MCOM 3350 – Video Production
M/W 2:30 p.m. – 3:55 p.m.
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Course Description: This course is the study of digital video communication as applied to single-camera cinematic style techniques for multimedia, corporate, public relations, advertising, and news applications with an emphasis on narrative structure, pre-production, production, and post-production skills, and evaluation. Pre-requisites: MCOM 2311 and MCOM 2313.

Student Learning Outcomes - By the end of this course, students will be able to:
1. Understand and apply concepts and theories in the use and presentation of images and information using tools and technologies appropriate for public relations/integrated communication or mediated journalism.
2. Analyze production practices, strategies, and procedures for all forms of video production.
3. Demonstrate an understanding of digital medium requirements through written assignments, including research, storyboards, scripts, and projects.
4. Demonstrate mastery of advanced camera and editing techniques and proper field production procedures.
5. Produce at least one substantial "final product" worthy of distribution to clients or published by an online news outlet.
6. Assemble a collection of productions worthy of inclusion on a résumé/portfolio reel or file.
7. Demonstrate an understanding of and proficiency with the skills needed to make practical producing decisions.
8. Demonstrate an understanding of and be able to apply the First Amendment and other legal principles for public relations/integrated communication and/or multimedia journalism.
9. Demonstrate an understanding of professional ethical principles and issues for public relations/integrated communication and/or multimedia journalism.

Course Requirements
1. Readings as assigned (provided on Canvas)
2. Technology/Software:
    a. Video camera that records quality video and audio, newer model cell phone with quality video and audio capabilities, or the ability to check out video camera from the lab.
        i. You do not need to buy a new video camera for this course – we have them available for check-out. You just need to be able to come to the school outside of class time to reserve, check out, and return the equipment.
        ii. If you choose to use your phone, it must take quality video and audio. If you choose to use your phone over checking out camera equipment and it does not do this, you will lose points on your assignments for quality.
    b. Video Editing Software such as Adobe Premiere, Final Cut, etc.
        i. There are several free versions of video editing software available that you can choose to

use. The only requirements is that it allows you to edit photos in landscape mode (vertical only is designed specifically for shorts, reels, etc.) and that it does not place a watermark on your final exported video.

c. Microsoft Office or other word processing software that allows exporting to .DOC/.DOCX (many word processers will export to this Microsoft Word format).

d. SD card or card that is compatible with our video cameras if you will be checking them out.

Evaluation and Grade Calculation -

Assignments (Misc., critiques, etc.)	15%
Video projects	60%
Final project	25%
Total	100%

Percent	Letter Grade
90% - 100%	A
80% - 89%	B
70-79%	C
60-69%	D
59% and below	F

Assignments Overview

Video Assignments (50%) – SLOs 1, 4, 6, 7, 8, & 10

1. Throughout the semester there will be a variety of video assignments that require you to plan, shoot, and edit different types of video projects following guidelines and themes for the material that we are covering. Videos must have been produced during this semester and students MAY NOT use videos produced prior to the beginning of the semester or utilize videos produced by someone else. Both actions will result in receiving a zero for the assignment.

2. Misc. assignments (25%) – SLOs 2, 3, 8, & 9 a. Throughout the semester we will have a variety of assignments to examine material covered during lectures. These assignments include video critiques, a partner survey, etc.

3. Final Project (25%) – SLOs 1, 2, 3, 4, 5, 6, 7, 8 & 9 a. For your final project, you will bring together storytelling and advanced video skills to create a visually strong and contextually interesting video. For the final project, you will work with a partner or team (regardless of what was selected on your partner survey) to pitch, write, and produce a short film. It can be either a documentary or fiction / non-fiction piece of entertainment. Final projects will be presented at the end of the semester for a grade.

Class Policies and Expectations

1. Classroom Policies and Expectations

A. Work hard - learning requires constant reading, researching, thinking, discussing, and working with your classmates and me. Everyone has something important to

contribute. My job is to present new information and prepare a climate in which you can contribute your own special knowledge. Your job is to be prepared to contribute.

B. Participate – you must be an active part of the course to succeed. You will also have to give effort outside of class.

C. Treat each other with respect and display common classroom courtesies.

1. You are responsible for your attitude and how you treat others. I will not tolerate name calling, fighting, students belittling each other for differing opinions, etc. I expect you to act like adults, show each other respect, and to challenge yourself and each other to learn/understand opinions you may not agree with. If you are not treating individuals with respect or are causing a distraction, you will be asked to leave the classroom.

D. The use of cellphones, tablets, or other device use during class times is not allowed unless the need is specified by me (i.e. during an activity). You are not permitted to use cellphones for note taking, checking social media, view/work on material for another course, or simply browse the internet during class times.

1. If you must take a phone call, please leave the classroom before you answer the phone. If you must respond to a message, do it quickly and discreetly. Abuse of this will result in you losing this privilege.

2. If the only device you have to take notes on is your phone, I will provide you with a notebook to take notes during class.

E. I use Canvas and email to communicate, post assignments and readings, present feedback and provide a space for you to communicate with your classmates. I expect you to check both daily and stay aware of what is coming up.

F. Communicate - If you have a problem with anything throughout the semester… getting an assignment in on time, needing to be absent from a class, getting your book, checking out equipment, or anything I'm doing as a professor… talk to me about it. I cannot help you or fix the problem if I am unaware of it.

2. **Attendance Policy**

A. Attendance in this course is crucial to student success and students are expected to attend class each time it meets.

1. The final project day is required for all students and is a separate grade. No student will be excused from the final project viewing unless their absence is considered an excused absence.

2. **Excused absences include:**
   a) Illness supported by a doctor's note.
   b) Death in family
   c) Documentable emergencies (i.e., car trouble / invoice from mechanic)
   d) Religious event that the student has given notice for.
   e) School sponsored event that the student has given notice for.
   f) Other situations will be handled on a case-by-case basis.

3. **What is not considered an excused absence:**
   a) Work
   b) Trip out of the area

    c) Oversleeping
    d) Appointments that are made after the start of the semester and are not for life/health-threatening reasons.
    e) Completing work for or participating in another on-campus organization
    f) Running errands for yourself or someone else
    g) Forgetting that you had class
    h) Anything else that isn't a documentable emergency.

3. **Assignment Policies**

A. Assignments have deadlines and these deadlines need to be met. It is your responsibility to utilize time outside of class in an effective manner so you can ensure that you submit each assignment before the due date and time.

    a. For many assignments, not all, the submission folder will stay open for one week after the due date. Any assignments turned in after the due date will receive a point per day deduction. Specific point values that will be deducted each day can be found on the assignment overviews on Canvas. It is your responsibility to know when the assignment is due for full credit, when the assignment closes, and the number of points that will be deducted each day for late submissions. Assignments will not be accepted after this final date.

B. Assignments and due dates may be changed at the instructor's discretion with fair notice to students.

C. I will not accept assignments via email unless there are issues with Canvas and the email includes your assignment and a screenshot of the Canvas malfunction.

D. Merely completing all assignments does not guarantee that you will pass the course. You must put forth effort and show an understanding of the material to earn a satisfactory grade.

E. I will not accept screenshots of assignments. Unless otherwise indicated, all assignments must be typed, formatted to be a .DOC or .DOCX (Pages, Google Drive, and other online word processors must be exported to this specific format), and submitted via Canvas.

F. Assignments will be discussed in class, students will be given a course schedule, Canvas includes a syllabus function that outlines upcoming due dates, due dates can be seen listed on each assignment under the assignment tab in Canvas, assignment due dates can be added to your Canvas calendar, and each due date will be listed in the course modules. There are SEVERAL ways to determine what is coming up due in class. It is your responsibility to be aware of what is coming up due and to stay on top of your assignments.

G. It is your responsibility to ensure that your assignments are being submitted correctly to Canvas by the due date and time. If an assignment appears to be not submitted beyond the assignment closing, it will receive a zero. If you do not regularly check your grades or check Canvas for technical errors, there is little that can be done at the end of the semester. If you do experience technical difficulties submitting assignments, you must email me before the assignment closes.

H. All assignments will be checked by plagiarism and AI detection software.

    I. Students will adhere to the highest standards of academic honesty. Plagiarism and cheating will not be tolerated. A student who is caught doing either will earn a "0" for that assignment and will be subject to academic and disciplinary action. If a student is caught a second time, they will automatically fail the course.

        a. In addition to UT Tyler's Student Conduct and Discipline policy, plagiarism/cheating includes:

            i. Self-plagiarism - the use of papers or other materials previously submitted elsewhere. I expect you to submit work created specifically for this class during this semester.

            ii. AI generated content – the purpose of my assignments is for you to explore your understanding of the material on a deeper level, not have a computer explore it for you.

1. **UT Tyler AI Statement**

    A. UT Tyler is committed to exploring and using artificial intelligence (AI) tools as appropriate for the discipline and task undertaken. We encourage discussing AI tools' ethical, societal, philosophical, and disciplinary implications. All uses of AI should be acknowledged as this aligns with our commitment to honor and integrity, as noted in UT Tyler's Honor Code. Faculty and students must not use protected information, data, or copyrighted materials when using any AI tool. Additionally, users should be aware that AI tools rely on predictive models to generate content that may appear correct but is sometimes shown to be incomplete, inaccurate, taken without attribution from other sources, and/or biased. Consequently, an AI tool should not be considered a substitute for traditional approaches to research. You are ultimately responsible for the quality and content of the information you submit. Misusing AI tools that violate the guidelines specified for this course (see below) is considered a breach of academic integrity. The student will be subject to disciplinary actions as outlined in UT Tyler's Academic Integrity Policy.

        1. Students can use AI platforms to help prepare for assignments and projects (i.e., brainstorming) and to revise and edit their work (i.e., identify flaws in reasoning, spot confusing or underdeveloped paragraphs, or correct citations).

        2. Students may not use AI to generate/create work for submission. All work submitted must come from the student. Any work generated by AI will receive a zero.

        3. While AI can be a good starting point for research, the AI platform utilized does not count as an academic source because it can be incorrected or incomplete. It will not be accepted as a source for citing information.

Course Schedule

Date	Agenda	Due today
Week One		
M 1/13	Course introduction: Syllabus, schedule, equipment use agreements, studio policies, etc.	

	Assign: Partner survey due Wednesday, 1/22	
W 1/15	Topic: Refresher day – Video production, composition, shot types, etc.	
Week Two		
M 1/20	**MLK Jr. Day – No class meeting**	
W 1/22	Topic: Pre-production – Planning, scripts, storyboards, beat sheets, and loglines **Assign:** Read/review: Pre-production material (on Canvas)	Partner survey
Week Three		
M 1/27	Topic: Camera movements, cuts, 180-degree rule, and new cameras **Assign:** Hands on: Camera practice in class on Wednesday, 1/29 Assignment: Camera practice due Wednesday, 2/5 Camera Test due Friday, 2/7 by 5:00 p.m. with the lab techs	
W 1/29	Hands on: Camera practice	
Week Four		
M 2/3	Hands on: Finish camera practice Topic: Recording and editing audio	
W 2/5	Topic: Editing video **Assign:** Video project: Gestalt montage due Wednesday, 2/12 Critique: Montage due Wednesday, 2/12	Camera practice
F 2/7		Camera Test due by 5:00 p.m. with the lab techs
Week Five		

M 2/10	<u>Discuss:</u> Major project **Assign:** <u>Major project:</u> - Final project pitch due Monday, 2/17 - Final video due Wednesday, 4/30 by the start of class - Production package due Wednesday, 4/30 by the start of class - Video presentations on Wednesday, 4/30	
W 2/12	<u>Topic:</u> Storytelling through video **Assign:** <u>Video project:</u> Silent film due Monday, 2/24 by the start of class <u>Critique:</u> Video storytelling due Monday, 2/24	<u>Video project:</u> Gestalt montage <u>Critique:</u> Montage
Week Six		
M 2/17	<u>Video lab:</u> Silent film or final project	<u>Major:</u> Final project pitch
W 2/19	<u>Video lab:</u> Silent film or final project	
Week Seven		
M 2/24	<u>Viewing:</u> Silent film	<u>Video project:</u> Silent film due by the start of class <u>Critique:</u> Video storytelling
W 2/26	<u>Topic:</u> News packages and documentaries **Assign:** <u>Video project:</u> News package or documentary due Monday, 3/10 <u>Critique:</u> News package or documentary due by 3/10	
Week Eight		
M 3/3	<u>Video lab:</u> News package/documentary or final project	
W 3/5	<u>Video lab:</u> News package/documentary or final project	
Week Nine		
M 3/10	<u>Viewing:</u> News package or documentary	<u>Video project:</u> News package or documentary due by the start of class <u>Critique:</u> News package or

		documentary
W 3/12	Video lab: Final project	

Week Ten		
	Spring Break – Monday, 3/17 – Friday, 3/21	

Week Eleven		
M 3/24	Topic: Fiction **Assign:** Video project: Fiction scene due Wednesday, 4/2 by the start of class Critique: Fiction due Wednesday, 4/2	
W 3/26	Video lab: Fiction scene or final project	

Week Twelve		
M 3/31	Video lab: Fiction scene or final project	
W 4/2	Viewing: Fiction scene	Video project: Fiction scene due by the start of class Critique: Fiction

Week Thirteen		
M 4/7	Topic: Social media, advertising, and public relations **Assign:** Video project: PSA, advertisement, or informative social media video due Wednesday, 4/16 by the start of class Critique: Social media, PSA, or advertisement due Wednesday, 4/16	
W 4/9	Video lab: PSA, advertisement, or informative social media video or final project	

Week Fourteen		
M 4/14	Video lab: PSA, advertisement, or informative social media video or final project	

W 4/16	<u>Viewing:</u> PSA, advertisement, or informative social media video	<u>Video project:</u> PSA, advertisement, or informative social media video due by the start of class <u>Critique:</u> Social media, PSA, or advertisement
Week Fifteen		
M 4/21	<u>Video lab:</u> Final project	
W 4/23	<u>Video lab:</u> Final project	
Week Sixteen		
W 4/30	**Final project viewing** Meeting time per final exam schedule: 2:45 – 4:45	<u>Major:</u> Final video due by the start of class <u>Major:</u> Production package due by the start of class