Stephen F. Austin State University
Mass Communication

Introduction to Video Production – MCOM 1336.001
Fall 2021: BO210, 2:00pm-3:15pm TR

Instructor: Casey Hart
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Phone: (936) 468-1299

Office Hours:
10:00am – 12:00pm MW
11:00am – 12:00pm TR
Other Meetings by Appointment

REQUIRED TEXTS:

REQUIRED MATERIAL:
• 32GB SCHC Card – Class 10, U1 (These should be less than $15 dollars)
• 500GB USB 3.0 (minimum) External Hard Drive
  ○ You may need to reformat this to work with Mac and PC. This should be available for less than $80 and will be used to save production work from all your classes.

COURSE DESCRIPTION:
This course covers theory and practice of television field production techniques, proper use of cameras, video editors and other electronic technology to communicate stories visually.

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.

STUDENT LEARNING OUTCOMES (SLOs):
1. Develop an understanding of professional television video production workflow.
2. Demonstrate the ability to effectively and efficiently perform effective preproduction and postproduction activities including visualizing, planning, shooting, and editing video content.
3. Cultivate the ability to discern what elements contribute to quality visual stories.
4. Demonstrate an understanding of basic television field production terminology.

ACADEMIC INTEGRITY:
It is very important to me that students in this field maintain high levels of personal and professional integrity. Honesty and integrity are of paramount importance for success in this field. For this reason, among others, students in this class are expected to abide by the university policy on academic integrity. If a student is found in violation of this policy, they will initially receive a zero on the assignment where the violation occurred. Further violations may result in the student failing the course and being reported to the proper university authorities.
DEFINITION OF ACADEMIC DISHONESTY:

Academic dishonesty includes both cheating and plagiarism. Cheating includes, but is not limited to:
• using or attempting to use unauthorized materials on any class assignment or exam
• falsifying or inventing of any information, including citations, on an assignment
• helping or attempting to help other student(s) in an act of cheating or plagiarism

Plagiarism is presenting the words or ideas of another person as if they were one’s own. Examples of plagiarism include, but are not limited to:
• submitting an assignment as one’s own work when it is at least partly the work of another person
• submitting a work that has been purchased or otherwise obtained from the Internet or another source
• incorporating the words or ideas of an author into one’s paper or presentation without giving the author 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, 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.

CLASSROOM BEHAVIOR STATEMENT:

In my class I attempt to treat all my students as young professionals. This means that, out of respect, I will do my best to show you respect as young adults who have chosen to attend SFA and enroll in this program. At the same time, I expect students to conduct themselves as professionals. This means being responsible for themselves and respectful of others. Though it is never my intention to discourage overwhelm students, I believe in providing direct constructive feedback and adhering to fairly strict deadlines. That being said, I do recognize students have lives and responsibilities outside my class. I encourage students to use the full allotted time for assignments as I generally provide more time than I believe students will need. Finally, while I am very happy to work with students outside of scheduled class time, I am also a working professional with a life and responsibilities beyond the class. Please keep this in mind when contacting me outside of working hours (9am-5pm).

ATTENDANCE PROGRAM:

Students are expected to regularly attend class and arrive on time or early if possible. Absences may result in grade reduction penalties. Any known schedule conflicts should be discussed prior to the date of absence. Any absence should be accompanied with proper official documentation.

• THE INSTRUCTOR’S RECORDS REGARDING ABSCENCES ARE THE ONLY ONES THAT COUNT AND IT IS THE STUDENTS’ RESPONSIBILITY TO CHECK IN IF LATE.
GRADING:

| Class Participation (attendance/content) | 20% |
| Tests | 30% |
| Video Projects | 50% |
| Project 1 | 10% |
| Project 2 | 10% |
| Project 3 | 10% |
| Project 4 | 20% |

Calculating grades:

Your Grade x Percentage = Points out of 100 for semester

80 x 0.15 = 12

(If the assignment is worth 15% of semester grade then you’d add 12 to the rest of your scores for the semester to find your total for the semester)

GRADE CATEGORY EXPLANATION

CLASS PARTICIPATION:
A grade will be assigned based on the student’s participation in the class. This includes attendance and engagement during class. I don’t expect students to have answers to every question or to know all the course information prior to class, but I do encourage active participation during class.

TESTS
There will be two tests (mid-term & final) in this course that will evaluate your understanding of the concepts taught in class and covered in the assigned chapters. Not all content on the test will necessarily be explicitly covered in class, but feel free to ask or discuss content from the assigned chapters in class prior to tests if you wish!

PRODUCTION PROJECTS
The primary grades from this course will come from a series of production projects the students will be expected to complete throughout the semester. These will evaluate both your technical and non-technical skills associated with visual storytelling and production. You will be expected to effectively apply skills and techniques discussed in class and in the text in order to produce effective production projects. Scripts may also be required for some or all of the projects.
### Course Calendar (Tentative)

*** Calendar may be modified based on number of students in course and/or semester developments. 

<table>
<thead>
<tr>
<th>Week</th>
<th>Dates</th>
<th>Topics</th>
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| Week 1 | Aug 24 & 26 | • Introduction/Syllabus  
• Chapter 11: Recording Formats and Device Settings  
• Discussing terminology and core concepts |
| Week 2 | Aug 31 & Sept 2 | • Chapter 13: Video Production  
• Discussing camera tech and visual composition |
| Week 3 | Sept 7 & Sept 9 | • Cameras and composition (cont.) |
| Week 4 | Sept 14 & Sept 16 | • Chapter 14: Time-Based Editing  
• Discussing Editing and Sequencing on Premiere |
| Week 5 | Sept 21 & 23 | • Editing (cont.)  
• Assignment: Visual Essay (Project 1) |
| Week 6 | Sept 28 & 30 | • Chapter 12: Audio Production  
• Discussing audio recording and mics |
| Week 7 | Oct 5 & 7 | • Discussing interviewing  
• Review for Terminology Mid-Term |
| Week 8 | Oct 12 & 14 | • interviewing (cont.)  
• Mid-Term Terminology Test |
| Week 9 | Oct 19 & 21 | • Chapter 3: Project Planning and Evaluation (p.77-92)  
• A/V Writing and Planning  
• Assignment: Illustrated Interview (Project 2) |
| Week 10 | Oct 26 & 28 | • Chapter 4: Visual Communication  
• A/V Writing and Planning (cont.) |
| Week 11 | Nov 2 & 4 | • Class Pitch/Discussion of Purple Pride Package Topics  
• Assignment: PSA Production Script (Project 3) |
| Week 12 | Nov 9 & 11 | <Tentative> |
| Week 13 | Nov 16 & 18 | <Tentative> |
| Nov 23 & 25 | Thanksgiving Break |  |
| Week 14 | Nov 30 & Dec 2 | <Tentative>  
Review for Terminology Final |
| Week 15 | Dec 7 & 9 | • Assignment: Purple Pride Package (Project 4)  
• Final Terminology Test |