I. COURSE INFORMATION

Fall 2016
COMM 3342 – Intermediate Media Production - CRN# 14128

Text:

Book #1

Book #2

Book #3

Materials Required:
- Internet access to Blackboard and Adobe TV
- Google Drive up to 15 gigs of storage
- Stereo headphones with a 1/8” (mini phone) jack
- Thunderbolt/USB 3.0 MAC Formatted Hard Drive (500GB minimum)

II. INSTRUCTOR INFORMATION

Name: Ramón Villa
Office Location: Education Rm. 102C – Screenwriting Lab
Office Hours: W 1:30pm – 4:30pm or by appointment (via Blackboard)
Telephone Number: 915-747-5129 (leave message)
Email: rvilla2@utep.edu & via Blackboard email

II. COURSE CONTENT

A. Course Description:
Advanced techniques of video production and technology. This course will utilize the Adobe Creative Cloud and focus on Avant-Garde film.

B. Course Objectives:
1. Breakdown the basic elements of Photoshop, After Effects, and Audition.
2. Understand the tools of post-production (using Adobe Creative Cloud software).
4. Critically evaluate Avant-Garde film as a form of media production.
5. Execute post-production editing workflows.

C. Learning Outcomes:
Demonstrate aptitude in storytelling techniques in terms of postproduction
1. Perform competency in conceptualizing, evaluating, and implementing filming and editing techniques
D. Assigned Readings:
   Book #1 - Chapter 1 - 15
   Book #2 - Chapter 1 – 14
   Book #3 - Chapter 1 – 11

E. Assignments:
   Attend class lectures; participate in class and online.

   Blackboard
   I will use Blackboard to post quizzes, grades, announcements, and other relevant information. Please look at this page everyday.

   Production Projects
   Students will receive further instructions and requirements for each project.

   After completing each project, you will upload assignments via GDrive.
   The assigned projects are listed below, subject to change:

   Assignments Due Tuesdays before class begins.
   Late work will not be accepted.

1. Photoshop CC (300 Points)
   All chapter lessons with your own assets.

2. After Effects CC (300 Points)
   All chapter lessons with your own assets.

3. Premiere Pro CC (exactly 30 seconds: 50 points)
   Primary Corrections / Secondary Corrections
   Share Assets (Sequences, Vids, Audio, GFX, Titles)

4. Audition CC (1-3 minutes: 50 points)
   5 buses for 25 tracks multi-track session.
   Storytelling with no video.

5. Avant-Grade Film Book (3-5 minutes: 100 points)
   Chapter Discussions and Presentations

6. Avant-Grade Film Projects (1-3 minutes: 100 points)
   Chapter interpretations

7. Animate a Storyboard with 5 Soundtracks (exactly 3 minutes: 100 points)
   Animate a storyboard created in PS and AE.
   Audition assets must be used and submit mix/mastered Premiere Pro project
   Tell a story using five senses.
   Due Tues. Dec. 6th before class begins.
4pm-6:45pm

The media production projects will be graded based on these criteria: (a) implementing techniques (camera work, lighting, sound, editing, etc.), (b) originality, (c) participation, (d) cohesiveness of assigned topics and ideas, and (e) overall quality of production. All scores will be evaluated individually.

Photoshop CC (300 points)
You will do the same exercises that are in your book but you will be using your own assets to turn in for a grade.
These are due Tuesdays before class begins.  

Late work will not be accepted.

After Effects CC (100 points)
You will do the same exercises that are in your book but you will be using your own assets to turn in for a grade.
These are due Tuesdays before class begins.

Premiere Pro CC (50 points)
Using your own assets, you will provide me a before and after version of your assignments. You will zip your project so you can share with others.
Due Tue. Nov. 29th

Audition CC (50 points)
You will design a multi-track session with 5 buses and 25 single tracks. Label everything. I will go over more instructions in class.
Due Thurs. Dec. 1st

Avant-Garde Book Group Discussions (100 points)
This will consist of each team member standing in front of the class discussing the assigned sections for the week. Please keep up with the reading. You will be required to take questions from other classmates for the understanding of the chapter sections.
This is NOT meant to be just a summary of the assigned reading. Rather, it should function as a guide to the pivotal issues raised in the readings and as a catalyst for generating class discussion, which may include bringing in your own relevant outside examples. Concentrate on three things you would like to discuss and/or highlight.
On the day you present, turn in a detailed outline of your presentation that clearly explains what you will talk about—who does what in what order, etc. Also hand in other supplemental materials. Every group will choose a different person in the group to lead the discussion/presentation. This person will only do it once and give someone else a chance but must also be integral to the group's success. Each presentation is worth 10 points.
These are due Tuesdays before class begins.

Late work will not be accepted.

Avant-Grade Film Projects (1-3 minutes: 100 points)
This will consist of each chapter being interpreted by you. Every week you will turn in the chapter assignment and discuss why you chose to interpret the book in your own way. Each assignment is worth 10 points.
These are due Tuesdays before class begins.

Animate a Storyboard with 5 Soundtracks (exactly 3 minutes: 100 points)

FINAL PROJECT
F. Grading Scale:

<table>
<thead>
<tr>
<th>Average Grade</th>
<th>Letter Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>900 – 1000 points</td>
<td>A</td>
</tr>
<tr>
<td>800 – 899 points</td>
<td>B</td>
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<tr>
<td>700 – 799 points</td>
<td>C</td>
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<td>600 – 699 points</td>
<td>D</td>
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<tr>
<td>0 – 599 points</td>
<td>F</td>
</tr>
<tr>
<td>Incomplete</td>
<td>I</td>
</tr>
<tr>
<td>Withdrawn</td>
<td>W</td>
</tr>
</tbody>
</table>

1. Evaluation:
In order to achieve a grade of “C” for this class you must keep up with all the work assigned as an individual as well as group assignments.

Your grade for the class will be determined by your performance on the following assignments:

- PS CC Projects = 300
- AE CC Projects = 300
- PR Projects = 50
- AU Project = 50
- AGB Discussions = 100
- AGB Interpretations = 100
- Final = 100

Total Points Possible 1,000 points

General Grading Criteria:
The following are general guidelines for grades. These are meant only as general statements and not intended to be directly applicable for grading projects.

A- level work is strong conceptually, aesthetically, creatively, and technically. It adheres to guidelines and communicates strongly and clearly through the medium. The concept of the work is original and innovative and the technical execution of the idea is superior. A-level work takes creative and conceptual risks while maintaining coherence about the statement it is making.

B- level work achieves success in some areas but not all: originality, concept, aesthetics, creativity, and technical execution. For example, sometimes it is technically strong but conceptually weak; other times it is highly original but not technically competent. Sometimes the work is creatively strong but has trouble holding together as a coherent piece with a particular message.

C- level work typically may have small amounts of success in technical, creative, conceptual, and aesthetic areas, but has difficulty in multiple areas.

D- level work and below fails to achieve success and competence in most areas. It is typically conceptually weak, fails to deliver an original or coherent idea, has major technical difficulties, and takes little or no creative risk.

IV. RULES, CLASSROOM POLICIES/ ETC.
Lab Time: Attendance is mandatory for lab time unless otherwise specified. The lab time provides an opportunity to apply lessons and techniques to projects. Students have access to several postproductions labs on campus: COTT 307, EDUC 102, LACIT, and Library Rm. 300.

1. Read assigned materials/pages prior to meeting for classes.
2. Attendance and participation are mandatory.
3. No chatting/texting during lecture or presentations.
4. During class or lab time, do not use the iMacs to access Facebook, emails, etc. Points will be deducted.
5. Three (3) unexcused absences before the drop date will result in an automatic drop. Three or more totaled unexcused absences after the drop deadline will result in a lowered grade. The accumulation of absences excused/unexcused will lower your grade. You are considered absent once I pick up the attendance sheet and you have not signed in or if you have departed early.

THE DROP DEADLINE IS Oct. 28th TO RECEIVE A “W” FOR THE COURSE!

Late work will not be accepted.

A. Cheating/Plagiarism:
All of your work must be original. Plagiarism is defined in Webster’s New Collegiate Dictionary as; “to steal or pass off (the ideas or words off another) as one’s own; i.e., submitting someone else's work under your name or not citing the source of your information”. Cheating consists of obtaining information from someone other than the instructor during an exam, or on other assignments; or having someone else complete your assignments. The instructor and the college take cheating very seriously. At the very least a student will receive an “F” for the assignment if it has been plagiarized or if the student has cheated. The Student Code of Conduct addresses these issues. The instructor will deal with plagiarism and cheating on an individual basis. Consequences can range from receiving a failing grade on the assignment to being dropped from the course. The instructor will follow the Student Code of Conduct in dealing with these issues.

B. Attendance:
Attendance is taken at the beginning of the scheduled class time. If you are late and the attendance book is closed, you run the risk of not being counted present. If students have a documented illness or emergency they may be excused. It is the student’s responsibility to attend class and be on time. Unexcused absence is defined as any absence without any valid documentation to waive your absence.

Excused absence is defined as any absence that is waived by the instructor at his own discretion. Two (2) late/arrivals/early departures will be considered as an unexcused absence. Three (3) unexcused absences before the drop date will result in an automatic drop.

C. Drops:
The instructor reserves the right to drop any student who misses 2 class periods in a row without contacting the instructor and/or does not complete a major assignment with excessive absences (quizzes, discussions, presentations, & papers) and does not contact the instructor. The instructor will attempt to contact the student before dropping them. It is the student’s responsibility to contact the instructor if they have a problem and need to be dropped. It is also the student’s responsibility to be aware of the drop date.

D. Conduct and Grievances: See the student handbook for the proper procedures for addressing student complaints. You are expected to conduct yourself in a courteous and respectful manner. You are required to turn off and stow away all technology including cell phones and laptops, which
means **NO TEXTING!** It is distracting for your instructor and actually, the people around you as well. Your instructor has no problem calling this to your attention and asking you to leave if your use of technology disrupts the class. If you have an emergency arises please step outside.

**The classroom as a safe haven:** This classroom is a safe haven for all ideas. Respect not only your instructor, but also guest speakers and your peers as equals. We are all unique individuals entitled to our own opinions and beliefs. Therefore, any comments, jokes, or remarks that denigrate the worth of an individual’s physical or mental ability, physical appearance, religion, race, creed, ethnic background, sexual preference, or gender are inappropriate and detract from your effectiveness as a speaker and from your credibility as a person.

**Disruptive Behavior**
- Walking in late to class.
- Lack of supplemental materials.
- Leaving electronic devices on during class.
- Taking credit for a thought, opinion and knowledge from sources and claiming them as your own (plagiarism).
- Chatting or talking during a presentation.
- Using vulgarity.

**V. ACADEMIC MISCONDUCT**

The University of Texas El Paso prides itself on its standards of academic excellence and students are expected to uphold the highest standards of academic integrity. Any student who commits an act of scholastic dishonesty is subject to discipline. Scholastic dishonesty includes, but is not limited to cheating, plagiarism, collusion, submitting work for credit that is attributable in whole or in part to another person, taking an examination for another person, and any act that gives or attempts to give unfair advantage.

**VI. CASS POLICY**

If you have a disability and need classroom accommodations, please contact The Center for Accommodations and Support Services (CASS) at 747-5148, or by email to cass@utep.edu, or visit their office located in UTEP Union East, Room 106. For additional information, please visit the CASS website at www.sa.utep.edu/cass. CASS Staff are the only individuals who can validate and if need be, authorize accommodations for students with disabilities.

**EXTREMELY IMPORTANT:**

**THE FOLLOWING PROCEDURES MUST BE FOLLOWED BEFORE ANY PROJECT MAY BE SUBMITTED FOR A GRADE:**

- All media must be submitted via Google Drive.

**Presentations:** The purpose of most content produced is to share with others and presentations are an excellent way to showcase individual and team efforts. Presentations of each project will occur during class time, which makes it **mandatory attendance. Points will be deducted from a student’s final grade for each missed viewing.** In addition to receiving praise for projects, students will be given constructive criticism by fellow peers and me.
On presentation days: Do not be late nor power-on the iMacs!

Lab Policies:

Copyright and Fair Use:
You may find the need to use copyrighted material this semester: music, photographs, movie clips, or any other expression. For many of your uses, you need to find the copyright holder and negotiate a license. You own the copyright to the work you produce in this class. As a copyright holder yourself, you understand the importance of copyright ownership. It is your responsibility to secure music and archival footage licenses as well as artwork, location and personal releases.

For some uses, however, neither you nor anyone else needs to license copyrighted material. This is because copyright law exists to encourage and support creativity. Copyright law recognizes that creativity doesn't arise in a vacuum. As creators, we all stand on the shoulders of giants. New works of art (such as films, books, poems, paintings) all make use of what has gone before. Thus, copyright law not only protects authors with a copyright that lets them decide who can use their works, but also offers exemptions from the author's control. For filmmakers, the most important exemption is the doctrine of fair use. You can rely on fair use, where appropriate, in the film and media projects you undertake for this course. If you are making a documentary film, consult the influential Documentary Filmmakers Statement of Best Practices in Fair Use http://www.centerforsocialmedia.org/files/pdf/fair_use_final.pdf which was created by a group of national filmmaker organizations, has been endorsed by the University Film and Video Association, and is now relied on by film festivals, insurers, cablecasters, distributors and public broadcasters. Fair use also applies in the fiction film environment, but not necessarily to the same extent or in the same way.