Multimedia Production - MCM 210.003  
Fall 2017: BO 202, 10:00am – 10:50am MWF

Instructor: Joseph Stepniewski  
Office: Boynton 206  
Email: stepniewjm@sfasu.edu  
Phone: (936) 468-6541

Office Hours:  
MW 12-2pm  
8-9am T

OTHER MEETINGS BY APPOINTMENT*

*Please schedule 24 hours in advance from 8-5 M-F

TEXT: (Required)

REQUIRED TECH:
- 32 GB Flash Drive (These can be bought on Amazon for $10); Data requirement MINIMUM
- 32 GB SDHC Card (These can also be bought on Amazon for $10); Data requirement MINIMUM

COURSE DESCRIPTION:
A toolbox course designed to acclimate students to the basic programs, techniques, and concepts utilized within the discipline of Mass Media.

COURSE OVERVIEW:
This course is broken down into four major sections focusing on using and understanding the basic programs and skills involved in graphic design, layout, and audio/video production. Students fulfilling the requirements of this course will be prepared to move into the more advanced fields of production.

GRADING:
Section Projects 60%
- Audio Production Project 15%
- Video Storytelling Project 15%
- Photoshop Project 15%
- InDesign Project 15%

Section Tests (D2L) 30%
- Audio Production Test 7.5%
- Video Production Test 7.5%
- Photoshop/Graphic Design Test 7.5%
- InDesign/Layout Test 7.5%

Semester Web Portfolio 10%

PROGRAM LEARNING OUTCOMES (PLOs):
1. Demonstrate the ability to write effectively across a variety of platforms appropriate to the discipline.
2. Gather, organize, and analyze discipline-appropriate research and communicate information about it.
3. Understand the role of media in society.
4. Comprehend legal and ethical principles relating to media.
5. Demonstrate the application of media technology, terminology and techniques.
JOURNALISM CONCENTRATION SLOS:

1. Demonstrate appropriate writing and editing skills across diverse multimedia platforms.
2. Gather, analyze, organize and synthesize information on contemporary topics to develop a news story.
3. Demonstrate the application of contemporary technology, terminology and techniques in the news gathering process.
4. Understand effective visual language and how to apply it to convey messages and enhance the communication process.

STUDENT LEARNING OUTCOMES SLOS:

1. Students will demonstrate competency in the basic application of media technology, fundamental terminology and core techniques of media communications.
2. Students will understand effective basic visual language and how to apply it to create visual messages and enhance communications.
3. Students will understand basic audio gathering and processing techniques for media production.
4. Students will understand basic layout and construction of websites and begin development of an online portfolio.

ACADEMIC INTEGRITY:

Students in this class are expected to read and abide by the university policy on academic integrity. If a student is found in violation of this policy, he/she will be subject to receiving a failing grade for this course, and the violation will be reported to the proper university authorities.

Academic integrity is a responsibility of all university faculty and students. Faculty members promote academic integrity in multiple ways including instruction on the components of academic honesty, as well as abiding by university policy on penalties for cheating and plagiarism.

DEFINITION OF ACADEMIC DISHONESTY:

Academic dishonesty includes both cheating and plagiarism. Cheating includes but is not limited to (1) using or attempting to use unauthorized materials to aid in achieving a better grade on a component of a class; (2) the falsification or invention of any information, including citations, on an assigned exercise; and/or (3) helping or attempting to help another in an act of cheating or plagiarism. Plagiarism is presenting the words or ideas of another person as if they were your own. Examples of plagiarism are (1) submitting an assignment as if it were one's own work when, in fact, it is at least partly the work of another; (2) submitting a work that has been purchased or otherwise obtained from an Internet source or another source; and (3) incorporating the words or ideas of an author into one's paper without giving the author due credit.

Please read the complete policy at http://www.sfasu.edu/policies/academic_integrity.asp

WITHHELD GRADES SEMESTER GRADES POLICY (A-54):

Ordinarily, at the discretion of the instructor of record and with the approval of the academic chair/director, a grade of WH will be assigned only if the student cannot complete the course work because of unavoidable circumstances. Students must complete the work within one calendar year from the end of the semester in which they receive a WH, or the grade automatically becomes an F. If students register for the same course in future terms the WH will automatically become an F and will be counted as a repeated course for the purpose of computing the grade point average.
STUDENTS WITH DISABILITIES:

To obtain disability-related accommodations, alternate formats and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Human Services Building, Room 325, 468-3004 / 468-1004 (TDD) as early as possible in the semester. Once verified, ODS will notify the course instructor and outline the accommodation and/or auxiliary aids to be provided. Failure to request services in a timely manner may delay your accommodations. For additional information, go to http://www.sfasu.edu/disabilityservices/.

ACCEPTABLE STUDENT BEHAVIOR:

Classroom behavior should not interfere with the instructor’s ability to conduct the class or the ability of other students to learn from the instructional program (see the Student Conduct Code, policy D-34.1). Unacceptable or disruptive behavior will not be tolerated. Students who disrupt the learning environment may be asked to leave class and may be subject to judicial, academic or other penalties. This prohibition applies to all instructional forums, including electronic, classroom, labs, discussion groups, field trips, etc. The instructor shall have full discretion over what behavior is appropriate/inappropriate in the classroom. Students who do not attend class regularly or who perform poorly on class projects/exams may be referred to the Early Alert Program. This program provides students with recommendations for resources or other assistance that is available to help SFA students succeed.

REVIEW TESTS:

In each section, you will be tested on your familiarity with some of the basic concepts and terminology needed to complete the various projects. This material can be found under the Content tab on D2L and in the assigned chapters in your book. The supplementary material and assigned readings are meant to prepare you for the work we’ll do in class and re-enforce the class lessons.

ATTENDANCE PROGRAM:

This class will be run like a business. It meets 2 times. Each student will be given 2 excused absences for class and lab for ANY REASON THEY CHOOSE. On these days, no doctor’s notes or excuses are necessary. Beyond these excused absences the student will lose 2.5 points on their final semester grade for any absences for any reason.

* THE INSTRUCTOR’S RECORDS REGARDING ABSCENCES ARE THE ONLY ONES THAT COUNT AND IT IS THE STUDENTS’ RESPONSIBILITY TO CHECK IN IF LATE. EXCESSIVE INATTENTIVENESS OR DISRUPTION MAY BE COUNTED AS ABSENCE.

All projects MUST be submitted the day they are due or before NO EXCUSES.

LAB FACILITY, COMPUTERS AND PRINTERS

Food and/or drinks are not allowed in the lab due to the nature of the equipment. Please help us with this policy by being responsible with yourself first. Printing that is unrelated to your registered class (which uses Boynton 202 or 209 labs) may revoke ALL printing privileges. Printing to the Color Printer requires approval and must be for specific class assignments. Lab assistants are available for general assistance. If you experience a problem with computer equipment, please note the problem in detail, computer used and report this information to the lab assistant.

Absolutely no cell phones, food or drink in the classroom.
<table>
<thead>
<tr>
<th>DATE</th>
<th>Topics/Assignments</th>
<th>Due</th>
<th>Chapters</th>
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| Week 1: Aug 28 - Sept 1 | Introductory Unit  
Lecture: Introductions / course overview  
Lecture: Preparing your Website - Weebly.com Overview |                          |              |
| Week 2: Sept 4 - Sept 8   | Audio Unit  
Lecture: The Power of Sound/Intro to Audio Editing Orientation to Adobe Audition | Chapter 11 p. 315-352     |              |
| Week 3: Sept 11 - Sept 15 | Lecture: The Power of Sound  
<Practice>                       |                          |              |
| Week 4: Sept 18 - Sept 22  | <Practice>  
<Work Day>                       | Audio Production Test (Friday) |              |
| Week 5: Sept 25 - Sept 29  | Video Unit  
Lecture: Intro to video cameras/Composition and Lighting | Audio Project (Monday)    | Chapter 12 p. 353-381 |
| Week 6: Oct 2 - Oct 6      | Lecture: Intro to Video Editing Orientation to Final Cut X  
Continuity: types of shots / what is a sequence?  
Lecture: Introduction to visual storytelling | Chapter 13 p. 383-414     |              |
| Week 7: Oct 9 - Oct 13     | Lecture: Continuation...  
<Practice/Work Day>                 |                          |              |
| Week 8: Oct 16 - Oct 20    | <Work Day>                       | Video Production Test (Friday) |              |
| Week 9: Oct 23 - Oct 27    | Photoshop Unit  
Lecture: Visual grammar: Visual elements, principles of design, Camera versus the human eye (human visual system)  
Orientation to still cameras | Video Project (Monday)     | Chapter 10 p. 277-314 |
| Week 10: Oct 30 - Nov 3    | Lecture: Intro to Photoshop: Cropping, correcting digital photos                     | Chapter 8 p. 217-244     |              |
| Week 11: Nov 6 - Nov 10    | Lecture: Airbrushing and Photo Manipulation  
<Work Day>                       | Graphic Design Test (Friday) |              |
| Week 12: Nov 13 - Nov 17   | Graphic Design Unit  
Lecture: Introduction to Graphic Design - Orientation to In-Design | Photoshop Project (Monday) | Chapter 9 p. 245-276 |
| Week 13: Nov 20 - Nov 24   | Thanksgiving Break  
<Practice>                       |                          |              |
| Week 14: Nov 27 - Dec 1    | Lecture: Page design using InDesign - bringing all the elements together:  
typography, color, layout and design  
<Work Day>                       | Layout Design Test (Friday) | Chapter 5 p. 127-152 |
| Week 15: Dec 4 - Dec 7     | Portfolio Project  
Lecture: Building a Web Portfolio - What to include/What to look for  
<Practice>                       | InDesign Project |              |
| Week 16: Dec 10 - Dec 12   | Final Exam  
Work Day for portfolio projects  
Resumes due at end of exam time | Portfolio Project |              |