TEXT: (REQUIRED)


REQUIRED TECH:

- 16 GB Flash Drive (These can be bought on Amazon for $10)
- 16 GB SDHC Card (These can also be bought on Amazon for $10)

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:

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Section Projects</td>
<td>60%</td>
</tr>
<tr>
<td>Audio Production Project</td>
<td>15%</td>
</tr>
<tr>
<td>Video Storytelling Project</td>
<td>15%</td>
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<tr>
<td>Photoshop Project</td>
<td>15%</td>
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<tr>
<td>InDesign Project</td>
<td>15%</td>
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<tr>
<td>Section Tests (D2L)</td>
<td>30%</td>
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<tr>
<td>Audio Production Test</td>
<td>7.5%</td>
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<tr>
<td>Video Production Test</td>
<td>7.5%</td>
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<tr>
<td>Photoshop/Graphic Design Test</td>
<td>7.5%</td>
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<tr>
<td>InDesign/Layout Test</td>
<td>7.5%</td>
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<tr>
<td>Semester Web Portfolio</td>
<td>10%</td>
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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 ABSCENSES ARE THE ONLY ONES THAT COUNT AND IT IS THE STUDENTS’ RESPONSIBILITY TO CHECK IN IF LATE.

All projects MUST be submitted the day they are due or before NO EXCUSES.
# Course Calendar (Tentative)

<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 Web Site – Weebly.com Overview |             |          |
| Week 2 Sept 4 & Sept 6 | AUDIO UNIT  
Lecture: The Power of Sound/ Intro to Audio Editing Orientation to Adobe Audition | Chapter 11  
p. 331-370 |          |
| Week 3 Sept 11 & Sept 13 | Lecture: Multi-track recording & production  
<PRACTICE> | Chapter 12  
p. 371-402 |          |
| Week 4 Sept 18 & Sept 20 | <PRACTICE>  
<Work Day> | Audio Production Test (Thursday) |          |
| Week 5 Sept 25 & Sept 27 | VIDEO UNIT  
Lecture: Intro to video cameras/Composition and Lighting | Audio Project  
p. 403-440 |          |
| Week 6 Oct 2 & Oct 4 | Lecture: Intro to Video Editing Orientation to Adobe Premiere  
Lecture: Introduction to visual storytelling. | Chapter 14  
p. 441-476 |          |
| Week 7 Oct 9 & Oct 11 | Lecture: Continuity: types of shots / what is a sequence?  
<Work Day> | Video Production Test (Thursday) |          |
| Week 8 Oct 16 & Oct 18 | <Work Day> | Audio Production Test (Thursday) |          |
| Week 9 Oct 23 & Oct 25 | PHOTOSHOP UNIT  
Lecture: Visual grammar: Visual elements, principles of design. Camera versus the human eye (human visual system) Orientation to still cameras | Video Project  
p. 293-330 |          |
| Week 10 Oct 30 & Nov 1 | Lecture: Intro to Photoshop: Cropping, correcting digital photos | Chapter 9  
p. 235-262 |          |
| Week 11 Nov 6 & Nov 8 | Lecture: Airbrushing and Photo Manipulation  
<Work Day> | Graph Design Test (Thursday) |          |
| Week 12 Nov 13 & Nov 15 | GRAPHIC DESIGN UNIT  
Lecture: Introduction to Graphic Design - Orientation to In-Design | Photoshop Project  
p. 109-142 |          |
| Week 13 Nov 20 & Nov 22 | Lecture: Typography | Chapter 5  
p. 143-166 |          |
| Week 14 Nov 27 & Nov 29 | Lecture: Page design using InDesign – bringing all the elements together:  
topography, color, layout and design  
<Work Day> | Layout Design Test (Thursday) |          |
| Week 15 Dec 4 & Dec 6 | PORTFOLIO PROJECT  
Lecture: Building a Web Portfolio - What to include/What to look for | InDesign Project |          |
| Week 16 Dec 11 & Dec 13 | <FINAL EXAMINATIONS> | Portfolio Project |          |