

MCM 271 Introduction to Visual Communication

Sam Houston State University Fall 2007

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Office hours: Room 115 MTW Th 2-3pm and by appointment

A sign up sheet is on the door for you to book a time. You should have a conference about your writing at least once during the semester. You are encouraged to discuss difficulties, plans, and interests in person. I will respond to email but probably not so well to voice mail.

CATALOG DESCRIPTION: This course is designed to introduce students to the basics of visual- image production, focusing on graphic design, creative visualization, video editing, lighting, on camera performance, and studio producing/directing. The course structure allows students to rotate through three instruction modules, concentrating on PhotoShop, nonlinear editing, and studio production. Prerequisite: MCM 171. Credit 3.

ADDITIONAL COURSE INFORMATION: The course will not follow the letter the catalog description with respect to Adobe Photoshop. The focus of the course is to establish for the student an understanding of the basics of video production using single camera and studio multicamera tools, together with a basic understanding of non-linear editing. The larger objective is to apply the production techniques to the creation of media content by understanding the language of visual communication in video, TV and film.

COURSE OBJECTIVES:

- To understand the correct operation of a camera for image acquisition
- To learn how to light, frame, focus, and execute basic camera movements
- To learn and understand the basics of nonlinear editing through an edit exercise
- To learn and understand the basics of audio capture in a production context
- To learn and understand the stages of production and postproduction

To succeed in this class, need to read assigned chapters, do the workbook exercises in a timely fashion. Work, both workbook exercises and practical exercises, must be handed in on time. One class late loses a letter grade, two classes late two letter grades. Any later, forget it.

Required Texts: *Video Basics*, 5th edition, by Herbert Zettl and Workbook (Wadsworth), 2007 ISBN-10: 0495239380 | ISBN-13: 9780495239383.

Companion website : http://www.wadsworth.com/cgi-wadsworth/course_products_wp.pl?fid=M20b&flag=student&product_isbn_issn=9780495050322&discipline_number=25

Students are expected to have the assigned textbook from day one. If you are not ready to begin the course, you are not fulfilling your responsibilities as a student. No excuses will be accepted for not being able to complete reading, do assignments, or otherwise perform in the class. There will be an assessment of performance from day one.

Exams: There may be a midterm test, and there will be a final exam on Blackboard. The final will be in a window that conforms to the university final exam schedule. The date and time of the exam for each course are determined by the Registrar. That is when the exam will be given. If a student makes an interview appointment or any other kind of arrangement that conflicts with this date and time, that problem belongs to the student. This instructor will not provide exams or tests at alternative times or make up exams. Organize your life around the published academic calendar of the university and the syllabus, or suffer the consequences, which may include not earning a passing grade.

Attendance Policy: Attendance, being in class, is a premise on which a university course is based. You do not get credit for attending. However, you do get penalized for not attending. There are no excused or unexcused absences, just absences, which you must manage as you see fit. After a third absence (including late arrivals), your final grade will be reduced by 5% for each absence, which may eventually lead to a failing grade. If you miss classes and then have an emergency, your penalty is then not for the emergency but for the absences you took prior to the emergency, which should have been kept in reserve for an emergency. An emergency does not extend your entitlement to cut class. Note: if you attend only part of any class, you are counted half an absence, except in dire emergencies by prior approval. Medical appointments should be made at times other than the time the class meets. If the instructor can do it, so can you.

There is no privilege extended to students who register late. Students who register late for the course and miss classes are counted absent. Missing the beginning of a class causes problems for student and instructor.

Entering a class late disturbs the class, both the instructor's teaching and the other students' learning. Class begins at the scheduled starting time and the instructor reserves the right not to admit late comers by locking the door. See www.time.gov for the correct time--the time on your watch or cell phone may not be accurate. Students not answering the roll call will be marked absent. If you are late, it is your responsibility to remind the instructor that you came in after roll call. The instructor's record is the only admissible record and will not be adjusted in retrospect. Lateness is counted half an absence. Please be seated and ready to go to work by the time the class roll is called. After any absence you are responsible for all work assigned for the next class.

Additional Policies

It is not appropriate to bring children or animals to classes. If you sleep in class, eat, read the paper or carry on private conversations, you will be asked to leave and counted half an absence. No beepers, cell phones, palm-pilots, MP-3 players, or anything that otherwise beeps, vibrates or makes a noise allowed in class. Do not do work from other classes in my class. Students who wish to use laptops must sit in the front row. If you surf, do email, or any other function unrelated to the class, you will lose your laptop privileges. Generally, students will refrain from behavior that intentionally or unintentionally disrupts the learning process.

You are expected to have read assigned chapters before the day they are to be discussed in class--see outline. You must have your own textbook and bring it with you to class every day. If in-class work is assigned using your book, you will receive a zero for the work if you do not have your own text.

Academic Honesty: Plagiarism, cheating, and/or other dishonest acts will not be tolerated under any circumstances. When you use a source for information, you must cite the source (check APA manual for style regarding direct quotes, etc.). Plagiarized work will be given a zero and cause failure of the course. Papers will be submitted to turnitin.com to check for plagiarism. Remaining in this course indicates your acceptance of the system used that incorporates the use of turnitin.com. All students are expected to engage in all academic pursuits in a manner that is above reproach. Students are expected to maintain complete honesty and integrity in the academic experience both in and out of the classroom. See Student Handbook for complete guidelines.

CLASS POLICIES: This class runs on Blackboard. All assignments will be posted on Blackboard. If you do not have a working logon id for the Sam Mail and Blackboard system that is your problem to fix with computer services. The instructor makes all class announcements by email through the Blackboard email function. If you are unable to read that email, you will be handicapped and no allowance made for your not bothering to sort out your system communications from day one.

Each student must have a flash drive of significant size in order to back up all edit suite work, which will not be safe from regular erasure according to lab policy. Each student must sign up and be authorized to check out equipment to complete assignments. Failure to do so will not be an extenuating circumstances. All written work must be submitted electronically to the Blackboard Assignment Page in a standard format such as MS Word of a text file or a Rich Text Format. Microsoft Works is not an acceptable format. You must save work as a text file or and .rtf file. Work will be returned electronically with comments and a grade.

Work submitted later than the due date will be penalized a letter grade or 10 points for each class day late. All work is due as assigned; the instructor guarantees no opportunities to ever accept late work even with penalty. Students are expected to keep up with assigned reading and be prepared to answer questions in class. Bring your

textbook to every class and be sure you have done all required reading by the date noted on the course outline.

PRODUCTION MATERIALS: You must provide your own production materials for the course, including but not limited to: headphones, cassette tapes, audio CD-R discs, a DAT tape, and VHS and/or mini-DV videotapes. You must have your own headphones for all audio or audio-related production projects. You may not use any supplies which are provided by the department for KSHU, including, but not limited to: production music, CD-Rs, tapes, and headphones.

PRODUCTION EXERCISES : This course involves several practical exercises to be shot and/or edited out of class : a camera exercise, a studio exercise, a nonlinear editing exercise, and an interview

COURSE SCHEDULE AND ASSIGNMENTS

Week 1 8/20-24	CHAPTER 3: Image Formation and Digital Video
Week 2 8/27-31	Workbood Exercise due CHAPTER 4: The Video Camera
Week 3 9/5-7	CHAPTER 5: Operating the Camera
Week 4 9/10-14	CHAPTER 6: Looking Through the Viewfinder Camera Exercise due
Week 5 9/17-21	CHAPTER 7: Audio and Sound Control Audio exercise due
Week 6 9/24-28	CHAPTER 8 : Light, Color and Lighting
Week 7 10/1-4	Midterm test CHAPTER 10: Switcher and Switching
Week 8 10/7-11	Studio Exercise
Week 9 10/14-18	CHAPTER 11: Video Recording
Week 10 10/21-25	CHAPTER 12: Postproduction : Nonlinear and Linear Editing
Week 11 10/28-11/1	CHAPTER 13: Editing Principles

Week 12 11/5-9 Edit Exercise due

Week 13 11/12-16 CHAPTER 17: Putting It All Together : Directing

Week 14 11/19

Thanksgiving Break 11/21-25

Week 15 11/26-30 CHAPTER 1: The Production Process
Interview due

Week 16 11/30-12/5 CHAPTER 2: The Production Team : Who Does What ?

Week 17 Reading Day 12/7 12/8-13 Final Exams scheduled by SHSU Registrar

The instructor reserves the right to make adjustments and changes to the syllabus and schedule when they are warranted in the interests of the course objectives and the responses of students.

Your decision to remain in this class is your tacit acceptance of the criteria and guidelines listed in this syllabus.

University Policies:

Americans with Disabilities Act: According to University Policy, requests for accommodations must be initiated by the student. A student seeking accommodations should go to the Counseling Center and Services for Students with Disabilities (SSD) in a timely manner. Every semester that the student requires accommodations, it is the student's responsibility to complete a Classroom Accommodation Request Form at the SSD office and follow the stated procedure in notifying faculty. Accommodations for disabled students are decided based upon documentation and need on a case-by-case basis by the Counseling Center.

Religious Holidays: University policy states that if a student is absent from class for the observance of a religious holy day, the student may take an examination or complete an assignment scheduled for that day within a reasonable time after the absence. Students in this class should follow standard policies for the class regarding notifying the instructor and making arrangements for make-up hours and work.

Q Drops: Students will be allowed no more than five Q-drops during their academic career at Sam Houston State University. Classes that are dropped prior to the Q-drop date will not count toward the limit. Students who have used their limit of five Q-drops will need to petition their respective dean to drop a class. If the dean refuses to grant permission to drop the class, the student will be required to remain in the class. This limit took effect with the start of the fall 2004 semester. Any drops accumulated prior to the fall 2004 semester will not be included in the five Q-drop limit. Neither will Q-drops from other universities. NOTE: A Q-drop is a drop made after the last day for tuition refunds (12th class day for fall/spring; 4th class day for summer) but before the date for which a drop would result in the grade of 'F' as published in the Academic Calendar.

