MEDA_1380_001 (Introduction to Media Production)
Spring 2020

Course Number: MEDA_1380_001
Course Title: Introduction to Media Production
Credit Hours: 3
Semester: Spring 2020
Time/Location: Wednesday, 9:00 am-11:50 am RM (BH-235)
Instructor: Gabe Duran
Office: Bay Hall, Room 223B
Office Hours: Tuesday-9:00-10:00 and 12:30 -1:45/ Wednesday-12:00-3:00pm
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Office Phone: (361) 825-2296

TEXT: There is no required text for the class. However, there will be handouts and you are required to read those by the date specified.

SPECIAL REQUIREMENTS: A significant amount of work outside of class and lab time is required to successfully complete this class: **Filmmaking requires substantial time and effort in researching, planning and producing your assigned projects.** Once the project is captured onto media, it must be edited requiring a greater time commitment. This is a studio art class – plan your personal, family and work time accordingly.

PROJECTS: Several video projects will be assigned during the semester. We will be looking for creativity in style and content as well as technical proficiency. Every project turned in needs to have head leader, title and credits.

Turn in a hard drive with all projects on it:
A) Properly labeled as defined above;
B) As a QuickTime file (H.264) or PDF files as they apply.

Throughout this semester we will be viewing a wide variety of work from artists in all cultures, religions, languages and lifestyles. This work has been carefully chosen to expose the students to different points of view and the artistic methods utilized to express those points of view. Some of the work may contain material with which some students may not be comfortable. If at any point in time a student becomes excessively uncomfortable with material being viewed they are welcome to exit the class for the remainder of that video piece and to return for the discussion of that piece.
REQUIRED MATERIALS:
One SanDisk 16GB SD Class 10 Ultra Card, Hard drive (to save work) These can be purchased from various vendors (Frys, Best Buy, or on-line through B&H, Seagate, Amazon, etc.) Headphones for editing.

CATALOG DESCRIPTION: Overview of tools and skills necessary to produce digital media content, such as editing, sound recording, producing and directing for film, television and new media.

PREREQUISITES: None

SYLLABUS/SCHEDULE: The syllabus is a guide. Circumstances and events, such as student progress, may make it necessary for the instructor to modify the syllabus during the semester. Any changes made to the syllabus will be announced in advance via class lecture, email and Blackboard.

BLACKBOARD/EMAIL: ALWAYS CHECK YOUR EMAIL WITHIN AN HOUR BEFORE CLASS – we may have changes in assignments, meeting, etc.

STUDENT LEARNING OUTCOMES: Upon successful completion of this course, students should be able to: Understand and apply basic production skills in the creation of digital media content. - Practice the development of artistic voice in audiovisual storytelling. Demonstrate the synthesis of technical skills and artistic voice through the creation of introductory level media projects.

ALL ASSIGNMENTS MUST BE TURNED IN ON THE ASSIGNED DATE: No late assignments will be accepted. Assignments turned in after the due date will receive a zero. Incomplete assignments will be graded as is. No exceptions other than for family tragedy or medical emergencies (w/documentation). No incompletes will be given for this course.

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, academic misconduct or complicity in an act of academic misconduct on an assignment or test will result in an F.

Academic Honesty/Plagiarism
Definition: In an instructional setting, plagiarism occurs when a writer deliberately uses someone else’s language, ideas, or other original (not common knowledge) material without acknowledging its source. Plagiarism is a violation of academic expectations, but it is sometimes difficult to understand what plagiarism actually is. Often, students commit unintentional plagiarism (not citing sources properly, for example), because they are unaware of the standards that apply. Plagiarism includes:
• Using the work of another as your own,
• Downloading or purchasing ready-made essays off the web and using them as your own,
• Using resource materials without correct documentation,
• Using the organization or language of a source without using quote marks and proper citation,
• Turning in a researched project without citing sources in an appropriate documentation style.
When you are confused about citation of quotes or ideas, please visit the Writing Center or me to get help. Information on MLA documentation rules and APA documentation rules is available at Purdue
University’s OWL: http://owl.english.purdue.edu/, and from our local Writing Center at CASA.

**Statement of Academic Continuity:** In the event of an unforeseen adverse event, such as a major hurricane and classes could not be held on the campus of Texas A&M University–Corpus Christi, this course would continue through the use of Blackboard and/or email. In addition, the syllabus and class activities may be modified to allow continuation of the course. Ideally, University facilities (i.e., emails, web sites, and Blackboard) will be operational within two days of the closing of the physical campus. However, students need to make certain that the course instructor has a primary and a secondary means of contacting each student.

**Statement of Civility:** Texas A&M University-Corpus Christi has a diverse student population that represents the population of the state. Our goal is to provide you with a high quality educational experience that is free from repression. You are responsible for following the rules of the University, city, state and federal government. We expect that you will behave in a manner that is dignified, respectful and courteous to all people, regardless of sex, ethnic/racial origin, religious background, sexual orientation or disability. Behaviors that infringe on the rights of another individual will not be tolerated.

**ATTENDANCE POLICY:** Strict attendance is required. There are no “excused” absences other than medical emergencies for which a physician’s care is required and that can be documented in writing or validated by the University Health Center. Such documentation or validation must be at the student’s initiative. All documentation must be submitted within one week (seven days) after you return to class. After the second (2nd) unexcused absence (excluding documented, medical emergencies as just noted), the course grade will be reduced by 5 points (on a 100-point scale). After the third (3rd) unexcused absence, the student will be given a failing grade in the course. Tardiness or early departure from the class will be considered an absence unless the instructor has been informed and has approved, in writing, of mitigating circumstances. Failure to attend class during the screening of your work will result in a zero on that assignment. This includes the final exam.

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 me before you decide to drop to be sure it is the best thing to do. Should dropping the class be the best course of action, you must initiate the process to drop 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. November 8th, 2019 is the last day to drop a class with an automatic grade of “W” this term.

**CLASSROOM/PROFESSIONAL BEHAVIOR:** Texas A&M University-Corpus Christi, as an academic community, requires that each individual respect the needs of others to study and learn in a peaceful atmosphere. Under Article III of the Student Code of Conduct, classroom behavior that interferes with either (a) the instructor’s ability to conduct the class or (b) the ability of other students to profit from the instructional program may be considered a breach of the peace and is subject to disciplinary sanction outlined in article VII of the Student Code of Conduct. Students engaging in unacceptable behavior may be instructed to leave the classroom. This prohibition applies to all instructional forums, including classrooms, electronic classrooms, labs, discussion groups, field trips, etc.

**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.

**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, Room #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.

**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:

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

**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.

**GRADING:**
15% Project 1- Photo Series Project
15% Project 2- Self Portrait/In Camera Edit Project
10% Project 3- Editing Project (Archival Mash-up)
15% Project 4- Script Project
15% Project 5- Final Film Presentation
20% Project 6- Final Film Project
PROJECTS:

1. **Photo Series**
   Create a log line and an outline then tell a story using still images. You are allowed to use up to 20 stills to tell us your story. You can use objects or people to be the subject. The story must have a beginning, middle and end. Music may be used but no copyrighted material will be accepted. Bring to class in a playable format but a PDF version of the assignment must be turned in. You must use the overview of camera angles/shots: Establishing Shot, Wide Shot/Long Shot, Medium Shot, Medium Close Up, Close Up, Two Shot, Over the Shoulder, High Angle, Low Angle. All shots must coincide to tell a story a cohesive story. No random shots.

2. **Self Portrait/In Camera Edit Project**
   Must be 3-4 min in length. Using video tell us a story about who you are. You must use the overview of camera angles/shots: Establishing Shot/Wide Shot, Long Shot, Medium Shot, Medium Close Up, Close Up, Two Shot, Over the Shoulder, High Angle, Low Angle, Pan and Tilt. All shots must coincide to tell a story a cohesive story. No random shots. Music may be used but no copyrighted material will be accepted. Your shots must be preplanned and in order of your outline. All edits are done in camera. You are not allowed to use editing software of any kind for this project.

3. **Editing Project**
   Archival Mash-up. You will be putting together a 3-5 minute video made from clips taken from (https://archive.org/details/prelinger). The video should have a theme and must make sense. You are able to use music and sound effects but please refrain from copyrighted music.

4. **Script Project**
   Produce a log line and an outline then write a 3-5 min script. It must be a complete story. Must be in the correct format to be accepted. You may use Celtx, Amazon Story Writer, Final Draft. Anything written in Microsoft Word is not acceptable.

5. **Film Presentation**
   10-15 minutes minimum must be presented in Power Point and or Prezi. The group selects a script and explains how the film will be created. The lighting, camera movement sound design, editing, location and blocking of a script should be in the group presentation. Must be turned in PDF form

6. **Final Film Project**
   Must complete the film that was presented in class.

GRADING SCALE:
100 – 90 = A
89.99 – 80 = B
79.99 – 70 = C
69.99 – 60 = D
59.99 – 0 = F

COURSE OUTLINE / CALENDAR
This syllabus is a guide. Circumstances and events, such as student progress may make it necessary for the instructor to modify the syllabus during the semester.

RED INDICATES PROJECT DUE DATE:

**WEEK-1 (1/22)**
1. Class Introduction, Review Syllabus
2. Introduction to log line and outline.

**WEEK-2 (1/29)**
1. Lecture - A general overview of the photographic image and its most important tool the camera.
2. Overview of camera angles/shots (Wide, medium, close up, rack focus, zoom, pan, tilt, and tracking)
3. Discuss Project 1(Photo series)

**Assignment**
Project 1(Photo Series)

**WEEK-3 (2/5)**
1. Project 1 (Photo Series) due in class. Review and discuss
2. Discuss Project 2- Self Portrait/In Camera Edit Project

**Assignment**
Project 2 (Self Portrait/In Camera Edit)

**WEEK-4 (2/12)**
1. Lecture over the basics of editing and pacing the lecture gives an overview of the principles of editing and its workflow. (continuity, matching action, screen direction, timing, rhythm) Discussion on the role of audio in the moving image and overview on its technology. (ambient sounds, dialogue, music, effects, tools of recording, level, mixing)
2. Lecture/Lab on editing
3. Discuss Project 3 Editing Prelinger files

**Assignment**
Project 3 (Download Prelinger files for Editing)

**WEEK-5 (2/19)**
Project 2 (Self Portrait/In Camera Edit) due in class. Review and
1. Discuss Project 4 (Script)
2. Lecture on Log Lines
2. In class time to edit Prelinger projects

**Assignment**
Project 4 (Script - 3 ideas with loglines)

**WEEK 6 (2/26)**
1. Lecture over script writing basics, script structure and the three-act structure
2. Shot list
3. Adobe Premier basics

**Assignment**
Project 4 (Script rough draft)

**WEEK 7- (3/5)**
1. Project 4 Rough Draft (Script) due in class. Review and discuss
2. Discuss Project 5 (Final Film Presentation)

**Assignment**
Project 4 (Script final draft)
Print script and bring to next class with colored pencils and script breakdown sheets

**WEEK 8-(3/12) HOLIDAY**
**NO CLASS**

**WEEK 9-(3/19)**
1. Project 4 Script is due in class. Review and discuss
2. Script breakdown exercise (must have a copy of the script, breakdown sheets and colored pencils)
3. Story Boarding
4. Group together for Project 5 (Final Film Presentation) and exchange information

**Assignment**
Project 5 (Final Film Presentation)

**WEEK- 10 (3/26)**
1. Project 3 (Editing Project Archival Mash-up) due in class. Review and discuss
2. Lecture will cover tone, the use of color, camera movement, blocking and framing.
3. Lecture - set etiquette and roles
4. Lecture - location scouting

**Assignment**
Project 5 (Final Film Presentation)

**WEEK – 11 (4/4)**
1. Project 5 (Final Film Presentation) is due in class. Review and discuss.

**Assignment**
Start organizing the shoot with locations and shooting schedule (Must present shooting schedule next class)

**WEEK - 12 (4/11)**
1. Lecture on lighting and in class lighting demo
2. Lecture on location sound
3. Present shooting schedule

**Assignment**
Start organizing the shoot

**WEEK- 13 (4/18)**
1. In class workday for final film

**MEET ONE ON ONE WITH GROUPS IN CLASS**

**Assignment**
Work on final film

**WEEK 14 (4/25)**
**IN CLASS WORKDAY FOR FINAL FILM**

**WEEK -15 (5-1)**
1. Project 6 (Final Film) is due in class. Review and discuss