

**Sam Houston State University**  
**Department of Mass Communication**  
**Course Syllabus**  
**Introduction to Visual Communication (Credit: 3)**

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**Course:** MCM 271  
**Class Meets:** 1:00 - 1:50 PM MWF  
**Class Room:** 319  
**Section:** 03

**Instructor:** Richard O. Kosuowei  
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Alternative Email :

**Office Hours:** MW: 9: 00 – 10: 30AM  
TH: 9:00 – 11:00 AM

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**Texts:** Zettl, Herbert. Video Basics 5th Edition

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### **Course 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 nonlinear editing, and studio production.

### **Purpose**

The course is designed to enable students to acquire basic knowledge in theory and practice in aspects of broadcasting and related fields, particularly in reference to production knowledge, as well as content development and production. In addition, the course prepares students for advanced work in television/video production. The course addresses the following objectives:

1. To provide an overview of the terms, concepts, and skills of content creation through video/film
2. To provide an understanding of the business of content creation and distribution
3. To train students in understanding and developing such roles as producer and to perform elementary production tasks
4. To acquaint students with the techniques used in audio and video production as obtained in the broadcasting industry and related media
5. To enable students to acquire theoretical and practical skills so as to prepare them for scholarship, internship, and job placement.

### **Course Competencies**

At the end of the course, students will have the skills to:

1. Become familiar with basic theory as obtained in television/video production
2. Create and produce basic video/television content
3. Appreciate team work as an integral part of video/television production
4. Be familiar with basic television studio equipment used in television production
5. Learn operational procedures within a television studio setting

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### **Grading**

1. Individual Project #1	100	Points
2. Group Project #1	100	Points
3. Group Project #2	100	Points
4. Project Two	100	Points
5. Quiz One	100	Points
6. Quiz Two	100	Points
7. Quiz Three	100	Points
8. <b>Attendance &amp; Participation</b> (not exceeding three (3) absences)	10	Points

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The letter grade will be awarded according to the following:

90-100	A
80-89	B
70-79	C
60-69	D
59 and below	F

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**Q Drops**

A Q drip is a drip made after the last date for tuition refunds, which is the 12<sup>th</sup> class day for fall/spring semesters (Sept. 9<sup>th</sup> for this semester), and the 4<sup>th</sup> class day for summer semesters, but before the date for which a drop would result in the grade of F as published in the Academic Calendar (Oct. 10<sup>th</sup> for this semester). 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 towards 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 a class, a student will be required to remain in the class. This limit will take effect with the start of the fall 2004 semester. Any drops accumulated prior to the fall 2004 semester will not be included in the Q-drop limit, nor will Q-drops from other universities.

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**Instructor Evaluations**

Students will be asked to complete a course/instructor evaluation form toward the end of the semester. A new faculty evaluation system for SHSU, the IDEA that is somewhat different than the previously used FES forms, will be used starting this semester.

**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.

**Classroom Rules of Conduct**

According to Section 5 of the Student Handbook, students are expected to assist in maintaining a classroom environment that is conducive to learning. Cellular phones and pagers must be turned off before class starts. There will be a 2-point loss from the overall grade each time this happens. Disruptive behaviors in the classroom shall result in a directive to leave class. Repeated disruptive behaviors may also be reported to the Dean of Students for disciplinary action in accordance with university policy.

**Americans With Disabilities Act**

Students with disabilities covered by the Americans with Disabilities Act should go to the counseling Center and Services for Students with Disabilities (SSD) in a timely manner to obtain the documentation required. Students are responsible for initiating the process of documenting the need for an accommodation under the ADA act.

**Religious Observance**

University policy allows for student to observe religious holy days without penalty. If you intend to miss class as a result of the observance of a religious holy day or as a result of the necessary traveling time required for religious observance, such as absence will not be penalized so long as you have notified the instructor in writing of the dates and times of class sessions that are missed. The deadline for notification is the 12<sup>th</sup> class day published in the Academic Calendar. Students absent from class as a

result of religious observance are required to submit any due assignments immediately on their return to the classroom. Makeup tests and quizzes will also be provided on return to the class.

**Visitors in the Classroom**

Unannounced visitors to class must present a current, official SHSU identification card to be permitted in 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.