

# Sam Houston State University / Department of Mass Communication

MCOM 2271: TV and Film Production /Section 04/ 3 Hours Course Credit  
Fall 2017 / Meeting days and times: MWF 2-2:50 MWF  
Dan Rather Communications Building Room 305

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Office Hours MW 3-4 or by appointment

## **Course Description**

This course will provide the foundation competencies in video production necessary to be successful in both the field and studio. Students will develop basic in television, media production and short form story telling. Students will have the opportunity to work solo and in groups producing video projects. Examples include 1) Public Service Announcements 2) News Packages 3) Commercials and 4) Short form media (short film.)

At the completion of the course students will be required to pass a production competency exam. This will consist of two parts – written and hands-on production.

## **Course Objective**

This course introduces students to the basics of visual image production, focusing on graphic design, 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. After taking MCOM 2371, MCOM students should be able to:

- 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 the importance of teamwork and personal responsibilities.
- Understand and utilize the basic concepts and techniques of uploading broadcast materials to the web for cu ration.
- Write, shoot, edit and produce a: 30-:60 Video PSA, Commercial, Promo
- Write, record, edit and produce a 2:00 news story – feature or hard

- Write, record/shoot, edit and produce short form media such as a film or TV episode
- Upload all assignments to a web-based site

## **Textbook and other required materials**

- 1) Video Basics 7<sup>th</sup> edition (There is an 8<sup>th</sup> edition but it will cost more than 7<sup>th</sup>)  
Hebert Zettl  
Wadsworth / Cengage Publishing  
ISBN – 0495898848
- 2) You will need two SDHC memory cards with at least 16 GB of memory. The cards need to be class 10 or greater. Lower rated cards may not function properly in the equipment. No micro SD cards. Repeat- NO MICRO SD CARDS!
- 3) Headphones are required when editing in the computer lab.

## **Course Requirements**

### **Exams**- Final **200 points**

The final exam will be multiple choice.

**Assignments**- You will be assigned various video projects throughout the semester (PSA, News Story, Short film, studio production, music video, audio project, etc.) It is imperative that the student follow directions and turn them in on time. **500 points**

**Portfolio** – Students need to upload their video projects to YouTube or Vimeo. Both services offer free accounts. You will be able to show off your work with friends and maybe even a future employer. **100 points**

Students will create a webpage to showcase their work. Wordpress and Wix offer free website building tools that you can use to keep your projects accessible online. **100 points**

**Adobe Premiere Quiz** – Entry level skills involving the non linear software will be tested.

An A grade is 900- 1000, B is 800- 899, C is 700-799, D is 600-699, and an F is everything below 600.

Late work is not accepted. If the project is not in complete form at the beginning of class on assigned date then it is late. Additional grade deductions include:

- 1) Jump cuts and black holes- 25 points per instance
- 2) 180 degree rule infractions- 25 points per instance
- 3) Loose or clipped audio- 10 points per instance
- 4) Over or under modulated audio- 10 points per project
- 5) Wrong file type (as specified per project) 5 points per project
- 6) Improper aspect ratio- 25 points per project

There will be other requirements based on the project at hand. Project requirements will be posted on Blackboard in Announcements. 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!

## **Attendance Policy**

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 two 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.**

NOTE: No accommodation can be made until you register with the Counseling Center.

- **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.

## **Academic Honesty**

The University Faculty Handbook states that the University expects all students to engage in all 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 that is to be submitted, plagiarism, collusion and the abuse of resource materials.

## **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."

**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.