

MCOM 2381 Visual Communication for Media
MWF 8-8:50 am DRB:305

Instructor: Judson Touby
email: jxt039@shsu.edu
Phone number: 323-603-9228 (cell)

Office: DRB 128
Office Hours: MW 9-11 or by appointment

COURSE DESCRIPTION:

MCOM 2381 - Visual Communication for Media

This course is designed to provide skills needed for visual production, developing skills in graphic design for visual imaging, creative visualization, video editing, lighting and studio production and directing. Students may not receive credit for both MCOM 2381 and MCOM 2371. Credit 3. Prerequisite: Public Relations/Advertising majors only. Please note that 2381 is not intended for multi-platform or film majors.

COURSE OBJECTIVES:

By the end of this course you will:

Understand and utilize the basic concepts and techniques of shooting video in the field and in a studio setting needed by a professional working in the field.

Understand and utilize the basic concepts and techniques of uploading broadcast materials to the web for exhibition.

Upload all assignments to a web-based site.

IDEA OBJECTIVES:

Gaining factual knowledge (terminology, classifications, methods, trends)

Developing specific skills, competencies, and points of view needed by professionals in the field most closely related to this course.

Developing creative capacities (writing, producing, video editing, product branding, etc.).

REQUIRED MATERIAL:

You will need (1) 16GB SDHC card class 6 or higher. **NO MICRO SD CARDS PERMITTED. IF YOU ARE CAUGHT USING A MICROSD CARD IN SCHOOL EQUIPMENT YOU WILL BE BANNED FROM USING UNIVERSITY EQUIPMENT.**

Headphones/Earbuds



ATTENDANCE:

SHSU Student Handbook of University Policies states that regular and punctual class attendance is expected of each student at Sam Houston State University and that it is expected that each faculty member will keep a record of student attendance. A student will not be penalized for 3 absences or 6 tardies (defined as entering class after roll has been taken) when examinations or other assigned work has not been missed.

THE DEPARTMENT OF MASS COMMUNICATION HAS ADOPTED THE POLICY THAT EVERY ABSENCE OR 2 TARDIES OVER THE ALLOTTED 3-HOURS WILL RESULT IN THE LOSS OF ONE LETTER GRADE. FOR EXAMPLE, IF YOUR CLASS GRADE IS A B AND YOU HAVE 5 ABSENCES YOUR FINAL COURSE GRADE WILL BE A D.

ASSIGNMENTS AND GRADING:

Assignments must be submitted by saving them in your folder on the masscomm network. SMB://files/masscomm. Late work is accepted with a 50% penalty. Video projects will be evaluated based on creativity and execution.

There will be other requirements based on the project at hand. Each project is designed to get the student accustomed to using video cameras along with Adobe Premiere video editing software. At no point should the student risk bodily harm to complete a project. No shooting video while driving a car, no jumping off a balcony, nothing dangerous.

ACADEMIC HONESTY:

All students are expected to engage in all academic pursuits in a manner that is above reproach. Students are expected to maintain 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 ENVIRONMENT:

Active and constructive participation in class discussions is required. However, both listening and speaking are involved in successful participation, and this requires sensitivity to the ideas and methods of participation of others in the class.

This is a workshop environment, and all ideas, thoughts and critiques are welcomed. You are beginning, and a workshop environment will allow and encourage you to take risks, to try out new ideas.

PROPER CLASSROOM DEMEANOR/ RULES OF CONDUCT:

Students will refrain from behavior in the classroom that disrupts the learning process and, thus, impedes the mission of the university. Please turn off or mute your cellular phone and/or pager before class begins. Students are prohibited from eating in class, using tobacco products, making offensive remarks, reading newspapers, sleeping, talking with each other at inappropriate times, wearing inappropriate clothing, or engaging in any other form of distraction. Inappropriate behavior in the classroom shall result in, minimally, a directive to leave class or being reported to the Dean of Students for disciplinary action in accordance with University policy.

STUDENTS WITH DISABILITIES POLICY:

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 should register with the Office of Services for Students with Disabilities located in the Lee Drain Annex (telephone 936-294-3512, TDD 936-294-3786, and e-mail disability@shsu.edu). 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 you have a disability that may affect adversely your work in this class, then I encourage you to register with

the SHSU Services for Students with Disabilities and to talk with me about how I can best help you. All disclosures of disabilities will be kept strictly confidential. NOTE: No accommodation can be made until you register with the Services for Students with Disabilities. For a complete listing of the university policy, see:

<http://www.shsu.edu/dept/academic->

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 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. A student desiring to absent himself/herself from a scheduled class in order to observe (a) religious holy day(s) shall present to each instructor involved a written statement concerning the religious holy day(s). This request must be made two weeks in advance of when the absence(s) will occur. The instructor will complete a form notifying the student of a reasonable timeframe in which the missed assignments and/or examination are to be completed.

SHSU REQUIRED POLICIES: Please visit <http://www.shsu.edu/syllabus/>

ASSIGNMENTS AND GRADING:

Group Event Promotion Project	200 points
Group Event Promo Project 2	200 points
Music Video/Camera Shots:	200 points
Political Campaign	100 points
PSA 30/15/10	100 points
Commercial 30/15/10	100 points
Exam	100 points

A	900 – 1000
B	800 – 899
C	700 – 799
D	600 – 699
F	599 and below