
Produce a DVD Cover photo illustration.. The illustration must start with at least 2 screen shots from your PSA. From there the illustration might include elements from other photos, text, a filter, and a color background. This illustration must be trying to encapsulate the basic idea of the video psa much like any DVD cover for a movie would. The graphic needs to be created in Photoshop at high resolution and saved as a Photoshop file and published as a JPG. The finished project files will be saved onto your USB drive which will be turned in with the paperwork (Photo Release Forms, Photo Pitch).

Grading:
Total – 40 points
05 points   Image Clarity
10 points   Production Mechanics
10 points   Message Clarity
05 points   Professionalism
05 points   Creativity & Appeal
05 points   Photo Illustration Pitch

Name:_____

Traits	Comments	Score
Image clarity: Sharp clear original photo? Other elements proper resolution?		
Production Mechanics: Picture Manipulation? Proper picture resolution for project? Exported in the proper format?		
Message Clarity: Clear idea presented? Easy to understand? Information presented in a meaningful way?		
Professionalism: Professional look? High Quality Image? Photo Releases? Non-Copyright images used?		
Creativity and Appeal: Is it interesting or provocative? Does it target the right audience? Is it relevant?		
Photo Illustration Pitch: Concept Drawings?		

Total Points (40) _____

Letter Grade _____

Project #5- Electronic Portfolio

Requirements:
Produce a blog-based portfolio of your individual work in this class.   The site needs to be designed with a page for your production blogs, an about page (*describing both who you are and what this class is about*) and 4 project pages *(Photo Illustration, Audio 30 second P.S.A., Video 5-minute Interview Program, Video 60 second P.S.A.)*.. The project pages need to include a reflection paragraph explaining the project's meaning (*thesis*), the process of creating it (*design choices and technical skill*) and how it represents a piece of quality media *(reference specific examples and use professional language in the reflection)*. Also linked from Google Drive, each project page will include a hyperlink to the project file. For photo and video project, the finished media will also be embedded onto the page.

Grading:
Total- 30 points

| 10 points | Blog-site Design |
| 20 points | Blog-site Copy |

Name:_____

Traits	Comments	Score	
Blogsite Design: Attractive Template? Correct Navigation Bar Items? Clear information/contact info? Correct/Functional Hyperlinks? Correct Embedded Projects (Photo & You-tube)?			
Blog-site Copy: Each reflection explains meaning, process and quality? Clear? Correct information? Concise information? Readable? Web-friendly? Brief and to the point? Consistent style from page to page? Correct spelling and grammar?			

Total Points (30) _____

Letter Grade _____

Multi-Media Production
Class Facebook Group Discussions
and Project Review Assignments

For this assignment, you are required to join the class Facebook group. Search for this group on Facebook.

Fall 2015 COMM 269 Multi-Media Production

Request to join this group (if you have trouble finding it, friend me and I will add you to the group). This must be done by the end of the first week of class.

Project Reviews: For the three individual project drafts (Photo Illustration, Audio PSA, Video PSA) not including the interview program, on the assigned Friday (listed in the class schedule) you will post the draft of your project to the group before class time. Each student is required to make a comment on that project to help you improve the project (the posting must be more than just "good job" but doesn't need to paragraphs long). Failing to post the project on the assigned Friday and failing comment on every other student posting before class time on the next Monday will result in being counted absent on that day and the project being considered late (10% grade reduction). You will be given one failed post total where your grade will not be lowered.

Extra Credit Group Discussions: For the eight individual blog entries (#1, #2, #4, #6, #8, #10) not connected to the projects, you will need to post them to the Facebook group. You will receive an extra credit participation point (up to 20 points total for the semester) each time you comment on someone else's blog entries. You can only earn 2 points per week's blog entries when you comment within a week of their posting. You can also earn extra credit participation points from commenting and discussing any articles/items that I will post on the group. Also, if you find an interesting related media item you can post it for discussion and earn extra participation points. *(Note: These postings must be meaningful discussion comments to earn the points)*

Multi-Media Production
Production Blog Entries

For this assignment, on your e-portfolio you will blog about this course. On assigned weeks (started in the second week) you will post an entry discussing at least the listed topic. You may also write about any related issue you wish to discuss. By the end of the semester you will have 10 regular entries

Individual Entries- 10 points each
Entries must be made on the blog and a printout turned in by the Monday due date.

#1- Discuss your media consumption habits. What types of media do you consume (radio, tv, social media, etc.)? How much time do you spend with media? What content do you generally consume? How do you consume the media (phone, computer, tv, radio, etc.)? *Post this one to Facebook.*

#2- Find an Audio PSA (try Adcouncil.org) and discuss how it creates its message (voice, music, sfx, language) and how well it does it.   Comment on how you might have done the project differently. Include a link to the PSA. *Post this one to Facebook.*

#3- Post your Audio PSA Draft and comment on the process of creating it (including both production design choices and the technical execution of the production).

#4- Watch a studio based TV show (such as news or talk) and observe a taping of MC-TV. Discuss how the different aspects of studio production we talked about work together to create these programs. Include a link to the first program's website. *Post this one to Facebook.*

#5- Watch a Video PSA (try Adcouncil.org) and discuss how it creates its message (voice, music, sfx, language, videography, editing) and how well it does it.   Comment on how you might have done the project differently. Include a link to the PSA. *Post this one to Facebook.*

#6- Post the Video Interview Program's Script and comment on the production of the program (including both production design choices and the technical execution of the production).

#7- Find a DVD cover that uses a photo illustration on-line. Link or Post the Picture. Discuss how the photo creates its message (design choices) and how well it does it. Comment on how you might have done the project differently. *Post this one to Facebook.*

#8- Post your Video PSA Draft and comment on the process of creating it (including both production design choices and the technical execution of the production).

#9- Find a media creation, piece of media technology, or a media company that you feel are on the cutting edge of the industry. Discuss how your chosen piece of the industry is moving towards the future and what are they doing that you consider being cutting edge. Also offer your thoughts on what will be the next big thing in media (either specifically related to your chosen piece or the industry in general). *Post this one to Facebook.*

#10- Post your Digital Image Draft and comment on the process or creating it (including both production design choices and the technical execution of the production).

Reflection Blog Entry/Reflection
(30 points total. 10 points for each area)

During the next to last week of the semester, you will write a more extensive entry for the blog portion of your portfolio. This will serve as a more detailed reflection on one project that you feel is your best production in the portfolio (Video Interview Program, Audio or Video PSA, DVD Cover). This reflection is separate and more detailed than the project reflection you will have written for each project's page. *For COMM majors, this is the designated reflection for your senior portfolio, so make sure you save this and the project to your Sr. Portfolio Google Drive folder.*

This reflection must address each of the following areas:
1. Message Strategy:
    a. What is the central concept and purpose of the message? *<for example: the photo illustration I created is trying to show the concept of fatherhood thru the image of a father's hands showing a kid how to hold a bat. The purpose is to highlight how love shows thru spending time together.>*
    b. Who is the audience and how did that affect your message *<for example: the age of the audience may affect the type of language or music you select for an Audio PSA>*?
    c. What are two specific things you did to execute the message strategy *<for example: if the purpose of your Video PSA was to show how serious texting while driving is you chose to have the music be a more serious deeper tone and that we will hear a crash noise over black to show a bad accident followed by a siren to show police and danger>*?
2. Production Knowledge & Application:
    a. Explain at least 2 areas of production knowledge that you used to create this piece. *<for example: to properly frame an interview shot, you need to understand look space. This puts the head of the person in 2rd's of the screen and has them look to the side of the camera as if they are looking at the other person not directly at the camera. This creates the psychological impression that the person is talking to the other person on set not the viewer at home.>*
    b. How did you apply it to its creation and provide at least one specific example of how you applied each knowledge area to the production.   *<for example: in the interview show, I applied the look space guideline to my Camera 1 and Camera 3 shots. If you look in the video, Camera one appear to be speaking to the subject on Camera 3 and vice versa because they are looking into open space in front of their face and are turned to ¾ profile. That extra space establishes the fact that they are talking to each other not the audience at home. The audience is an observer.>*
3. Professional Message Skill:
    a. Explain why this is a skillfully created professional message using proper professional terminology.
    b. Cite at least 3 specific points in the editing/creating of this production that show a skillful professional message. *<for example: in the Audio PSA, I wanted to create the feeling of intense excitement for getting involved in my campus organization so I choose to use the same vocal tone of the monster truck rally commercials. This should give excitement while being kind of funny and catch people's attention because they would never expect that sort of tone talking about this organization. And anytime you can add the unexpected that can both be funny and attention grabbing.>*

Each area should be at least a paragraph in length. You will turn in a printout of the final blog with the portfolio paperwork.