FLORIDA INTERNATIONAL UNIVERSITY
SCHOOL OF COMMUNICATION + JOURNALISM
RTV 3531 - MULTIMEDIA PRODUCTION 1 (Summer "B" 2017)

Tuesday & Thursday, 11:00am-3:00pm (Section B53A)

gatorjbone.wordpress.com/
gatorjbone.com/
https://jsandhousertv3260updates.wordpress.com/

Instructor:	Jay Sandhouse
Office:	ACI 180 (BBC)
	PC 314 (MMC)
Office Hours:	(BBC) Monday-Thursday
	(MMC) By appointment
Phone:	(MMC) 305-348-4540
	(BBC) 305-919-5754
E-mail:	jsandhou@fiu.edu

Required Textbooks/Materials

NO BOOK is required for this class. However, **ALL STUDENTS** are required to have an external hard-drive of at least **500 GB**. This drive will be essential component of your participation in this class, as you will NOT be allowed to save any of your work on the computers in the classroom. Make sure that the drive you buy is compatible for **MAC/PC.** **You are required to have this drive for the <mark>FIRST</mark> day of class for purposes of formatting**.

Other equipment that you will use in this class but do not need to buy (although doing so could make your life a lot easier):
- "Point and click" digital camera that shoots both stills and video (preferably HD video). **YOU CANNOT USE YOUR PHONE!**
- Clip-on and/or handheld microphone with a mini jack

All of this equipment can be checked out through the equipment room, once you have signed a "Release and assumption of risk" form (we will do this in class).

Course Description

RTV 3531: Multimedia Production I is designed to introduce students to the basic elements of multimedia production: audio recording and editing, basic photography, video production and editing. Students will then spend the semester populating these sites with content produced using the various multimedia storytelling techniques that we will be learning throughout the semester.

Learning Outcomes

Students who complete this course are expected to:

- Demonstrate a broad overview of multimedia production in general and its related vocabulary.
- Demonstrate a broad overview of multimedia production techniques and requirements.
- Demonstrate professionally competent knowledge of producing and maintaining a website/blog that contains various multimedia content.
- Demonstrate professionally competent knowledge of digital imaging equipment, including image capture, file format information, and basic Adobe Photoshop image enhancement skills.
- Demonstrate professionally competent knowledge of ENG equipment handling, i.e. video camera operation, lighting, and sound recording.
- Demonstrate professionally competent knowledge of basic postproduction techniques in non-linear editing systems. Based on the techniques that will be taught, students will learn how to create cohesive, seamless content for various multimedia delivery systems, including adherence to streaming media standards.
- Demonstrate professional competent knowledge of new media outlets, including content compression, web streaming, and blogging.
- Demonstrate professional competent knowledge of print layout programs.

Course Requirements

Participation	20%
Quizzes/Practice Projects/In-Class Assignments	10%
News/Feature Story	70%
	100%

Evaluation

Final grades for the course will be based on a points system using the following scale:

(A)	95% – 100%	(B)	83% – 86%	(C)	70% – 76%
(A-)	90% – 94%	(B-)	80% – 82%	(D)	60% – 69%
(B+)	87% – 89%	(C+)	77% – 79%	(F)	59% or less

Judging, like judging multimedia in the industry, is not an exact science. This class is unlike typical general education courses that might use multiple-choice exams to measure your knowledge objectively. Although there is objective scoring in the class, most multimedia assignments get grades that are subjective. That means that you or someone else may have a different opinion of the merit of your projects. But as in the industry itself, the person in charge sets the standard. In this case, it is the instructor. You can rely on your instructor to know what the standards in the industry are, and to apply them here. Please note that subjective does not mean unfair. Within the class, the same standards are applied to everyone. This course is a core requirement for all SJMC students; therefore, you must pass with a grade of "C" or better. Failure to do so will mean that you must retake the course. You must complete all class projects to receive a grade of "C" or better. Equipment returned past the assigned deadline will result in an incomplete for the semester, and you will be penalized by lowering your overall grade by 5%.

The instructor retains the right to modify this course syllabus for any reason throughout the semester provided that:
   a. Fair and adequate notice is given to enrolled students either by email, or online publishing.
   b. Modifications to the syllabus are not arbitrary or capricious.
   c. Students are not unfairly disadvantaged by mid-semester changes to grading standards, attendance standards, or performance measures.

General Class Expectations

I try to maintain a friendly, open environment in my courses, one that encourages discussion, debate and dialogue. I firmly believe that we can all learn from each other, especially through peer critiques of our work. However, I expect everyone to be respectful, both of the instructor and each other, and to keep distractions like social networking, web surfing, or texting, to a minimum. I'm happy to go over difficult concepts as many times as necessary, but NOT if I think that no one is paying attention.

This is a challenging course and we will be covering a lot of material, but the deadlines for your work are REAL. If they are missed, the tardiness will be reflected in your grade for that project, usually dropped at least one letter grade (for example, an "A" will become a "B").

ATTENDANCE: ATTENDANCE IS MANDATORY! ONE (1) unexcused absences will be allowed during the semester. Your grade will be lowered by one-half a letter grade for every unexcused absence beyond two. Excused absences will only be granted for sickness, injury, immediate family emergency (all of which require notification with 24 hours and documentation) and religious holidays. Showing up for class more than 15 minutes late will be considered an absence.

COURSE CONTENT: I expect **ALL** content created for this course, with the exception of archive material or stock footage or photos used with my approval, to be original and created expressly for the purpose of this class, by you.

- **All video must be shot, edited and uploaded at a minimum resolution of 1920 x 1080.**
- **Projects that do not meet the minimum or maximum total running time (trt) will not be accepted.**
- **Projects that contain audio or graphics in a language other than English must first be approved.**
- **All projects must be uploaded to Google Drive.**
- **Projects containing copy written music will not be accepted. All music must be royalty-free.**

Academic Misconduct Statement

Florida International University is a community dedicated to generating and imparting knowledge through excellent teaching and research, the rigorous and respectful exchange of ideas and community service. All students should respect the right of others to have an equitable opportunity to learn and honestly to demonstrate the quality of their learning. Therefore, all students are expected to adhere to a standard of academic conduct, which demonstrates respect for themselves, their fellow students, and the educational mission of the University. All students are deemed by the University to understand that if they are found responsible for academic misconduct, they will be subject to the Academic Misconduct procedures and sanctions, as outlined in the Student Handbook.

Academic Misconduct includes: Cheating – The unauthorized use of books, notes, aids, electronic sources; or assistance from another person with respect to examinations, course assignments, field service reports, class recitations; or the unauthorized possession of examination papers or course materials, whether originally authorized or not. Plagiarism – The use and appropriation of another's work without any indication of the source and the representation of such work as the student's own. Any student, who fails to give credit for ideas, expressions or materials taken from another source, including Internet sources, is responsible for plagiarism.

Tuesday, June 20
- Introduction & syllabus review
- Equipment room procedures
- Format external drives
- Lecture: Shot Composition & Standard Shots

Thursday, June 22
- Quiz on lecture
- Lecture: Video Production
- Demonstration on video camera
- Shot Composition & Standard Shots Assignment (Due Monday, May 15th)

Tuesday, June 27
- Quiz on lecture
- Demonstration: Adobe Premiere Pro
- Group pairing announced
- Shoot Pan & Tilt project (in groups)

Thursday, June 29
- Edit Pan & Tilt project (in groups)
- Pan & Tilt project due
- Edit Miami Pride Parade (in groups)

Tuesday, July 4
- Independence Day (no class)

Thursday, July 6
- Edit Miami Pride Parade (in groups)

Tuesday, July 11
- Miami Pride Parade due
- Written proposal for feature report due
- Class presentation of feature report
- Lecture: Professional Announcing & Vocal Development

Thursday, July 13
- Quiz on lecture
- Demonstration: Photoshop
- In-class Photoshop assignment

Tuesday, July 18
- Work on Feature Report

Thursday, July 20
- Work on Feature Report

<u>Tuesday, July 25</u>
- Work on Feature Report
- **FEATURE REPORT DUE**

<u>Thursday, July 27</u>
- Last official day of class
- Feature Report presentations
- Peer evaluations due (email)
- Chroma Key demonstration

<u>Saturday, July 29</u>
- Revisions for Feature Report due

<u>Monday, July 31</u>
- Equipment must be returned by 12 noon in order to receive a passing grade for the semester