Instructor: Dr. Al Greule  
Office: 301-H BOYNTON  
E-Mail: agreule@sfasu.edu  
Phone: 468-1345 or 468-4001

Course Bulletin Description

Designed to develop style and skill in television production. Exposure to a variety of television production situations. Prerequisite: MCM 300

Time Requirements

MCOM 1336 “Studio Production” (3 credits) is required for Mass Media majors in the Radio/Television emphasis and may be taken by a student minoring in this area. Students receive instruction in both a classroom setting and in the television studio. Typically meets twice each week (Tuesday/Thursday). It averages the typical contact time of 2 hours lecture plus two hours lab each week but more time is spent in lecture early in the semester and as the students gain background material it shifts to less instruction time and more to lab time for project completion in the later portion of the semester. Students have significant weekly reading assignments, are expected to take regular computer based quizzes and three examinations, practice for and complete several competency exams on the equipment and are required to produce a major video presentation. The student must also serve on the crews of the other students for which they receive a lab grade. These activities average at a minimum 6 hours of work each week to prepare outside of classroom hours.

Program learning Outcomes

The following apply to the Mass Communication major. Some may be partially addressed in this course

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.
The following student learning outcomes apply

1. Develop technical and creative skills necessary for the production and airing of basic broadcast programs.
2. Cultivate understanding of contemporary broadcast structure, recognize standard production elements, and critically analyze their application.
3. Familiarize students with standard and evolving terminology utilized in the broadcast field.

**Elaboration About Studio Production**

MCOM 1336 is designed to expand the student’s working proficiency and understanding of:

- the terminology of television production.
- the basic layout and operation of a television production facility.
- the proper operation of lighting equipment, studio microphones, studio cameras, graphics and other tools associated with basic studio productions.
- individual roles and teamwork in the television production process.
- the production process itself from the conceptualization stage through scripting, storyboards, preproduction preparation including editing, production.
- basic aesthetic principles as applied to television.
- the basic process of communicating in a visual medium.

**Items needed for the course**

**Required Texts:** There is a text book and a companion on line access or a pass to get access to other books/materials by the same publisher.

*Video Basics 8.* Zettl, Herbert. Wadsworth-Cengage 8th ed. 2018. (can be purchased loose leaf, digital or rented)

Note the book has an on-line site with review exercises, glossary, etc. [http://www.cengagebrain.com](http://www.cengagebrain.com) look for Mindtap
Other Content Materials
Some additional required content, production forms, review and additional homework materials will be found on D2L or in the lab areas such as the Zettl CD-Rom.

Other Course Materials
Equipment and edit rooms may be reserved at https://sfatv2reservations.weebly.com/

The student is responsible for providing script paper, storyboards, SDHC cards, Flash Drive, props and other items necessary to complete production assignments. In the past, SD cards/flash drives may also be used in other MCOM courses.

Policies and Procedures
(the fine print)

- **Attendance and Due Dates**
  The final grade may be affected by the attendance regulations. As this is a course designed to prepare the student for a profession, professional standards are applied. Just as an employee is expected to be on time and at the assigned work place, so too is the student in this course. Missed crew assignments, tests, quizzes, late homework and productions will earn the student a failing grade for those assignments. Should severe illness strike or other legitimate (university sanctioned) excuse become the case, notify the instructor IN ADVANCE of the absence in an effort to obtain approval. The instructor reserves the right to not accept an excuse. Each time a student misses a lab assignment, that student will lose 10% off their lab grade. For regular class meetings where no graded assignment or activity is due on the 3rd, 4th, 5th, and 6th unexcused absence the final course grade will be reduced by 5% for each absence. On the 7th unexcused absence, the student will receive a grade of F for the course. Also see policy for semester production below.

- **Grading**
  A video production, lab & crew work, exams, competencies, CD lessons & homework quizzes will determine the student’s grade.
  
  30% SEMESTER PRODUCTION
  30% EXAMS & QUIZZES (3 @ 10% each)
  15% Equipment Comp average
  10% on line quizzes and homework total
  10% Lab crew
  5% Zettl CD Rom

Final Grade: 90 - 100 = A  80-89 = B  70-79 = C  60-69 = D  0-59 = F
**Semester Production**

The television student will be required to complete a major semester project. This project will consist of the student in the role of producer for a studio production of a program. If the student is absent for the class period the day of the production, then that student will not be allowed to complete the production and will earn a grade of "0". The student needs to have finished all preparation work including completing comprehensive equipment exams, preparing a well done notebook by an advanced deadline and not the day of production or the student will not be allowed to do this major assignment.

**PRODUCTION NOTEBOOKS:** The student will be required to complete a production notebook for the individual semester production project. This notebook will be due approximately 10 days to two weeks before the production date. All elements will be reviewed and returned to the student the next week. This will allow the student time to make any needed changes to the production before taping the production. *This notebook will be a major factor (about a third) of the student grade for the semester project.* Failure to submit a notebook on time will receive a greatly reduced grade and could result in a loss of studio time to complete the production and a subsequent failure of the course. Also content not at the appropriate level will not be granted studio time. The corrected notebook should be turned in one week after the production. Failure to make corrections will be noted in the final production grade. Appropriate content includes a serious effort at well researched content and VISUAL (not “talking head”)

*Important Note:* production notebooks will not be accepted and the student will not be allowed to do the semester production without first completing specified equipment competencies.

**Exams/Quizzes**

There are 3 exams that will be given in this course, as listed on the course schedule. Quizzes may be given at any time. Material can cover any material covered in class/lab and the text up until the time of that exam/quiz.

**Competency Tests**

Students will be required to perform competency exams on the following positions. Listed with each are some of the requirements for that comp. This list of requirements is *not* complete, as the student is responsible for any material also covered in the textbook and materials covered in class and labs. Some comps may be given during lab periods while others will be scheduled outside of class & lab. Some comps must be passed before attempting the semester production.
**Technical Directing (Video Switcher):** Preset a shot; take a shot to program; dissolve from one source to another; wipe from one source to another; set up effect to go from M/E 1 to program; set up a box wipe and set and adjust the boarder of the box; change input of the preview monitor; taking & dissolving keys in and out; listen for the director’s commands; know all switcher related terminology.

**Camera:** Get out and put away studio cameras properly. Demonstrate proficiency in performing routine movements and shot composition.

**Directing:** To be taken during lab period. The student will direct a short production. Must be able to give ready and standby cues for all transitions; preset shots before airing them; taking shots at the correct time; coordinating all materials and sources to be aired.

**Floor Manager:** Properly operate headsets and properly relay cues to talent.

**Homework (including Brightspace Quizzes)**

Proficiency in the terminology is important for the success of anyone in any profession. Students are expected to master terminology and technique as much as possible and the homework/quizzes serve as a way to develop understanding of the basic terminology and the production process.

**Lab Crew**

Students will be graded on their performance on each position they operate during each production lab period. **FAILING TO PICK UP YOUR POSITION IN THE STUDIO WILL RESULT IN A 50% LAB GRADE PENALTY.**

**Zettl CD-Rom**

A CD ROM is available for study of the production process. The purpose of this is threefold. First, the student will be exposed to production experiences not easily replicated in the lecture/lab settings. Second, the students can review terminology on an individual basis at their own pace. Third, the student will gain some experience in interactive video, which may be an environment the student will be working in the future.

The student is responsible for all information presented in the syllabus, the course lectures, announcements, Brightspace, etc. By remaining in the course, you acknowledge and accept the policies as stated here and as subsequently modified by the instructor who reserves the right to make modifications as needed to complete the course in a timely manner.
• **Academic Integrity (4.1)**

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](http://www.sfasu.edu/policies/academic_integrity.asp)

If there is a reason to suspect you have been academically dishonest, the instructor will contact you and present the evidence and describe the procedure. If you are guilty you will receive an F for the entire course.

• **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, and 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/](http://www.sfasu.edu/disabilityservices/)

Students with disabilities should meet with the instructor prior to September 2 to discuss any expected accommodation.

• **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.

• **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 10.4). 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 iCare Early Alert Program. This program provides students with recommendations for resources or other assistance that is available to help SFA students succeed.

**The instructor does not tolerate:**

- Lateness. The student is expected to be in a seat, ready to take notes and side conversations stopped by the start of class time. **Arriving late or leaving early will also count as an absence as it is disruptive to the learning environment so be ready to take notes at the start of class and take care of bathroom and trash disposal before or after class.**
- Recording of any portion of any class/lecture without the instructor’s permission is prohibited.
- Department Policy prohibits food or drink in classrooms. The instructor will allow bottled water with a cap only—and only in class but not labs.
- Sleeping in class. This will also count as an absence.

---

**NOTICE**

**CELLPHONE USE PROHIBITED**

Distractions by other electronic devices. Cell phones & other electronic devices must be off during class and lab. Phones ringing, students texting etc. is disruptive to the attention of the student, other students and the instructor and will count as an absence (and if behavior persists the student will be made to leave class). Vibrate settings and text messaging will not be tolerated.

Laptop or tablet use is allowed ONLY for those needing special ADA accommodation. There is ample research showing reduction in retention of lecture material and poor learning (Fried, 2008; Hembroke & Gay, 2003; Sana, Weston & Cepeda, 2013). Using computers or tablets for non-class activities or talking with classmates is not full attendance and is a distraction for those around that user.

---

**COVID-19 MASK POLICY:** Masks (cloth face coverings) must be worn over the nose and mouth at all times in this class and appropriate physical distancing must be observed. Students not wearing a mask and/or not observing appropriate physical distancing will be asked to leave the class. All incidents of not wearing a mask and/or not observing appropriate physical distancing will be reported to the Office of Student Rights and Responsibilities. Students who are reported for multiple infractions of not wearing a mask and/or not observing appropriate physical distancing may be subject to disciplinary actions.

# COURSE SCHEDULE *(Subject to change)*

<table>
<thead>
<tr>
<th>DATE</th>
<th>TOPIC OR ACTIVITY</th>
<th>READ</th>
<th>Quiz Due</th>
<th>COMP</th>
<th>LAB</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aug 25</td>
<td>Course Intro/ The production process</td>
<td>WATCH <em>Friends on the Inside</em></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Aug 27</td>
<td>Studio Operations &amp; Layout</td>
<td>Ch. 1 &amp; 2</td>
<td>Ch. 1</td>
<td></td>
<td>Starts</td>
</tr>
<tr>
<td>Sept. 1</td>
<td>Audio review</td>
<td>Ch. 2 &amp; p348-351</td>
<td>Ch. 2</td>
<td>Practice</td>
<td></td>
</tr>
<tr>
<td>Sept. 3</td>
<td>Stereo micing</td>
<td>Ch. 7</td>
<td>Ch. 7</td>
<td>Practice</td>
<td></td>
</tr>
<tr>
<td>Sept. 8</td>
<td>Lighting</td>
<td>Ch. 8</td>
<td>CD AUDIO</td>
<td>Practice</td>
<td>Lighting</td>
</tr>
<tr>
<td>Sept. 10</td>
<td>Editing Review</td>
<td>Ch. 11</td>
<td>Ch. 8</td>
<td>Practice</td>
<td></td>
</tr>
<tr>
<td>Sept. 15</td>
<td>Recording Review</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sept. 17</td>
<td>Graphics</td>
<td>Ch. 12</td>
<td>Ch. 11</td>
<td>Practice</td>
<td></td>
</tr>
<tr>
<td>Sept. 22</td>
<td>Production planning/Directing</td>
<td></td>
<td>Ch. 12</td>
<td>Practice</td>
<td></td>
</tr>
<tr>
<td>Sept. 24</td>
<td>Review for 1st exam</td>
<td>CD Edit</td>
<td></td>
<td>Practice</td>
<td></td>
</tr>
<tr>
<td>Sept. 29</td>
<td><strong>EXAM 1</strong> Ch.1,2,7,8,11,12 &amp; Material covered</td>
<td></td>
<td></td>
<td>Practice</td>
<td></td>
</tr>
<tr>
<td>Oct. 1</td>
<td>Intro to the camera</td>
<td>Ch. 3 &amp; 4</td>
<td></td>
<td>Directing</td>
<td></td>
</tr>
<tr>
<td>Oct. 6</td>
<td>The Lens/Producing</td>
<td>Ch. 5 &amp; 6</td>
<td>Ch. 3 &amp; 4</td>
<td>Directing</td>
<td></td>
</tr>
<tr>
<td>Oct. 8</td>
<td>Framing / picture composition</td>
<td>Ch. 13</td>
<td>Ch. 5 &amp; 6</td>
<td>Productions</td>
<td></td>
</tr>
<tr>
<td>Oct. 13</td>
<td>Motion &amp; perspective</td>
<td>Ch. 10</td>
<td>Ch. 13</td>
<td>Directing</td>
<td></td>
</tr>
<tr>
<td>Oct. 15</td>
<td>Technical Directing</td>
<td>Ch. 17</td>
<td>CD Camera</td>
<td>Productions</td>
<td></td>
</tr>
<tr>
<td>Oct. 20</td>
<td>Productions</td>
<td></td>
<td>Ch. 10</td>
<td>Productions</td>
<td></td>
</tr>
<tr>
<td>Oct. 21</td>
<td>NOTE: Last day to drop a course</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Oct. 22</td>
<td>Visual Effects &amp; DVE’s</td>
<td>Ch. 17</td>
<td>Camera</td>
<td>Productions</td>
<td></td>
</tr>
<tr>
<td>Oct. 27</td>
<td>Timing</td>
<td></td>
<td>CD Switcher</td>
<td>Productions</td>
<td></td>
</tr>
<tr>
<td>Oct. 29</td>
<td>Review</td>
<td></td>
<td></td>
<td>Productions</td>
<td></td>
</tr>
<tr>
<td>Nov. 3</td>
<td><strong>Exam 2</strong> Ch.3,4,5,6,10,13,17 &amp; materials covered</td>
<td></td>
<td></td>
<td>Dir Comp</td>
<td></td>
</tr>
<tr>
<td>Nov. 5</td>
<td>Production</td>
<td>Ch. 16</td>
<td>Timing ex</td>
<td>Productions</td>
<td></td>
</tr>
<tr>
<td>Nov. 10</td>
<td>Timing/Working with talent</td>
<td>Ch. 14</td>
<td>Ch. 16</td>
<td>Productions</td>
<td></td>
</tr>
<tr>
<td>Nov. 12</td>
<td>Set Design/Graphics</td>
<td>Ch. 9</td>
<td>Ch. 14</td>
<td>Productions</td>
<td></td>
</tr>
<tr>
<td>Nov. 17</td>
<td>Production</td>
<td>Ch. 15</td>
<td>Ch. 9</td>
<td>Productions</td>
<td></td>
</tr>
<tr>
<td>Nov. 19</td>
<td>Production houses</td>
<td></td>
<td>Ch. 15</td>
<td>Productions</td>
<td></td>
</tr>
<tr>
<td>Dec 1</td>
<td>Corporate &amp; Instruct. Video</td>
<td></td>
<td>CD Process</td>
<td>Switcher</td>
<td></td>
</tr>
<tr>
<td>Dec 3</td>
<td>Review for last exam</td>
<td></td>
<td></td>
<td>Directing</td>
<td></td>
</tr>
<tr>
<td>Dec 8</td>
<td>Last Exam Ch. 9,14,15,16 &amp; Materials covered</td>
<td></td>
<td></td>
<td>8 AM</td>
<td>Directing</td>
</tr>
</tbody>
</table>

*NOTE: On occasion, class time will be held instead of studio/lab time or studio/lab time may be held during the class period. A SEPARATE LAB SCHEDULE WILL BE DISTRIBUTED AS SOON AS PRACTICABLE AFTER FINAL ENROLLMENT FOR THE COURSE IS DETERMINED.*