Course Number: MEDA 1380.002  Course Title: Introduction to Media Production
Semester: Spring 2020  Credit Hours: 3
Time: Monday & Wednesday, 3:30pm – 4:45pm  Classroom: BH 235

Instructor: Prof. Scott Thurman  Email: scott.thurman@tamucc.edu
Office: BH 222B  Office Hours: (TBD)  Office Phone: 361-825-2586

COURSE DESCRIPTION:
In this course, we will be exploring the aesthetics of media forms that combine moving images and sound – including feature films, television episodes, web videos, etc. We will be studying the technical, formal, and stylistic components of these various formats to gain an informed, critical understanding of the artistic principles of mediamaking. By the end of the course, you should be a more perceptive viewer, listener, and smarter maker.

STUDENT LEARNING OUTCOMES:
- Identify and analyze the functions of specific stylistic elements, such as cinematography, editing, and sound.
- Understand and apply basic production skills in the creation of digital media content.
- Understand and articulate theoretical concepts of form and style, and conduct a close analysis of a media clip to describe the function that media form in the shaping of content.
- Demonstrate the synthesis of technical skills and theoretical concepts through the creation of introductory level media projects.

REQUIRED TEXT:

RECOMMENDED TEXT:
  (There are reading assignments from this text and a copy is on reserve in the library)

REQUIRED MATERIALS:
- 500GB Portable Hard Drive (minimum)
GRADING / ASSIGNMENTS

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<thead>
<tr>
<th>Percentage</th>
<th>Assignment Description</th>
<th>Grading Scale</th>
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<tbody>
<tr>
<td>5%</td>
<td>Attendance</td>
<td>100 - 90 = A</td>
</tr>
<tr>
<td>5%</td>
<td>Participation</td>
<td>89.99 – 80 = B</td>
</tr>
<tr>
<td>10%</td>
<td>Quizzes (5)</td>
<td>79.99 – 70 = C</td>
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<tr>
<td>15%</td>
<td>Assignment 1 – Music Video</td>
<td>69.99 – 60 = D</td>
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<tr>
<td>15%</td>
<td>Assignment 2 – Narrative or Documentary Video (no dialogue/text)</td>
<td>59.99 – 50 = F</td>
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<tr>
<td>15%</td>
<td>Assignment 3 – Close Analysis *Paper &amp; Presentation</td>
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<tr>
<td>15%</td>
<td>Assignment 4 – Mode of Choice Video</td>
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<tr>
<td>20%</td>
<td>In-Progress Work (Outlines, Storyboards, Shotlists, Raw Footage, &amp; Rough Cuts)</td>
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ATTENDANCE POLICY:

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 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.

ASSIGNMENTS:

Late work will be penalized 10 points each day (not class day) it is late. Late work will not be accepted more than 4 days past the original due date.

All writing for this course must be composed using a standard, 12-point font size, and with standard 1” margins.

OUTSIDE CLASS:

If you would like to discuss any course readings, lectures, screenings, or assignments outside of class, you should feel free to contact me via email or by arranging to visit me during my office hours. If you need to schedule a time to meet outside of office hours, please let me know. Please remember to check your Islander email account regularly during the week and monitor the course Blackboard site for any course updates.

EQUIPMENT ROOM (see Policies & Procedures document on Blackboard)

<table>
<thead>
<tr>
<th>HOURS OF OPERATION</th>
<th>Supervisor: Cat Garett</th>
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</thead>
<tbody>
<tr>
<td>Mon……...9-11am, 12-2pm</td>
<td><a href="mailto:cgarrett5@islander.tamu.edu">cgarrett5@islander.tamu.edu</a></td>
</tr>
<tr>
<td>Tue……………11-12pm</td>
<td>c. 361-815-3347</td>
</tr>
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<td>Wed……………9-11, 12-2pm</td>
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<td>Thur............9:30-11:30am</td>
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<td>Fri…………………9-12pm</td>
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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.

DROPPING 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 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.

STATEMENT OF ACADEMIC INTEGRITY
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.

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 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.C0.03, Student Grade Appeal Procedures, 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.C0.03, Student Grade Appeal Procedures. For assistance and/or guidance in the grade appeal process, students may contact the Dean’s office in the college in which the course is taught or the Office of the Provost. These documents are accessible through the University Rules Web site at:
http://academicaffairs.tamu.edu/rules_procedures/assets/13.02.99.c0.03_student_grade_appeals.pdf.

CLASS SCHEDULE & ASSIGNMENTS

MEDA 1380.002

WEEK 1 (TBD)
- Introductions, Syllabus Overview
- Lesson: Cinematic Stories I
  - Project 1 – Music Video
    - View Examples
    - In-Progress Assignment Expectations:
      - Outline, Shotlist, Storyboard
- ASSIGNMENT:
  - Project 1: Outline/Shotlist/Storyboard due next class
  - Read: Voice & Vision Ch. 1 & 3

WEEK 2 (TBD)
- Lesson: Cinematic Stories II
- Demo: Camera I & II
  - Filming tips & troubleshooting
- Workshop: Project 1: Outline/Shotlist/Storyboard
- ASSIGNMENT:
  o Project 1 - Raw Footage due next class
    • see Assignment details for Raw Footage expectations
  o Read: Voice & Vision Ch. 4 & 21

WEEK 3 (TBD)
- Lesson: Cinematic Time & Space
- Demo: Editing (Intro)
- Watch and Critique Project 1 – Raw Footage
- ASSIGNMENTS:
  o Project 1 - Rough Cut due next class
    • see Assignment for Evaluation Criteria
  o Read: On Directing Film

WEEK 4 (TBD)
- Lessons:
  o Cinematic Time & Space (cont.)
  o On Directing Film
- Demo: Editing (cont.)
- Watch and Critique: Project 1 - Rough Cut
  o See Narrative Technique/Complexity criteria on Assignment
- ASSIGNMENTS:
  o Project 1 - Final Cut due next class
    • See all Evaluation Criteria on Project Assignment
  o Close Analysis – Any scene from A/V Story (Film, TV, Web, etc.)
    • Paper due: Dec. 4th
    • Presentation due: (see signup sheet)
      • Selected Presentation Date & Scene due next class 9/25

WEEK 5 (TBD)
- Watch and Critique Project 1 - Final Cut
  o See all Evaluation Criteria on Project Assignment.
- Project 2 – Narrative or Documentary (No Dialogue or Text)
  o View Examples
- Lessons: Screenwriting 101
- ASSIGNMENTS:
  o Project 2 - Outline/Shotlist/Storyboard due next class
  o Read: Voice & Vision Ch. 13, 16, & 22

WEEK 6 (TBD)
- Lessons: Sound & Lighting (Intro)
- Workshop - Outline/Shotlist/Storyboard
  o View examples
  o Discuss Documentary Production Process
- ASSIGNMENTS:
WEEK 7 (TBD)
- Lessons/Demos: Sound & Lighting (cont.)
- Watch & Critique: Project 2 Raw Footage
- Lab Time: Individual work/critique on Project 2
- ASSIGNMENTS:
  o Project 2 Raw Footage due next class.
  o Read: Documentary Production Process (Blackboard)

WEEK 8 (TBD)
- Lesson: In the Blink of an Eye
- Watch & Critique: Project 2 Raw Footage
- Demos: Sound & Lighting (cont.)
- Lab Time: Individual work/critique on Project 2
- ASSIGNMENTS:
  o Project 2 Rough Cut due next class.

WEEK 9 (TBD)
- Watch and Critique Project 2 Rough Cuts
- Project 3 – Mode of Choice
  o View Examples
- ASSIGNMENTS:
  o Project 2 Final Cut due next class.

WEEK 10 (TBD)
- Watch and Critique Project 2 Final Cuts
- Lesson: (recap concepts from all lessons)
- Lab Time: Individual work/critique on Project 3
- ASSIGNMENTS:
  o Project 3 – Outline/Shotlist/Storyboard due next class

WEEK 11 (TBD)
- Workshop Project 3 - Outline/Shotlist/Storyboard
- Demo – Advanced Editing
- Lab Time: Individual work/critique on Project 3
- ASSIGNMENTS:
  o Project 3 - Raw Footage due next class

WEEK 12 (TBD)
- Lesson: (recap concepts from all lessons)
- Watch & Critique Project 3 – Raw Footage, Script excerpt
- Lab Time: Individual work/critique on Project 3
- ASSIGNMENTS:
WEEK 13 (TBD)
- Watch & Critique Project 3 – Rough Cuts
- Lab Time: Individual work/critique on Project 3
- ASSIGNMENTS:
  - Close Analysis - Paper due next class

WEEK 14 (TBD)
- Due: Close Analysis Paper
- Watch & Critique Project 3 – Rough Cuts
- Lab Time: Individual work/critique on Project 3
- ASSIGNMENTS:
  - Project 3 – Final Cut due next class
  * Return All Equipment

CLASS FINAL (TBD)
- Watch & Critique Project 3 – Final Cuts

NOTE: This Schedule is subject to revision.