

**Sam Houston State University**  
**Department of Mass Communication**  
**MCOM 2371: TV & Film Production (3 credits)**  
**Spring 2018**

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Course: MCOM 2371  
 Meeting Times: 2:00-3:20pm, Tuesdays & Thursdays  
 Classroom: CB 305  
 Section: 03

Instructor: Dayna Galganski  
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 Email Address: dmng018@shsu.edu  
 Office Hours: Tues & Thurs 1:00-2:00pm  
 or by appointment

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## **COURSE OVERVIEW**

This course introduces students to the basics of visual image production, focusing on creative visualization, video editing, lighting, on-camera performance, and studio producing/directing. Students are expected to produce original content for broadcast on Cable Channel 7. This course will also provide the foundational competencies in video production necessary to be successful in both the field and studio. Students will be exposed to experiences that will broaden their skills in basic television, media production, and short form story telling. At the completion of the course students will be required to pass a production competency exam, which will consist of two parts – written and hands on. Students unable to pass the hands on portion will be prevented from taking advanced production courses until basic production skills are mastered. Prerequisites: MCOM1332 and MCOM1371.

### **Course Objectives**

- Understand and utilize basic concepts and techniques of shooting video in the field and in a studio setting needed by a professional working in the field
- Understand the importance of teamwork and personal responsibilities
- Conceptualize, develop, and use pre-production materials: scripts, shot sheets, etc.
- Write, shoot, and edit a public service announcement
- Write, record, edit, and produce a news story
- Write, record/shoot, edit and produce a studio production

### **Required Textbook**

Video Basics 7<sup>th</sup> Edition (8<sup>th</sup> edition is available but optional – you will only need the 7<sup>th</sup> edition)  
 Herbert Zettl  
 Wadsworth/Cengage Publishing  
 ISBN-13: 978-1-111-3446-7  
 ISBN-10: 1-111-3446-9

### **Required Materials**

- Headphones: Headphones are required and not provided 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. No micro SD cards.

- *Suggested:* It is a good idea to have an external hard drive that you can back up all of your work on and have with you at all times. I would suggest at least 500gb, but 1 or 2tb will probably be a better bang for your buck. Having an external hard drive is NOT a requirement, but rather a suggestion and a good habit to get into.

It is also a good idea to invest in an aux extension cable. The microphones in the cell phone kits have a roughly 3 foot cable. If you do not have an extender, it can make mic'ing people up for interviews a bit tricky. You can get extension cables at any electronics store for a couple bucks.

If you don't already have one, I would also consider buying a USB cable for your phone so you can import files from your phone onto the computers in the lab for editing. If you have a cable that goes into a wall block, you can use that same cable and won't need to buy a new one. These are also very cheap and can be purchased almost anywhere.

## ACADEMIC REQUIREMENTS AND GRADING

### Assignments

You will be given handouts that detail each assignment, its requirements, and the grading breakdown and due dates for each component of the assignment. You will have separate due dates for smaller components of each project (example: scripts, shot sheets, etc). Here is a list and brief explanation of those assignments.

- *Quizzes:* There will be quizzes throughout the semester that will be based on lectures and readings. There will be no more than 5 during the semester. Some will be scheduled but a few may be given as "pop" quizzes. All material covered up to that point will be fair game for quizzes.
- *Critiques:* You will be given at home critiques to develop your eye for good and not so good production values. It will likely be you watching a TV show, interview, sporting event, movie clip, etc. with an eye on certain components, i.e.: lighting, audio, graphics/CG, edits, etc. These will correlate with the topics we will be discussing in class and will help raise your awareness of good and not so good productions. These will be assigned throughout the semester but no more than 5 total.
- *Introduction Silent Video:* This will be a silent video that will be completed without using any type of editing software. This means you will have to develop and use pre-production materials, and shoot everything sequentially. I will give a separate sheet that details exact parameters. The objective in this project is to learn the importance of pre-production, different types of framing, how using only images can advance your story line, and also to tell me something about yourself.
- *Public Service Announcement:* This will be a 30 second PSA. I will have a signup sheet for PSA topics. You also have the option of choosing a topic that is not listed – just run it by me first. These will also run on Cable 7 if you meet the quality criteria. So do a good job!
- *News Package:* This will be a 1-2 minute news package. We will talk about what these are in detail in class. The production will be different for news packages than for the PSA. I will have a list of topics that can be covered and a signup sheet. You will be able to choose on a first come first served basis. If you have your own ideas, please feel free to talk to me about using that as a topic instead. You will work in pairs for this assignment. These will also run on Cable 7 if you meet the quality criteria.
- *Studio Production:* This will be a 5 minute segment of a TV show. The class will be split into two groups (depending on how many people are in the class). Each group will pick what kind of TV show they would like to encapsulate, keeping in mind that it must be done in the studio. You will be graded for the overall quality of the production, and each student will be evaluated individually based off my observation, peer evaluations, and your individual role in the production.

If at the end of the semester the total points allowed is less than 1000 (i.e.: had less than 5 quizzes and/or critiques), the additional points needed will be added to the overall worth of the written final exam.

Extra credit opportunities may be available throughout the semester. However, it will not be scheduled or built in to the class structure. Therefore, extra credit may be available if and when unique circumstances present themselves.

### Point system

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

### Grading

Requirement	Due Date	Points
Quizzes (no more than 5)	various	10 each (50 total)
Critiques (5 total)	various	10 each (50 total)
Introduction Silent Video	February 1	50
PSA	February 22	50
News Package	March 29	100
Studio Production	April 26	200
Written Final Exam	May 3	250
Practical Final Exam	Scheduled Final Exam Period	250
Extra Credit	TBD	TBD
<b>Total</b>		<b>1000</b>

### Late Work

There is no tolerance for late work, and make up work will not be accepted. If you do not turn in the materials by each due date, you will receive a zero. Malfunctioning equipment, PA closet being closed, computers breaking, dog eating homework, etc. are not valid excuses. I'm not interested in your reason for turning work in late. I am interested in seeing your work submitted by the deadline. This is your first and last warning.

### Exam Policy

This class will have a written and practical final exam. The written final will be given on the last day of regular classes. The practical exam will be given during the scheduled exam date. However, we will still meet on our

official exam date to give back materials/grades and finish up. We will discuss this more in detail when it gets closer.

## 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. Arriving late is the same as an absence in this 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. In this class, submitting video, audio, or graphics that were not produced/created by you, it is also considered plagiarism. Similarly, submitting projects that you did not edit or produce, will also be considered plagiarism.*

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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 throughout the semester as necessary. Students will be informed via email or in class of any changes.\*\**