

J463P: Videography for Mass Communications

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Class time:	TTH 11–12:15 p.m.	E-mail:	weintraub@sc.edu
Classroom:	Coliseum 3008	Office hours:	M–TH 1-2 p.m.
Office:	Coliseum 2044		and by appointment

Course Description and Requirements

This course is designed to help students develop the theory, skills, and techniques needed to produce high-quality videos and multimedia for use in a variety of mass-communication applications, including interviews, instructional material, documentaries, event coverage, and persuasive communications.

This is a challenging course that stresses the importance of storytelling through a combination of visual images and audio. You will be evaluated on the basis of three group assignments, an individual final project, and your performance on tests and exercises designed to measure mastery of essential tools and techniques, such as audio recording, video editing, and presentation. You will also be required to demonstrate the ability to analyze and evaluate video and multimedia.

Because the fields of professional videography and multimedia production are highly demanding and competitive, I will be rigorous in critiquing and grading your work. Students are expected to attend each and every class; to do all the required reading; to complete all assignments and other required projects by the due date; and to participate in all discussions and critiques.

You will be using Final Cut Pro to capture and edit your videos. We will spend time together in class learning and working with Final Cut Pro. If you are not already familiar with Final Cut Pro, please consider signing up with lynda.com, an online software tutorial service. Lynda.com charges a small monthly fee and provides 24/7 access to tutorials on a wide range of software, including Final Cut Pro and Adobe Creative Suite.

Equipment and Technology

Students may sign up at room 4013 for temporary use of a video camera, lighting equipment, and audio-recording devices. If you borrow equipment, you will be financially responsible for it in case of loss or damage. To borrow equipment, you will need to sign a form stating that (1) you will be financially responsible for it, and (2) not paying for broken or lost equipment will result in the withholding of your final grade. At the end of the semester, I will check to make sure all equipment is returned before posting grades.

You will need to buy a portable, self-powered FireWire 800 hard-drive with at least 500GB of storage to store and transfer your video files; a USB key is too small and will not work.

You will not be able to do the assignments or complete the course successfully without this important piece of equipment. It will also allow you to store backups of all your documents, photographs, and music.

You will need to have your drive by the second week of class so we can make sure it is formatted properly.

LaCie and Iomega are both good choices for external drives; they are available from B&H Photo and other vendors:

[LaCie portable hard drive](#)

[Iomega drive; FireWire 800/USB 2.0](#)

[Iomega drive; FireWire 800/400/USB 2.0](#)

Name all your removable drives with your name. It is your responsibility to backup all your files: *my advice is to delete nothing and make multiple backups of everything!*

You must have a working Internet connection and e-mail that you check every day. It is your responsibility to keep your university e-mail address up to date. You are also required regularly to check Blackboard under Course Documents, Assignments, and External Links to make sure you have all the latest course information.

Please note that I am unable to reply to all student e-mails in a timely fashion, and I will not reply to e-mails from students with questions that can be answered by referring to the course material posted on Blackboard or from your class notes. Your communication with me should be primarily in class and during office hours.

Upon written verification, I will make every effort to accommodate students with disabilities.

Prerequisites

None.

Learning Outcomes

In order to succeed in this course, the student must meet the following learning outcomes, as determined by the results of shooting assignments and other projects, written tests, participation in critiques, contributions to class discussions, and overall mastery of the course material:

- Think critically, creatively, and independently.
- Evaluate your own work and the work of others for accuracy, fairness, clarity, style, and correctness.
- Demonstrate the ability to apply tools and technologies appropriate for the production, editing, and presentation of visual, aural, textual, or other media content.
- Create high-quality videos and multimedia projects that demonstrate technical and artistic mastery of the medium.

- Control all aspects of videography, including image capture, lighting, composition, subject matter, and presentation.
- Capture, edit, and integrate audio into video and multimedia productions.
- Demonstrate proficiency in the use of the storytelling power of videos and multimedia.
- Understand the various ways visual-communication professionals analyze and evaluate videos and multimedia.

Required Textbook

DV Filmmaking, by Ian David Aronson (O'Reilly). This book has a CD with Final Cut Pro examples and exercises. You will need the book to learn the video and audio equipment, take the written tests, and complete the assignments.

Assignments and Tests

All assignments are posted on Blackboard under Assignments. It is your responsibility to print, read, and understand them. Students will work in groups to plan, shoot, and edit the first three assignments. The final project is a solo effort, which each student will complete individually.

We will go over each assignment prior to the due date. If you are unsure of what is required, check Blackboard under Assignments. If you do not understand an assignment or what is required, please ask me during class. I have created help sheets for the first two assignments; these are posted on Blackboard under Assignments.

The three group assignments, the final project, and their associated critiques represent a major part of the instructional material of this course. Therefore, it is important that you complete each assignment and turn it in on time.

I expect you to create new, original work for each assignment. Turning in videos or multimedia productions created for any other purpose, such as another class, is not acceptable and will be graded zero.

I do not accept late work and there is no opportunity to make up work not turned in by the due date.

There are three tests on the schedule. These will combine material from our classroom discussions, Final Cut Pro skills, and the chapters listed in the syllabus from the required textbook.

Academic Integrity

The School of Journalism and Mass Communications has zero tolerance for any violation of academic integrity. Plagiarism means using someone else's written work without attribution, such as copying material from a textbook or the Web and not using quotation marks and a source citation. Whether done on purpose or by mistake, plagiarism is a serious violation of The Carolina Creed.

It is unacceptable to copy, duplicate, or otherwise reproduce someone else's work, whether it is the work of a fellow student or any other person: this is a violation of The Carolina Creed and also of federal copyright law. It is also unacceptable to allow your work to be copied or duplicated by a fellow student. You must do your own work in completing any tests and assignments; this is the only way I can grade your work fairly and accurately.

Any students who turn in work that is not their own—including elements or parts of any assignment or test—will receive a zero for that assignment or test. Those students will also be reported to the Office of Academic Integrity, which may make a permanent record of the incident in the students' files. Other penalties, including an F grade for the course, are also possible.

Attendance Policy

This course meets twice a week. It is important that you attend every class, arriving on time and staying for the entire class. I take attendance at the start of each class and will mark you absent if you are not in class. Coming to class excessively late or leaving early also constitutes an absence. More than three absences will lower your final grade; excessive absences will result in a failing grade.

If you know in advance that you will miss a class because of illness, family emergency, or other unavoidable situation, please notify me as soon as possible; however, you are still responsible for all the material covered in class. I suggest sharing phone numbers and e-mail addresses with some of your fellow students, so you can keep up with the class if you are absent. Please do not ask me to fill you in—this is *your* responsibility.

Grading Policy

Your video assignments will be graded on a 10-point scale with half-point steps. Thus a 10 represents flawless work, a 9.5 is excellent, a 9 is very good, an 8.5 is good, etc. Please refer to the grading matrixes, posted under Assignments on Blackboard, for the specific categories by which your video assignments will be graded.

Keeping track of grades is your responsibility. Please do not ask me to compute or project your final grade. Your final grade will be posted on VIP at the end of the final-exam period.

Note: I am unable to discuss grades or other personal academic matters via email; this is what office hours are for, so please come see me in person.

Your final grade is determined as follows:

- Three videography assignments: each worth 15 percent of your final grade.
- Three tests: each worth 10 percent of your final grade.
- Final videography project: worth 25 percent of your final grade.

Grade Scale

Letter Grade	Point Range	Standards
A	92 to 100	Excellent undergraduate work
B+	87 to 91	Exceeds standards for undergraduate work
B	82 to 86	Exceeds standards for undergraduate work
C+	77 to 81	Slightly above average undergraduate work
C	72 to 76	Average undergraduate work
D+	67 to 71	Unsatisfactory undergraduate work
D	62 to 66	Unsatisfactory undergraduate work
F	61 or below	Fails to meet undergraduate work standards

Schedule and Due Dates

Date	Class	Subject	Reading	Assignments
1/10	1	Course introduction		
1/12	2	Using the video camera and tripod Explain Assignment 1	Chapters 1 & 2	
1/17	3	Storytelling with video Explain Assignment 2 & Final Project	Chapters 3 & 4	
1/19	4	Concept development Scripts, shot lists, and story boards Guest speaker	"Seven Storytelling Basics" on Blackboard	
1/24	5	Final Cut Pro Work on Assignment 1 in class	Chapter 9	Assignment 1 due
1/26	6	Critique Assignment 1		Assignment 2 ideas due
1/31	7	Critique Assignment 1		
2/2	8	Brainstorming final project ideas Review for Test 1		
2/7	9	Test 1		
2/9	10	Working with audio Microphone demo Explain Assignment 3	Chapters 7 & 8	Final Project ideas due
2/14	11	Recording voice, music, natural sound, and voiceovers	Chapters 17 & 18	
2/16	12	Importance of lighting Lighting demo		
2/21	13	Working with audio in Final Cut Pro		
2/23	14	Work on Assignment 2 in class		Assignment 2 due

Date	Class	Subject	Reading	Assignments
2/28	15	Work on Assignment 2 in class		Assignment 3 ideas due
3/1	16	Critique Assignment 2		
3/3– 3/11		Spring break, no classes		
3/13	17	Critique Assignment 2 Test 2 handed out		Final Project treatment due
3/15	18	Watching videos to help with your final project		
3/20	19	Guest speaker		Test 2 due
3/22	20	Adding and working with still photographs in Final Cut Pro	Chapters 11 & 13	
3/27	21	Editing practice: Titles, transitions, and special effects	Chapters 14 & 15	
3/29	22	Work on Assignment 3 in class		Assignment 3 due
4/3	23	Critique Assignment 3		
4/5	24	Critique Assignment 3		Download files for Test 3
4/10	25	Copyright & legal issues	Appendix A	Download files for Test 3
4/12	26	Test 3: Final Cut skills		
4/17	27	Work on Final Project in class		
4/19	28	Work on Final Project in class		
4/28		Final Project presentations 9 a.m. to noon, CEO room*		Final Project due

***This is not our usual meeting time or room, so make sure you adjust your schedule!**