

MCM 271

Intro to Visual Communication

Mr. Strait

3 hrs. Credit

Spring 2008

CB110

Tu/Th 9:30-10:50

Office: DRB 101

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Office Hours - *see office door*

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 instruction modules. Prereq. MCM 171

Objectives: to learn the basics of various aspects of electronic communication.

Text: *Video production: Disciplines and Techniques*, 9th edition, Gross, Foust & Burrows, *Adobe Premiere Pro Classroom in a Book*

Other Articles: Several handouts will be necessary to supplement the text.

Attendance Policy: Arriving late (after roll) to class and leaving early (before dismissed) shall be counted as an absence. If class is missed due to illness* or other excusable reasons, you are expected to see the instructor immediately upon return to school regarding missed work. Missing class for any reason other than an excused absence on any day that work is required, or an exam is given, will result in the immediate and non-negotiable loss of that grade. If an excused absence results in the missing of work or exam, it is the student's responsibility to make an appointment so a make up quiz may be given or alternate due date assigned. Assignments due when absent, are expected to be given to the instructor before the class period to be missed unless prior arrangements are made with the instructor.

University policy dictates that students are allowed 3 hours of absence without damaging your grade. I allow slightly more. Students will lose 1 letter grade after 5 absences in classes meeting 3 times per week, 4 absences in classes meeting twice a week. Excessive absence will only cost you 1 letter at most unless you miss more than 25% of class meetings, in which case you automatically fail the class. Any student with perfect attendance will receive no lower than a "C", providing they make an effort to do the work and do not cause problems (my call). If you are absent when I take role it is considered the same as an absence. With the exception of catastrophic illness (more than a week of consecutive absence), or sanctioned university activities, all absences count toward your 5 free days. Do not bring notes or excuses. I'm very meticulous about this and I will not argue absences.

I do not put material or notes on Blackboard and do not maintain a webpage. I strongly suggest you come to class and take notes.

Exams

All quizzes, exams and tests will be given only at the scheduled time with no make-up (excepting students absent for sanctioned events such as athletics and religious holidays). Once any testing has begun, students cannot leave the room until they are finished. Anyone entering the room more than 10 minutes after the start of testing, or after any student has completed the testing and left, will not be allowed to begin the testing process.

Tests & Projects: There will be 2 graded video editing projects (requiring other production work) each worth 200 pts. There will be one graded studio project (requiring you to direct, write and produce as well as crew for other projects) worth 200 pts. There will be a midterm and final exam, each worth 200pts. Specifics will follow in a separate handout. Total points for class 1000.

Minimum Points needed for: A – 900, B – 800, C – 700, D – 600

Any and all assignments are due at the beginning of class. After class is LATE. Late work is not accepted. Do not slip papers or projects under my office door or put them in my mailbox. Students must keep track of their own grades. I will not answer questions relating to averages, absences or grades until after they are posted at the end of the semester. Keep track of your own grades, keep quizzes and tests as well as projects and papers if you are worried about grade totals.

All writing projects must be neatly typed or wordprocessed. Handwritten material will not be accepted. Test answers must be neatly printed. I will count it wrong if I can not read it.

Do NOT slide anything under my door, for ANY reason. Do NOT try to email assignments. Both are great ways to lose or corrupt work.

All electronic devices must be turned off or silenced before class begins service (your Bluetooth ear piece included). You are not authorized to leave class to answer calls (unless you are on a transplant list). If you feel you must answer a call during class, take your things and leave class for the day. You will be counted absent. This includes text messaging and checking messages. It also includes use of computers. Notes must be taken by hand and transferred later. Failure to comply with this policy will result in your dismissal from this class. This is a zero tolerance requirement.

Lecture progress: We shall attempt 1 chapter / week, in order, starting in the beginning of the text. Some chapters may require more time. I prefer not to move on until most people understand the material.

Classes may require specific information that will be included in a handout at a later date.

Appropriate Dress: Pants that show underwear, or where underwear should be, are inappropriate. Hoods are not to be worn during class (ever), nor are bulky coats or head coverings. If special attire is required, contact me prior to attendance. Note - Special attire regulations apply to production shoots as well.

Required materials: you will need to purchase several 1 DVD-R (minus), it is suggested you purchase an external HD (50 gigs or less) that does not require any software drivers. *No student will be allowed to store work in progress on the program drive or any other drive of the editing computers in Room DRB104 for extended periods. PA's are instructed to wipe the drives periodically.* Discs (DVD-Rs) handed in must be labeled on top with student's name, date, name of project and class. Use a permanent marker such as a sharpie. Always PRINT.

(Note: The next four sections are covered on the SHSU webpage at: <https://www.shsu.edu/syllabus/> .)

Academic Dishonesty

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 experiences both in and out of the classroom. Any student found guilty of dishonesty in any phase of academic work will be subject to disciplinary action. The University and its official representatives may initiate disciplinary proceedings against a student accused of any form of academic dishonesty including, but not limited to, cheating on an examination or other academic work which is to be submitted, plagiarism, collusion and the abuse of resource materials.

If you're caught cheating on an exam, plagiarizing a research paper, or representing the work of others as your own, you will fail the course. This is non negotiable.

Americans with Disabilities Act

It is the policy of Sam Houston State University that individuals otherwise qualified shall not be excluded, solely by reason of their disability, from participation in any academic program of the university. Further, they shall not be denied the benefits of these programs nor shall they be subjected to discrimination. Students with disabilities that might affect their academic performance are expected to visit with the Office of Services for Students with Disabilities located in the Counseling Center. They should then make arrangements with their individual instructors so that appropriate strategies can be considered and helpful procedures can be developed to ensure that participation and achievement opportunities are not impaired.

SHSU adheres to all applicable federal, state, and local laws, regulations, and guidelines with respect to providing reasonable accommodations for students with disabilities. If a student has a disability that may affect adversely his/her work in this class, then the student is encouraged to register with the SHSU Counseling Center and to talk with the instructor about how best to deal with the situation. All disclosures of disabilities will be kept strictly confidential.

NOTE: no accommodation can be made until the student registers with the Counseling Center.

Religious Holidays

Section 51.911(b) of the Texas Education Code requires that an institution of higher education excuse a student from attending classes or other required activities, including

examinations, for the observance of a religious holy day, including travel for that purpose. A student whose absence is excused under this subsection may not be penalized for that absence and shall be allowed to take an examination or complete an assignment from which the student is excused within a reasonable time after the absence.

"Religious holy day" means a holy day observed by a religion whose places of worship are exempt from property taxation under Section 11.20, Tax Code.

Visitors in the Classroom

Unannounced visitors to class must present a current, official SHSU identification card to be permitted into the classroom. They must not present a disruption to the class by their attendance. If the visitor is not a registered student, it is at the instructor's discretion whether or not the visitor will be allowed to remain in the classroom.

This policy is not intended to discourage the occasional visiting of classes by responsible persons. Obviously, however, the visiting of a particular class should be occasional and not regular, and it should in no way constitute interference with registered members of the class or the educational process.

Instructor Evaluations

Students will be asked to complete a course/instructor evaluation form toward the end of the semester.

Study Tips

Writing Center: The Sam Houston Writing Center, located in Farrington 111, is open M-F from 8am until 7pm, Friday from 8am until 3pm, and Sunday from 2pm until 7pm.

Writing tutors will work with you one-on-one to help you generate, organize, or revise a draft of any assignment in any subject. You can drop by to work with a tutor or call (936) 294-3680 to schedule an appointment.

Classroom Rules of Conduct

The Code of Student Conduct and Discipline is found at the following link:

<https://www.shsu.edu/students/guide/dean/codeofconduct.html>.

Section 5.2.22 defines classroom disturbances.