

MCM271
Intro to Visual Communication
Tu,Th 9:30-10:50
Fall 2007

Instructor: Mr. M.L. Strait
Phone: 294-4731
Classroom CB-319
Office Hrs. –see office bulletin board-
Office: DRB 101
e-mail mls015@shsu.edu (the best way to communicate with me)

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.

Methods: Lecture and application (hands-on assignments)

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.

All students are required to equip themselves with a mode of data storage for the purpose of saving all editing work in progress. Storage may take the form of a large USB drive of no more than 50 gigabytes and no less than 4GB, and/or a re-writable DVD(on Windows machines only). 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. PA's are instructed to wipe the drives daily. The best solution is a large external hard drive with a USB connection as storage solutions become cheaper and cheaper. *Purchase only those drives that do not require software drivers. All your media work can be stored there during your time in the department. This is now the uniform policy of the department for all MCM production courses. Under **NO** circumstances are students allowed to alter cabled connections or program preferences.*

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.

All electronic devices must be turned off or silenced before class begins. 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.

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.

Required materials: you will need to purchase at least 1 DVD-R (plus or minus), as well as an external HD (50 gigs or less) or flash drive for your work [see additional handout]. Discs 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.

Total points for class 1000.

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

If you are late on the day of an exam, you will not be allowed to take the exam if another student has finished the exam and left the room. This is non-negotiable.

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.

Weekly activity schedule (not specifically class activities):

August 20

MONDAY. Daytime on-campus classes begin. **Late Registration**, process class schedule changes. Refer to the **Schedule of Classes** for details and deadlines. Monday Night (MN) classes begin (on-campus and off-campus).

August 21

TUESDAY. Tuesday Night (TuN) classes begin (on-campus and off-campus).

August 22

WEDNESDAY. Wednesday Night (WN) classes begin (on-campus and off-campus).

August 23

THURSDAY. Thursday Night (ThN) classes begin (on-campus and off-campus).

August 24

FRIDAY. Friday Night (FN) classes begin (on-campus and off-campus).

August 27

MONDAY. Last day to **register** and to process schedule changes.

September 3

MONDAY. Labor Day Holiday for students and faculty.

September 5

WEDNESDAY. Twelfth Class Day. Last day to drop without a "Q" and receive 100% refund.

September 14

FRIDAY. Last day for dropping half-semester courses without grade of F.

October 10

WEDNESDAY. Half-semester courses end. Last day to drop Fall Semester courses without grade of F.

November 16

Deadline for submission of theses and dissertations to the appropriate academic dean's office.

November 20

TUESDAY. Thanksgiving holidays for students and faculty begin at 9:00 p.m. Residence halls close at 10:00 p.m.

November 21, 22, 23

WEDNESDAY, THURSDAY, FRIDAY. Thanksgiving holidays for students and faculty.

November 25

SUNDAY. Residence halls open. Time will be posted.

November 26

MONDAY. Classes resume at 8:00 a.m.

December 6

THURSDAY. Last Class Day. Last day to resign.

December 7

FRIDAY. Study Day.

December 8, 9, 10, 11, 12, 13

SATURDAY, SUNDAY, MONDAY, TUESDAY, WEDNESDAY, THURSDAY. Final examinations [includes Monday Night (MN), Tuesday Night (TuN), Wednesday Night (WN) and Thursday Night (ThN) final examinations].

December 14

FRIDAY. Residence halls close at 12:00 Noon.

December 15

SATURDAY. TENTATIVE. Commencement, Bernard G. Johnson Coliseum.

December 17

MONDAY. 9:00 a.m. Deadline for filing grades with the Registrar's Office. Fall Semester ends.

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.

Attendance: The attendance policy shall be in accordance with the policies and procedures of the department and university. Arriving late to class and leaving early shall be counted as an absence. (if you're not in class when I take role, you're absent) I will note people tardy until 15 minutes after the start of class. At the end of the semester, if you do not have excessive tardies, I'll forgive them. Excessive is more than 5 (for this class). I will not argue time variances in the clocks! 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 exam *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.

Student absences on religious Holy Days policy: 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 not be allowed to take an examination or complete an assignment from which the student is excused within a reasonable time after the absence. University policy 861001 provides the procedures to be followed by the student and instructor.

Student Conduct: Student conduct is expected to be in accordance with the Code of Student Conduct and Discipline. In particular, section 5.1 related to academic honesty. The university defines plagiarism according to the subsection 5.32 as “Plagiarism means the appropriation and unacknowledged incorporation of another’s work or idea into one’s own work offered for credit.” Plagiarism of any sort will result in automatic failure of the course. Students are also expected to avoid Collusion defined by subsection 5.33 and any breach of ethical academic boundaries.

Students are also expected to conduct themselves in the classroom in a manner that is respectful to others and the learning environment. Any noise producing distractions (cellular phones, music players, etc.) are required to be turned off or left outside the classroom. Any conduct deemed by the instructor to be disrespectful will result in the student being asked to leave and may result in the loss of grade points. Students asked to leave the classroom will have to meet with the chair of the department to explain their actions prior to being allowed to return to the classroom. The student will also be required to address the classroom regarding their actions.

Students with Disabilities: Students with disabilities are protected from the discrimination under Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990. In accordance with the student guidelines, students that need special consideration should “ Register with Sam Houston State University Services for Student with Disabilities (SSC) (936) 294-3786.” Students should also notify the instructor within one week from the first class day.

If you are having trouble in this course: Please contact me, either by telephone, e-mail or by an office appointment. I’m here to help you and want to see you succeed.

Q-Drop: Students will be allowed no more than 5 Q-drops during their academic career at SHSU. Classes that are dropped prior to the Q-drop date will not count toward the limit. Students who have used their limit of 5 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 of 2004 will not be included in the 5 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 day for summer) but before the date for which a drop would result in the grade of “F” as published in the Academic Calendar.

Situations change and as such information on this document is subject to change. Changes will be announced in class or via e-mail notification.

“Life is frequently unfair, learn to adjust or suffer the same fate as the dinosaur.”