Course Syllabus
MCM 210.003 — Multimedia Production Fall 2018
Department of Mass Communication
Class hours: 11-11:50 a.m. MWF in BO 202

Multimedia production is a toolbox course designed to acclimate students to basic programs, techniques and concepts utilized within the discipline of mass media.

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Ferguson, G74 - Office No. G72C
Office hours by appointment. Noon to 5 p.m. MWF and 8 a.m. to 5 p.m. TTR

RECOMMENDED TEXT AND MATERIALS:

32 GB flash drive or other storage for projects. + 32 GB SDHC card for recording.
*(Both can be bought on Amazon/at Walmart etc.)*

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.

PROGRAM LEARNING OUTCOMES
1. Demonstrate appropriate writing and editing skills across diverse multimedia platforms.
2. Understand the role of media in society.
3. Demonstrate the application of contemporary media technology, terminology, programs and techniques.
4. Comprehend legal and ethical principles relating to media.
5. Gather, organize and analyze discipline-appropriate research and communicate information about it.

STUDENT LEARNING OUTCOMES
1. Students will demonstrate competency in the basic application of media technology.
2. Students will understand effective visual language and how to apply it to convey messages and enhance the communication process.
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.
5. Students will understand basic design and layout concept for print/digital media.

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POLICIES REGARDING LAB WORK:
a. All assigned work will be completed during lab.
b. Plan to stay the entire lab period. Treat each lab as you would a test. Portions of some labs may be devoted to lecture.
c. In completing your lab assignments, you may use notes, books, returned exercises, etc. Please do not talk to one another. If you have questions, ask your instructor.
d. Do not ask to begin a lab early.

BOYNTON LAB SCHEDULE: The Boynton Lab will be available for weekly use. The lab schedule will be posted by the second week of the semester.

LAB FACILITY, COMPUTERS AND PRINTERS: Food and/or drinks are not allowed in the lab. Printing 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 and the computer used, and report this information to the lab assistant.

ASSIGNMENTS
Assignments will be graded on content, quality and demonstration of skills learned in the classroom. All assignments are expected to provide substantive content and should reflect elements discussed in class.

Deadlines are a major responsibility in the communication industry, and they will be respected in this course. No exceptions.

Most Fridays will be dedicated to lab work, which permits one-on-one help with your projects. The instructor will be available to help you during each lab period.

QUIZZES
In each section, you will be tested on your familiarity with some of the basic concepts and terminology needed to complete the various projects.

ATTENDANCE POLICY
1. Each student is allowed two absences for any reason they choose without penalty. On these days, no doctor’s not or excuses are needed. For each additional absence, two points will be deducted from your final course average.
2. Three tardies count as one absence. If you come to class 15 minutes or later after class has started, you will be counted absent.
3. If you do not plan to come to class, do not take this course.
4. It is your responsibility to sign in or provide proper documentation for absences.

CLASSROOM ETIQUETTE
All students are expected to show the instructor and their fellow students the appropriate respect. Although lively discussion is encouraged, please do not make unnecessary noise, do other class work, read or sleep. Listen attentively.

Do NOT play on your phone. Put all cell phones on silent and refrain from text messaging during class.

Per University policy, you are not allowed to have food or drink in classrooms. The exception to this is bottled water. Do not bring cups of coffee or any other liquid into the classroom. If any damage results from spilled liquids or food, the student will be responsible for any cleaning or repairs.
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.

ACADEMIC INTEGRITY
Plagiarizing or copying material from another publication or another student without attribution will result in an automatic F for the course. Fabrication of facts and/or quotes in campus news stories also will be cause for a failing course grade. Facts and quotes will be checked periodically with listed sources to verify accuracy. Students are encouraged to review the University policy on plagiarism at http://www.sfasu.edu/upp/ pap/academic_affairs/academic_integrity.html

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 Students not complying with SFAs academic dishonesty regulations will be given a failing grade in this course and may be subject to further disciplinary action.

STUDENTS WITH DISABILITIES
To obtain disability-related accommodations and/or auxiliary aids, students may call 468-3004/468-1004 (TDD) as early as possible in the semester. Once verified, DS will notify the instructor and outline the accommodation and/or auxiliary aids to be provided.