

Digital Media Production CM217 Spring 2018

Gina Marcello, Ph.D.

Office: Jeffries Hall 204A hours

email: gmarcello@georgian.edu

Class times: 9:30-10:45 Tuesday / Thursday

Location: Jeffries Hall, MAC Lab (2nd floor)

Office Hours: Tuesday / Thursday 12:45-2:00, Wednesday 11:00-12:30

Dr. Marcello's Social Media Accounts

Website: www.ginamarcello.com

Twitter: @njgina

Instagram: @njgina

Youtube: <http://bit.ly/2rysaJl>

Soundcloud: <https://soundcloud.com/gina-marie-149>

Vimeo Page: <https://vimeo.com/user33625904>

Catalog Course Description: Practice in mobile video production and editing. Course includes learning theory and terminology, and emphasizes hands-on practice with use of mobile camera, audio, basic script writing, location shoots, postproduction editing and social media sharing.

CM217 is an entry-level course that will serve as an introduction to basic video/film/audio production. The goal of the course is for the student to develop the ability to capture great video images and audio, and to be able to edit those two elements together to tell a story.

During the course each student will be taught:

- The basic understanding of operating a camera.
- The basic principles of how to capture great video and audio.
- How to edit video and audio.
- How to tell a story by combining video and audio.

Required Text: [Shoot, Edit, Share: Video Production for Mass Media, Marketing, Advertising, and Public Relations](#). By Kirsten Johnson, Jodi Radosh © 2017 – Focal Press

Other readings and visuals, as assigned

Course Goals/Objectives Students will learn the basic principles of mobile video production, how to produce an effective story and how to share that story with an audience. As a result, students will:

- become familiar with the video capabilities of your phone.
- how to plan and produce a story.
- be introduced to on-location shooting.
- learn editing software.
- learn how to best use social media to share content and create engagement

Course Pre-requisites (if any): none

SOCIAL MEDIA

In this course, **you are expected to have a Twitter account** and to use it to interact with members of the media and share content with the larger digital community. If you do not want to use your personal account, I would suggest creating an account for class. Please follow me [@njgina](#) and our course hashtag [#CM217](#)

METHOD OF INSTRUCTION

The primary design of this course will be lecture, group discussion and individual participation. Homework assignments will require students to execute the basic fundamentals being taught in the classroom.

Building a good foundation is critical to success and a clear understanding of basic standards is essential before advancing to the next level. Initially students will work in groups of two. Working as a team, students are expected to share what they know with one another in order to reach a common goal of successfully completing each assignment. These group assignments will be graded individually.

Everyone's work will be evaluated and critiqued during class. Students will be asked to participate in the process of critiquing each other's work. Constructive criticism should never be taken personally, understanding that filmmaking is often a collaborative process.

Hands-on training is where each student develops the physical and mental skills necessary to perform each task successfully. This may require some students to put in more time and effort to be successful. Students should reach out to those in the class who may have more knowledge, skill and a willingness to help those with less natural skill or experience.

Major Topics Covered

- I. Shots and shot composition
- II. Camera and how to use the lens
- III. Editing
- IV. Sequence shooting
- V. Interviews and b-rolls

Evaluation: exams, production projects

Grading Components

The following are the major areas by which each assignment may be reviewed and graded:

- Video stability
- Knowing how to use your camera
- **Conducting a Media Audit**
- **Storyboards**
- Jump cuts
- Content
- Following directions of assignment
- Audio quality
- Framing
- Screen Direction
- Use of proper settings on camera
- Pacing
- Sequencing
- Use of audio
- **Storytelling**

Academic Integrity

Georgian Court strives to be a moral community with ethical convictions. Academic integrity is essential to collegial pursuit of truth and knowledge, and academic dishonesty is a serious offense which may result in failure for the course and even dismissal from Georgian Court. Anyone who willfully assists another in the breach of integrity is held equally responsible and subject to the same penalty. According to GCU policy, academic dishonesty is any act of cheating, fabrication, plagiarism, abuse of resources, forgery of academic documents, dissimulation, or sabotage, and any act of aiding and abetting academic dishonesty. One aspect of academic honesty that often surprises students is the expectation that you hand in original work that was not already handed in for a different course. Unless you have specifically obtained your instructor's permission to hand in previously-completed work, this is a breach of academic honesty. See the catalog or student handbook for additional information. Check with your instructor BEFORE an assignment's due date if you have questions about this policy.

ILLEGAL ACTIVITY

Documenting with either audio or video, being present at an illegal activity or knowingly violation of any local, state, or federal laws related to the execution of any assignment will automatically exclude it from being accepted for a grade. In addition, the same exclusion applies if you learn after the fact that your actions were of an illegal nature. Incorporating the use of nudity and or other socially unacceptable images or audio

Nondiscrimination:

It is policy of Georgian Court University to maintain an academic environment free of discrimination, including harassment, regardless of gender, race, creed, color, religion, age, national and ethnic origin, sexual orientation, disability, or veteran status. The University is committed to creating an environment which is free from intolerance directed toward individuals or groups. For details, see the current GCU undergraduate catalog. All inquiries shall be addressed in the Office of Human Resources.

Disabilities Services:

Georgian Court University is committed to ensuring that all students receive equal access to all services, programs, and activities. We support students with documented physical, sensory, learning, or psychological disabilities by providing reasonable and appropriate accommodations in accordance with applicable laws, such as Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990. To request accommodations and/or academic adjustments, please contact the Academic Development and Support Center on the lower level of the Sister Mary Joseph Cunningham Library. Call 732-987-2363 or send an email to lfarh@georgian.edu. For more information, see <http://georgian.edu/academics/adsc/#disabilities-services>.

CLASSROOM RULES OF CONDUCT

Once class has started, do not sign onto a classroom computer unless instructed to do so. Non-compliance will have a negative impact on your participation grade. Be respectful of other people's opinion in discussions.

Do not leave class early. Do not come to class to take a quiz and then leave. If you foresee that you will not be able to stay the whole class, let me know beforehand. If you have any questions or concerns, let me know as soon as possible.

LIABILITY ISSUES

Students will be instructed prior to their first assignment on the general nature of privacy and trespassing laws. From time to time students may find themselves in a position where someone may not approve of them capturing their image. In cases such as this, it is best to honor the wishes of this person. Even though you may very well be within your rights to gather this information to include both

audio and video, it would be best if students “walk away” from the situation before it escalates.

In the event something does occur, please do let me know as soon as possible.

SUGGESTIONS FOR SUCCESS

- Treat the class like a job
- Show up on time
- Come to class prepared
- Pay attention
- Do the work
- Stay for the entire class period
- Be fully engaged in class
- Pay attention and take good notes
- Don't be afraid to ask for help
- Be resourceful
- Take the initiative to learn and succeed
- Communicate
- Make no excuses
- Don't wait until the last minute to do the assignment

Early Warning System - Intervention Tool

Georgian Court University has an electronic intervention tool called the **Early Warning System**. This tool will be invoked when a student is doing poorly in a course by demonstration of sub-par academic performance, attendance, or disposition. Once an alert is activated in the Early Warning System, you will be notified and a Georgian Court University professional will reach out to you to discuss ways to help you succeed in this course. This process is only meant to help you.

Withdrawal from this Course

GCU policy permits undergraduate students to withdraw up to the 10th week (or equivalent for courses of shorter duration) and receive a “W” grade. This requires a "Request for Grade of W" form and a fee. You cannot withdraw from this course by not attending or by telling your instructor of your desire to withdraw. It is your responsibility to complete the official forms and procedures. An academic advisor must sign the form. A student who has not officially withdrawn will receive a grade based on all work, whether completed or not, including work assigned after the student stopped attending. The registrar publishes a list of deadlines to request a grade of “W” at <http://georgian.edu/academics/registrar/important-dates/>. **WITHDRAWING FROM A COURSE CAN NEGATIVELY AFFECT YOUR FINANCIAL AID AND ACADEMIC STANDING - be sure to check with the Financial Aid Office and your advisor before dropping any course.**

The Office of the Registrar in the Mercy Center can answer questions, too. Telephone 732-987-2228; email registrar@georgian.edu; web site: <http://georgian.edu/academics/registrar>.

Grading

Project 1: College Promotional Video (final edit w/ music)	35%
Storyboard(s)	5
Media Audit	5
Location & Talent	5
Presentation	5
Editing / Interviewing / Videography	15
Project 2: Documentary / Feature News Story	40%
Synopsis	5
Treatment / Research	5
B-Roll	5
Voice Over	5
Videography / Editing	20
Test: Terminology Quiz	15%
Attendance / Class Participation	10%

Project 1 - Promotional Video for Georgian Court University (group)

Your first project is intended to help you with the process of creating content to be shared with a specific audience. For this project you will work as a member of a team to create a 2-3 minute recruitment video for the university.

Project 2 - Final Project (4-5 minutes) (individual film)

Produce a short video as your major semester project - documentary. This project will also be graded on research, creativity and technical skills - lighting, shooting, audio and editing (including revision).

Documentary/Experimental Paperwork due before shooting:

1. Synopsis
2. Research/Treatment
3. Full Production Plan/Schedule

Students are expected to share their films in class on the due date. You will be asked to talk about challenges and lessons learned. What will you do differently next time?

Course Schedule Assignments

January 25

January 30 - no class

February 1 - no class

February 6 - Chapter 1

Media Audit Due

February 8 -

Treatment Due

February 13 - Chapter 5

Storyboards Due

February 15 Chapter 6

Locations Due (why)

February 20

Talent Due (why)

February 22 Chapter 3

On location Shooting (why)

February 27 Chapter 4

Video / Audio Due

March 1 Chapter 7 / Chapter 8

Editing Video

March 6 Spring Break

March 8 Spring Break

March 13

Finalizing Edits

March 15

Final Recruitment Video Due
must submit flash drive with .mp4 file (will be returned to you)

Student Presentations

March 20

Terminology Exam

March 22 What are conventions?

March 27 What is a documentary film? Examples. Discussion.

March 29 Topics Due

April 3 Synopsis Due

April 5 Treatments Due

April 10	Research Due
April 12	Storyboards Due
April 17	Shooting / Interviews
April 19	Shooting / Interviews
April 24	B-Roll Footage Due - make sure you have options for your b-roll
April 26	Organizing Footage – Adding Still Images
May 1	Still Images & Voice Overs Due
May 3	Editing & Transitions
May 8	Studio work - editing (work in the MAC LAB)
May 10th	Final Projects Due/Final Presentations