

JRLC 5990 Syllabus

Grady College of Journalism and Mass Communication

Fall 2018

Instructor

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Office Hours: MWF 11am – noon, 2 – 3:30pm.

Other times by appointment. Available by phone most days and evenings until 11pm.

Instructor's Background

I was a broadcast journalist for 15 years (1985 – 2000), specializing in weather forecasting, news reporting, videography and editing. I worked at TV stations in Alabama, Georgia, Texas and Ohio. After leaving TV news, I went to graduate school and worked as a writer and editor for *The New Standard*, an independent, non-commercial web site that focused on hard news reporting. I also taught courses in electronic media at Capital University in Columbus, Ohio from 2004 to 2011.

Professional Certifications: Avid Certified Instructor – Avid Media Composer; Apple Certified Pro – Final Cut Pro 7; proficient with Adobe Premiere Pro.

Education: M.A. New School University (2003), Certificate in Broadcast Meteorology, Mississippi State University (1995), B.A. Jacksonville State University (1988).

Disclaimer

This syllabus is a general plan for the course; deviations announced to the class by the instructor may be necessary.

Agreement

Please read this syllabus carefully. It is considered to be a contract between you and the instructor.

Course Information

Location: Room 132 Journalism Building

Day/Time: TTH 3:30pm – 4:45pm

Credits: 3 hours

Prerequisites: Permission of department

Course Description

Introductory course in video production. Students will develop basic skills in videography and video editing, using digital cameras and non-linear editing software. The course will consist of lectures, equipment demonstrations and hands-on exercises. Each student will produce two, original video stories.

Learning Outcomes

At the completion of the course each student will be able to demonstrate basic skills in videography and video editing. Topics covered include:

- Video file formats
- Use of tripods and camera supports
- Use of portable lighting equipment
- White balance, exposure and focusing techniques (using manual controls)
- Shot composition
- Shooting interviews and b-roll
- Recording audio
- Story elements and structure
- Principles of continuity editing
- Organizing files and projects for post-production
- 3-point editing and basic trimming
- Monitoring and adjusting audio levels
- Importing graphics and other supporting files
- Finishing and exporting a story for delivery to broadcast and digital platforms.

Ethics

The focus of this course is on building technical, production skills. The ethics of shooting and editing video content will be discussed, with emphasis on video manipulation, the editing process and interacting with both the public and clients.

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Student Resources

1. **Yourself:** Carefully read and review all class documents and tutorials. Ask questions in class, via email, or during my office hours. Practice on your own outside of class. You own the camera and laptop, so you should become an expert at using them!

2. **Your Instructor:** It's my job to help you succeed academically and professionally. I'm usually here from 9:30am to 5:30pm each day and can be reached when away from the office.

3. **Your Textbook:** All required reading material and video tutorials are on my [Shumway Video](#) site – bookmark it! I also have a [Slack group](#) for this class. I'll post your grades on the [ELC system](#)

4. Required Equipment:

- **Camera** – a video camcorder with a microphone input OR a DSLR camera that also records video and has a microphone input. Cameras should record .MP4 or .MOV files on SDHC or SDXC memory cards.
- **External Microphone** – an inexpensive lavalier microphone for recording interviews is best.
- **Tripod** – lightweight, fluid head is best.
- **Headphones/earbuds** – headphones are better because they block out noise. You'll need these when recording audio and when editing.
- **SDHC cards** – must be class 10 cards
- **Laptop** – with Adobe Creative Cloud. The [University System of Georgia offers the best price on Adobe software for students.](#)

5. Need-based request for technology assistance:

If you have a serious financial need and want to request assistance from the department, meet with your professor privately to go over the procedures.

6. Recommended Equipment:

- **External Hard Drive** – a USB 3.0 drive with 7200rpm disk is best. You'll use it to store files for editing. Will also enable you to use a lab computer when needed.

You will also have access to lights kits from the Field Equipment Supply Room (FESR). Print and sign the **Statement of Responsibility** (page 6) to become eligible to check out Grady College equipment.

No Outside Projects: You cannot use Grady College equipment for projects unrelated to class assignments! Anyone caught doing this will be removed from the class and will receive a "WF".

Evaluation of Student Progress

1. **Grading:** Grades are based on your ability to demonstrate professional news production techniques and the quality of your storytelling, not the amount of time you spend working on a project. **If you want to do well in this course, follow the instructions for each assignment, concentrate on the techniques and execute them properly. Don't worry about points. Worry about producing accurate, compelling and technically solid stories.**

I will change a grade only if: (a) I have made a mathematical error; or (b) I did not evaluate your work according to the professional goals established for the assignment in question. If you wish to contest a grade, submit your case in writing to me within 72 hours of the grade posting, indicating which of the above situations has occurred and why you feel your grade should be changed. If you feel that (b) is the case, you must formulate a rational argument as to why the grade is not appropriate. Your opinion or a list of excuses is not an argument.

2. Points:

Video Aesthetics	20 points
Interview (raw clips)	20 points
B-roll (raw clips)	20 points
Quiz	20 points
Editing Test 1	25 points
PKG 1	70 points
Pitch/Proposal for PKG 2	25 points
PKG 2	70 points
Participation & Professionalism	30 points
Total Possible	300 points

3. Grading Scale:

A = 94-100%	C+ = 77-79%
A- = 90-93%	C = 74-76%
B+ = 87-89%	C- = 70-73%
B = 84-86%	D = 65-69%
B- = 80-83%	F = 0-64%

Course Evaluation – Very Important

You will have the opportunity to evaluate this course and my teaching methods at the end of the semester. Please check this link to access the online course evaluation: <http://eval.franklin.uga.edu/>

Course Policies

1. **Academic Integrity:** As a UGA student, you have agreed to abide by the University's academic honesty policy, "A Culture of Honesty," and the Student Honor Code.

All academic work must meet the standards described in "A Culture of Honesty" found at: www.uga.edu/honesty. Lack of knowledge of the academic honesty policy is not a reasonable explanation for a violation. Questions related to course assignments and the academic honesty policy should be directed to the instructor.

2. **Deadlines:** This is very important in the world of journalism. It is your responsibility to be familiar with all deadlines. They're posted in the Google calendar on my web site. If I decide to change a deadline, I'll pass along the information promptly. **If you miss a deadline, you get a zero for the assignment.**

3. **Attendance:** I expect students to attend all classes and be on time – period! I don't deal with excused or unexcused absences. They're just absences. Either you're in class or you're not.

Here's the complete policy:

Absences: You are allowed **TWO free** absences. There's no penalty for these absences. BUT If you have a third absence, your grade for Participation and Professionalism will suffer. The max points you could earn drops from 25 to 15. If you are absent a fourth time, the max points goes down to 10! If you are absent a fifth time, I will just withdraw you from the class.

Advice: Save your free absences for sudden illness, emergencies, family trips or that day when you just want to blow off class.

Never ask me what we did in class on a day you were absent. It's your responsibility to keep up with assignments and find out what we did in class. It's posted on the calendar and you can check with a classmate. **DON'T** tell me why you missed class unless it's a life-threatening emergency.

Tardy: No freebies here. Being late to class will cost you points on your grade. I will deduct 5 points from your final grade for each day you're late.

Abuse of the policy: Students who abuse the attendance policy will be considered to have committed academic misconduct.

4. Banned Devices:

When class begins, you must put away laptops, tablets and cell phones. No checking messages, no texting, no receiving calls. No Facebook, no Twitter. You can survive 1-2 hours disconnected from social media.



Exceptions only if you have a UGA-approved note taking disability or you are taking notes for someone through Disability Services, otherwise it's important for you to know how to take notes on paper. If you are using any device that distracts you or other students from class discussions and activities, **YOU WILL LOSE POINTS** and might be dismissed from class (which would count as an unexcused absence.)

5. **Communication Etiquette:** I prefer to communicate with you in person, but if you need to contact me via phone, text message or e-mail, please be professional and adhere to the following guidelines:

- a. **Do not** send messages asking what we did in class on a day you were absent (or not paying attention). You can ask a classmate for that information: or better yet, check the syllabus and the calendar for any material related to that day's session.
- b. **Be clear, thoughtful, and concise** in your messages. I won't respond to messages that I cannot understand, or those with numerous misspellings, and typos. Communicate as you would in a professional environment.
- c. **Do not panic** if I don't respond immediately to your message. I might be busy, or away from my computer/phone. I'll always do my best to respond in a timely manner, but sometimes it might take me 12 to 24 hours to get back to you.

6. **Service Animals:** The University of Georgia has established a policy regarding the presence of service dogs or service dogs-in-training in the classroom. All such dogs and handlers/partners must be officially registered with the University. Only dogs and handlers/partners who comply with all aspects of the University's Service Animal policy will be permitted to attend this class.



Statement of Responsibility

1. I, _____, state that I am enrolled in _____ for the _____ semester, 20____, and I have permission from instructor _____ to use Grady College equipment only for **class assignments** or **college-authorized projects**.

2. I agree to the following:
 - A. I will be fully responsible for all equipment and accessories that are issued to me. The Field Equipment Supply Room (FESR) staff will maintain a record of major pieces of equipment that I check out.
 - B. I will inspect equipment during check out and report any missing or damaged items to the FESR staff. If I encounter an equipment failure or malfunction during use, I will not attempt to repair equipment myself, nor will I allow others who are not Grady faculty or staff to attempt to repair equipment. When returning equipment, I will report ALL equipment problems and missing items to the FESR staff.
 - C. I WILL PAY FOR ALL REPAIRS AND/OR REPLACEMENT OF EQUIPMENT THAT IS DAMAGED OR LOST WHILE ISSUED TO ME. Grady College will be responsible for equipment failure due to normal use, considered to be natural wear and tear.

3. My local address and contact information:

E-mail: _____ Street: _____
City, State: _____
Zip code: _____
Phone#: _____

4. My permanent address:

Street: _____
City, State: _____
Zip code: _____
Phone#: _____

Student Signature: _____ Date: _____

Instructor Initials: _____ Date: _____



COURSE RELEASE, WAIVER OF LIABILITY, AND COVENANT NOT TO SUE

(READ CAREFULLY BEFORE SIGNING)

I, _____, hereby acknowledge my awareness that my participation in the course _____ may expose me to risk of property damage, bodily or personal injury, including death. I understand that my participation may include the following duties which may include, but are not limited, to the following: participating in small and large group discussions, travel to locations within/off campus, working with large equipment, working with/around high electrical output, working with/around inflammable materials.

I understand that the risks that I may encounter include, but are not limited to injury from falls; inclement weather, injury from animal or insect bites; cuts; abrasions and puncture wounds, broken bones; muscle strains and sprains; and exposure to contagious diseases which may cause death, property damage to car and other personal property, parking tickets and towing, as well as other risks to person and property that may not be foreseeable. I have been informed and understand that there are inherent risks and dangers involved in this activity. I knowingly and freely assume any and all such risks and voluntarily participate in this activity.

In addition, I understand that none of the following entities provide insurance coverage for my participation in the course _____ the Grady College of Journalism and Mass Communication, the Department of Journalism, the University of Georgia, or the Board of Regents of the University System of Georgia. I also understand that it is highly recommended that I obtain my own health, car, and property insurance.

In exchange for the use of equipment, materials, supplies and for being allowed to participate in this event, I hereby release and forever discharge the University of Georgia, the Board of Regents of the University System of Georgia, their members individually and their officers, agents and employees from any and all claims, demands, rights, expenses, actions, and causes of action, of whatever kind, arising from or by reason of any personal injury, bodily injury, property damage, or the consequences thereof, whether foreseeable or not, resulting from or in any way connected with my participation in this activity.

I further covenant and agree that for the consideration stated above, I will hold forever harmless and will not take legal action against the University of Georgia, the Board of Regents of the University System of Georgia, its members individually, and their officers, agents, and employees for any claim for damages arising or growing out of my participation in this activity whether caused by negligence or otherwise.

I certify that I am at least 18 years of age. This consent is given freely and voluntarily by me without coercion, duress, threat or promise of any kind. I certify that I understand and have read the above carefully before signing.

SIGNATURE OF STUDENT

DATE

PRINTED NAME