COMM 5390.001 TOPICS
INTRODUCTION TO DIGITAL MEDIA PRODUCTION
Summer 1, 2019

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CLASS MEETS TR 6-945

Course Description: This course familiarizes students with the basic tools and concepts necessary to produce content for new media environments, such as image editing, video editing, digital sound production and podcasting, and web design. Students explore the aesthetic, ethical, and design issues in these media as well as acquire a basic technical education in the tools used to create digital media.

Course Goals/Student Learning Objectives:
After taking the course, students should have:
• Practical skills to capture, edit, and distribute still images, video, and audio
• Critical skills for designing and structuring media content

Required Course Readings:
Available via Blackboard or web.

Course Assignments/Evaluation:
Blog
Using Blogger, build a blog to showcase your work in the class. (5%)

Visual Analysis
Using YouTube, Grab, Preview, and Blogger, create a visual analysis of a TV commercial. (5%)

Camera and Framing Assignment
Shoot digital photographs that introduce us to your partner. Images should include a variety of compositions and focal lengths. (10%)

Poster Assignment
Using Photoshop, create a poster promoting a TV show or documentary about your life. You must use at least one of the portrait images of yourself shot by your partner. (20%)

Audio Podcast – Create a 2–3-minute audio story. (20%)

Video – Produce a 3–5 minute documentary, narrative, or experimental video that combines images and sound. (30%)

Attendance and Participation is required. Active participation in activities and contribution to discussion is necessary, and worth 10% of your grade. Attend everyday and actively participate and you will get an A. Attend everyday and don't talk, you’ll get a B. There are only 10 classes. If you miss one, it's like missing a week and a half of
regular classes. One unexcused absence and I take 15 points off your final average, two
30, three and you fail the class.

Grade Scale: A = 100-90, B = 89-80, C = 79-70, D = 69-60, F = 59 and under.

E-Communication Policy:
• I will respond to email within 24 hours, except for Friday at 3 pm until Monday at 9
  am.
• I will be happy to talk on the phone, instant message, Facetime etc with you during my
  office hours.
• I am also happy to meet with you in person during office hours or some other time
  arranged in advance!

Students are expected to:
1. Silence and put away cell phones. Texting (including the reading of texts!) is not
   allowed in class. Your social life will survive until the break, I promise.
2. Come to class on-time. Do not get up and leave early.
3. Participate in class discussions. In addition to the enlightening lectures, our goal
   during each class will be to have a lively, informed discussion. You will not get an “A” if
   you do not regularly contribute to class discussion in a productive manner.
4. Be responsible for any information and materials missed when absent.
5. Complete readings and assignments as assigned. All assignments must be handed in
   on time; exceptions will be made only for extraordinary cases and official documentation
   is needed.
6. Proofread all work before turning it in. Really.
7. Seek help with writing if necessary. The Writing Center of TAMU-CC, located in
   GSSC 112, provides free help for students at any stage in the writing process. More
   information is available at the Center for Academic Student Achievement website,
   casa.tamucc.edu.
8. Properly cite sources. Plagiarism will not be tolerated in any form and will result in an
   automatic zero for the assignment and further disciplinary action.
9. Respect the privacy and opinions of fellow students. I expect students to participate
   in discussion, and I expect students to respect each other’s (hopefully well-informed)
   opinions. Grades and course performance are considered private information. Students
   are not to openly discuss their grades (good or bad) inside my classroom.
10. Meet with the instructor during office hours. I will not discuss individual student
    grades in the classroom. I will, however, be happy to discuss grades on papers, exams,
    course performance, etc. during office hours. I also do not allow the following topics to
    be openly discussed in the classroom: student opinions about other faculty, student
    opinions about other students, student grades in other classes.

Academic Integrity/Plagiarism: University students are expected to conduct themselves in
accordance with the highest standards of academic honesty. Academic misconduct for which a
student is subject to penalty includes all forms of cheating, such as illicit possession of
examinations or examination materials, falsification, forgery, complicity or plagiarism.
(Plagiarism is the presentation of the work of another as one’s own work.) In this class,
aademic misconduct or complicity in an act of academic misconduct on an assignment or test
will result in an automatic zero on the assignment and further disciplinary action.
**Disabilities Accommodations**
The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please call or visit Disability Services at (361) 825-5816 in Corpus Christi Hall 116.

If you are a returning veteran and are experiencing cognitive and/or physical access issues in the classroom or on campus, please contact the Disability Services office for assistance at (361) 825-5816.

**Academic Advising**
The College of Liberal Arts requires that students meet with an Academic Advisor as soon as they are ready to declare a major. Degree plans are prepared in the CLA Academic Advising Center. The University uses an online Degree Audit system. Any amendment must be approved by the Department Chair and the Office of the Dean. All courses and requirements specified in the final degree plan audit must be completed before a degree will be granted. The CLA Academic Advising Office is located in Driftwood #203. For more information please call 361-825-3466.

**Dropping a Class**
I hope that you never find it necessary to drop this or any other class. However, events can sometimes occur that make dropping a course necessary or wise. Please consult with your academic advisor, the Financial Aid Office, and me, before you decide to drop this course. Should dropping the course be the best course of action, you must initiate the process to drop the course by going to the Student Services Center and filling out a course drop form. Just stopping attendance and participation WILL NOT automatically result in your being dropped from the class. June 21st is the last day to drop this term for an automatic “W”.

**Grade Appeals**
As stated in University Procedure 13.02.99.C2.03, Student Grade Appeals, a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see University Procedure 13.02.99.C2.03, Student Grade Appeals. These documents are accessible online at: [http://academicaffairs.tamucc.edu/rules_procedures/assets/13.02.99.C0.03_student_grade_appeals.pdf](http://academicaffairs.tamucc.edu/rules_procedures/assets/13.02.99.C0.03_student_grade_appeals.pdf).

For assistance and/or guidance in the grade appeal process, students may contact the Associate Dean’s office in the college in which the course is taught. For complete details on the process of submitting a formal grade appeal in CLA, please visit the College of Liberal Arts website, [http://cla.tamucc.edu/about/student-resources.html](http://cla.tamucc.edu/about/student-resources.html).
COURSE SCHEDULE

Summer I Dates: June 3 - July 5

Day 1: INTRODUCTION TO THE COURSE

Activity: Create Blog Activity: Visual Analysis

Day 2: TOPIC: FAIR USE

BLOG AND VISUAL ANALYSIS DUE


Also check out:

- Copyright and Teaching: [http://copyright.lib.utexas.edu/teachact.html](http://copyright.lib.utexas.edu/teachact.html)
- Copyright Advisory Network Resources: [http://librarycopyright.net/resources/](http://librarycopyright.net/resources/)

Activity: Acquiring video and images for Fair Use

Day 3: TOPIC: IMAGE CAPTURE AND EDITING

Reading: JRB, CHAPTERS 2 - 4 (PP. 29-98)

Activity: Still photographs

Day 4: TOPIC: PHOTOSHOP & IMAGE EDITING

Readings: Non-Designers Design Book (optional)

Activity: Poster

Day 5: TOPIC: SOUND EDITING & PODCASTS

Reading: JRB, CHAPTERS 6-7 (PP. 131-170) POSTER DUE

Activity: Sound story

Day 6: TOPIC: SOUND EDITING & PODCASTS, CONT.

Activity: Sound story, continued.

Day 7: TOPIC: VIDEO CAPTURE & EDITING SOUND STORY DUE

Reading: JRB, CHAPTERS 8-10 (PP. 171-238)

Activity: Video project

Day 8: TOPIC: VIDEO CAPTURE & EDITING, CONT.

Activity: Video project

Day 9: TOPIC: FINAL PROJECTS

Reading: JRB, CHAPTER 11-12 (PP. 239-272)

Day 10: FINAL PROJECT PRESENTATIONS