

**Sam Houston State University**  
**Department of Mass Communication**  
**MCOM 4373: Advanced Production (3 credits)**  
Monday & Wednesday, 3:30-4:50pm  
CB 301  
**Fall 2017**

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Instructor: Dayna Galganski  
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Office Hours: Monday-Thursday 1:00-2:00pm or by appointment

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## **COURSE OVERVIEW**

This course is designed as an upper level capstone class to produce film and tv productions in the studio or field. In addition, this class will serve as a means to expand your portfolio. This class requires a significant commitment to meet the production requirements. All content created during this course should be professional quality and ready to be used in your portfolio. Students will apply and refine previously learned pre-production, production, and post-production techniques to complete video projects throughout the semester. Students are also expected to spend a considerable amount of time outside of the normally scheduled class times working on projects.

We will start the semester meeting at normal times. Once we begin working on projects, we *may* begin to only meet on Mondays. However, I will keep you up to date on when we are meeting. Any class time not spent in the classroom should be spent working on your projects.

### **Course Objectives and/or Goals**

- Critically understand the theory and current practices of digital production
- Have at least one original production that can added to your portfolio
- Demonstrate expertise in the areas of pre-production, production, and post-production
- Produce video projects using original content

### **Required Materials**

- Headphones: Headphones are required when editing in labs and bays. Over the ear headphones are preferred but ear buds or on ear headphones will suffice.
- 2 SDHC Cards: You will need two class 10 SHDC cards of at least 16gb each. Lower classes may not function properly with some of the checkout equipment.

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## **ACADEMIC REQUIREMENTS AND GRADING**

### **Quizzes**

There will be two quizzes during the semester which are worth a total of 100 points (50 each). They will be unannounced, so stay familiar with the material. Handouts, readings, and in class discussions will all be fair game to be on quizzes.

### **Assignments**

There will be three projects throughout this course. Below are brief descriptions, but additional handouts will be given with more details and instruction. If any of your work in these projects includes on camera or on mic recordings of experts or first hand accounts, those people must sign release forms that allow the use of their likeness and voice without any considerations. All other written components should be typed and printed.

First:

This project will be done individually. You will produce a 30 second PSA or promo. You must also produce a script and a shot sheet, operate camera for all shots, record audio for voice over or narration, produce graphics, edit all components together and keep finished product at 29 seconds. The subject matter should not be time sensitive, so it can run on Cable 7 throughout the semester. However, you must still get your topic approved by me before beginning. I won't allow more than two of the same topic.

Second:

We will build on the approach developed in the first project. Using all the same individual parts (script, shot sheet, graphics, editing) you will work as a small (3 people) group to complete a 10 minute (optimum time is 9:30 to 9:50) segment. One person will act as producer, one will be the primary videographer, and the other will edit. When due, all materials must be submitted as a package, including individual evaluations.

Third:

The third and final project will be a complete 30 minute show. Although grades and evaluations will be individual, this will be a group project. Work will be divided among the members. A specific description sheet will be included for the project. Again, there will be 3 distinct segments (pre-production, production and post-production). The producer will assume responsibility for scripting, shot sheets, scheduling, any organizing and time schedules as well as overall responsibility for completion of project. Other members will provide audio and video production work as well as taking that material to the editor for post-production. The final export of the project will include all credits and hard copies of pre-production work. You will have individual evaluations as well. They must be explicit and complete, not just a simple note with the person's name and generic job title. We will discuss a topic for this.

When being evaluated, I will use a rubric that will become stricter as the semester goes on. So I expect your work to progress as the semester goes on.

Sports Productions:

There *may* be opportunities for individual students to sign up to produce live sports broadcasts throughout the semester. These events will be shot live to tape for Cable 7 and other local news outlets, or live to a streaming service or ESPN3. These broadcasts may be SHSU athletic events, rec sports, intramural sports, or high school athletic events. At a sports shoot, you may be responsible for any of the following: CG/DDR operator, camera operator, directing, technical director, audio, announcing, shooting b-roll, etc. If you want to do a sports shoot, you may substitute the sports shoot for the project that we are currently working on in class. However, you will be graded using the same style of rubric and same level of scrutiny that I would for the regular project. There is no limit to how many sports productions you can take part in. So if you want this to be a sports production class for you, it can be (pending availability of sports broadcasts). Although again, you will be graded with the same scrutiny. We will discuss details of this in class. Anyone interested will be given a handout with more details. This opportunity is contingent on availability and athletic event schedules.

**Point system**

<b>Points earned</b>	1000-900	899-800	799-700	699-600	599-0
<b>Letter Grade</b>	A	B	C	D	F

## Grading

Assignment	Due date	Points
30 second PSA	Sept. 27	150
10 minute segment	Oct. 25	300
30 minute show	Nov. 29	450
Quizzes	TBD	100
Sports productions	TBD	TBD
Total		1000

### Late Work

There is no tolerance for late work, and make up work will not be accepted. If I do not have the project and all of its components by the end of class on the due date, you will receive a zero. There is plenty of time to complete each project so unless you procrastinate, there is no reason for late work. If you have an approved excused absence, see me.

### Exam Policy

This class will not have a written final. However, the 30 minute show (or sports production) will act as your final and is due on the final day of class. We will meet on the official exam day and time to give back grades for the last project and finish up. As with the other projects, late work will not be accepted, AT ALL.

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## STUDENT EXPECTATIONS

### Attendance Policy

The Student Handbook provides 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. Absences, tardiness, or leaving early will adversely affect the student's grade. **Students will be allowed 3 class hours (2 days) of absences without penalty. ANY additional absence over 3 hours (2 days) will result in final grade reductions of 100 pts per absence from the final course grade. Attendance will be taken at the beginning of EVERY class.**

### STUDENT ABSENCES ON RELIGIOUS HOLY DAYS:

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.

### Expectations Regarding Course Behavior

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 cell phones 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. *Additionally, we will observe the FCC prohibition on the use of obscene and profane language. If you do not know the seven “forbidden” words, learn them. Also, if we are ever in the studio, you must wear closed toe shoes – this is a safety requirement.*

### **Academic Integrity**

The University expects all students to engage in 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. Furthermore, 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. Students found guilty of dishonest behavior in this class will be asked to leave the class and will be given the grade of F for the entire class.

*There is zero tolerance for academic dishonesty. Any form of it will result in you failing the class.*

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## **SUPPORT SERVICES**

### **Americans with Disabilities Act**

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 your work in this class, then I encourage you to register with the SHSU Counseling Center 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 Counseling Center.

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### **Inclusive Learning Environment**

As we share our personal beliefs and stories inside or outside of the classroom, it is always with the understanding that we value and respect diversity of background, experience, and opinion, where every individual feels valued. We believe in, and promote, openness and tolerance of differences in ethnicity and culture, and we respect differing personal, spiritual, religious and political values. We further believe that celebrating such diversity enriches the quality of the educational experiences we provide our students and enhances our own personal and professional relationships. We embrace Sam Houston State University’s Non-Discrimination Policy, which reads, “Sam Houston State University, in accordance with applicable federal and state law (including Title VII) and institutional values, prohibits discrimination or harassment on the basis of race, creed, ancestry, marital status, citizenship, color, national origin, sex, religion, age, disability, veteran’s status, sexual orientation, or gender identity.”

*\*\*This syllabus is subject to change. Students will be informed immediately by email of any changes.\*\**