

COMM 2324, COMM 2332 & COMM 2315

SYLLABUS

Instructors

T.M. Lab Assistant: Kati Moody, (806) 716-2448 kmoody@southplainscollege.edu

Instructor: Billy Alonzo, (806) 716-2436 balonzo@southplainscollege.edu

Kati's Office Hours

Monday & Wednesday: 9 a.m. – 11 a.m. & 1 p.m. – 3 p.m.

Tuesday & Thursday: 9 a.m. – 11 a.m. & 1 p.m. – 2 p.m.

Fridays: 10 a.m. – noon

Also by appointment

INTRODUCTION

This class is made up of three classes and is the class that serves as the staff for the student-produced publication the Texan Mosaic. Projects produced in this class will be used as content on the online publication. Students will learn hands-on skills about producing video packages, written articles, podcasts and photo galleries. Students will be responsible for choosing and completing their project assignments. Students will be able to learn and expand their media skills using a multitude of tools.

Students will utilize Microsoft Word, Adobe Premiere, Adobe PhotoShop and others.

Class Day and Time: Tuesday/Thursday at 2:30 p.m. – 4:15 p.m.

REQUIRED MATERIALS

There is not a textbook requirement for this class. However, students are encouraged to purchase a copy of the AP Stylebook (2023) and/or a copy of the Video Editing Handbook.

Students will need to purchase a SDHC or SDXC media card of 16GB or higher to record projects.

COURSE OBJECTIVES

Students participating in this course should gain experience in the following areas:

- Pre-production planning
- Contacting sources for interviews
- Writing scripts/articles
- Knowledge of digital cameras
- Audio/video post-production using Adobe Creative Cloud
- Television studio & field lighting
- Basic studio & field audio applications for internet and television
- Use of media sources & research
- Using the internet to support production
- Use of computer-generated graphics & editing

ASSIGNMENTS

Students will be responsible for choosing an assignment to complete every two weeks. Students will have three weeks to complete the first assignment. Students must choose a story to cover, and may choose to cover more than one. They can complete the project by either doing it as a video package or written article. Some assignments may be done as a photo gallery or video podcast with approval from the instructor. There will be a brainstorming session on Tuesdays following assignment deadlines on Thursday. At this session, students will either volunteer or be assigned stories that must be covered. Students remaining will be allowed to come up with their own project. A student must turn in a project every deadline, so should always have a back up in the case their original project idea falls through.

Every assignment will be worth 200 points. A rubric for the project can be found in the syllabus.

Additionally, there will be three scheduled news casts that students must produce. These news casts will take the place of the project due that period. Students will be required to write scripts, lead-ins, produce and direct the new casts. Students will also serve as anchors and reporters. Students will determine what video packages from the past two project periods to feature during the live news cast. These will also be worth 200 points.

The final will be a longer live news cast that will feature video packages from other video production classes. Again, students will be responsible for writing scripts, lead-ins, producing and directing the news cast. This project will be worth 300 points.

THE PROJECTS THAT ARE DUE ARE THE SOLE RESPONSIBILITY OF THE STUDENT. IF THE STUDENT DOES NOT HAVE A PROJECT TO TURN IN ON THE DUE DATE THEY WILL AUTOMATICALLY RECEIVE A ZERO.

IF THE STUDENT DOES NOT ATTEND CLASS WITHOUT COMMUNICATING WITH THE INSTRUCTOR ON THE DAY OF THE LIVE NEWS CAST THEY WILL AUTOMATICALLY RECEIVE A ZERO.

Schedule:

Project 1

Assigned: Thursday, January 19

Due: Thursday, February 2

Project 2

Assigned: Tuesday, February 7

Due: Thursday, February 16

Project 3—Live News Cast

Assigned: Tuesday, February 21

Live: Thursday, March 2

Project 4

Assigned: Tuesday, March 7

Due: Thursday, March 23

Project 5

Assigned: Tuesday, March 28

Due: Thursday, April 6

Project 6—Live News Cast

Assigned: Tuesday, April 11

Live: Thursday, April 20

FINAL NEWS CAST

Assigned: Tuesday, April 25

Live: Thursday, May 2

If students are able to finish the final news cast and have it broadcast by the deadline of Thursday, May 2, there will not be a final during finals week.

ATTENDANCE/PARTICIPATION

Students will be expected to attend every class period. Participation will be worth 500 points of their overall grade. Students must be in class, working on their projects either gathering information, interviewing, or editing. There will be no off-campus editing allowed. Students will earn 15 points for every class attended. They will not earn these 15 points if they are not in class, thus students will need to check in with the instructor in class before going to an interview or to shoot footage for a project. Additionally, there will be opportunities for extra credit that students can earn to make up lost participation points.

When an unavoidable reason for class absence arises, such as illness, an official trip authorized by the college or an official activity, the instructor may permit the student to make up work missed. It is the student's responsibility to complete work missed within a reasonable period of time as determined by the instructor.

IT IS STUDENT'S SOLE RESPONSIBILITY TO COMMUNICATE WITH THE INSTRUCTOR WHEN THEY WILL NOT BE ABLE TO ATTEND TO ENSURE THEY HAVE AN ASSIGNMENT FOR THAT PROJECT PERIOD. IF THE STUDENT DOES NOT ATTEND CLASS WITHOUT COMMUNICATING WITH THE INSTRUCTOR ON THE DAY OF THE LIVE NEWS CAST THEY WILL AUTOMATICALLY RECEIVE A ZERO.

Students who enroll in a course but have "Never Attended" by the official census date, as reported by the faculty member, will be administratively dropped by the Office of Admissions and Records. A student who does not meet the attendance requirements of a class as stated in the course syllabus and does not officially withdraw from that course by the official census date of the semester, may be administratively withdrawn from that course and receive a grade of "X" or "F" as determined by the instructor. Instructors are responsible for clearly stating their administrative drop policy in the course syllabus, and it is the student's responsibility to be aware of that policy.

PROJECT REQUIREMENTS

Students will be allowed to choose what format to complete their assigned project. The format must be approved by the instructor but may be one of the following:

- Video Package
- Written News Article
- Photo Gallery (one per student per semester)
- Video Podcast

Every student must complete one of each of the formats, but may only do one photo gallery during the semester. If students do not complete one of each, they will lose points from their overall grade.

Video Package (may be completed with one partner)

- Minimum of 2 minutes maximum of 5 minutes in length
- Script
- Audio Track
- Natural Sound
- At least one interview
- Must use microphone
- Must create a graphic or choose a photo (may be a screen grab from the video) for use with the video
- Write a headline and short description of the video (2-3 sentences)
- Save project as student last name(s), v (video), due date (mmddyy): (*ex: smithv020923*)
- Submit via Google Drive (ktrosemoody@gmail.com) OneDrive (kmoody@southplainscollege.edu) or thumb drive.

Written Article

- Minimum of 500 words and maximum of 1,200 words
- Quotes from at least two sources
- Follows inverted pyramid format (lead, nutgraph, transitions, quotes and conclusion)
- Double spaced
- Must write a headline
- Must submit at least 3 photos or photo illustrations to use with the article
- Must be proofread by the instructor and corrected by the student by the due date
 - This means the FINAL draft is due on the due date, not the rough draft. Students should allot at least one additional class period before the due date to have their rough draft turned in for proofreading.
- Save project as student last name, wa (written article), due date (mmddyy): (*ex: smithwa020923*)
- Submit via email as a Word document (.docx) to kmoody@southplainscollege.edu

Photo Gallery (one per semester per student)

- Minimum of 15 photos maximum of 30 photos
- Photos must be formatted (.jpg and 200 dpi)
- CANNOT be taken using a cell phone
- Must write a headline
- Must write a short description describing the photo gallery (5-6 sentences)
- Save project as student last name, pg (photo gallery), due date (mmddyy): (*ex: smithpg020923*)
- Submit via Google Drive (ktrosemoody@gmail.com) OneDrive (kmoody@southplainscollege.edu) or thumb drive.

Video Podcast (must be completed with at least one partner and up to two partners)

- Minimum of 3 minutes and a maximum of 5 minutes
- Must feature at least one interview
- Must be audio recorded as well as video recorded

- Must create a graphic to accompany the podcast
- Must write a short description (2-3 sentences) describing the podcast
- Save project as student last names, vp (video podcast), due date (mmddyy): (ex: smithjonesvp020923)
- Submit via Google Drive (ktrosemoody@gmail.com) OneDrive (kmoody@southplainscollege.edu) or thumb drive.

If the requirements for each project are not fulfilled, students will lose points accordingly.

RUBRICS FOR PROJECTS

VIDEO PACKAGES	Does Not Meet Expectations (0 points)	Approaches Expectations (0-24 points)	Meets Expectations (25 points)	Exceeds Expectations (50 points)
Timely	Assignment is not turned in on time or at all.	Assignment is turned in on time but is not completed.	Assignment is turned in on time and is completed.	Assignment is turned in on time, is completed, and the student submitted the required graphic, headline and description.
Script	No script.	Student wrote a script but did not follow it.	Student has written a script and mostly followed the script throughout their project.	Student has written a script and follows it verbatim throughout project.
Audio	No audio.	Student has some audio recorded but it is not correctly formatted and does not follow a script. No natural sound.	Student recorded an audio track that mostly matches the written script. Student recorded some natural sound. Sound bytes do not match up with written script.	Student recorded an audio track that perfectly matches the written script. Sound bytes match up with written script. Student recorded natural sound and used it appropriately.
Video	No video.	Student has recorded some video but not enough b-roll or did not complete an interview. Student did not use a tripod. The video was not edited into a news package.	Student recorded at least one interview and has some b-roll. Student did not utilize enough of a variety of shots for b-roll purposes. Student used a tripod for some shots. The video was edited and put together in a package.	Student recorded at least one interview and has plenty of b-roll to fill transitions. B-roll shots feature a variety of shots, including close-up, wide shots and medium shots. Student used a tripod for most shots. The video was edited and flowed well.

WRITTEN ARTICLES	Does Not Meet Expectations (0 points)	Approaches Expectations (0-24 points)	Meets Expectations (25 points)	Exceeds Expectations (50 points)
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Timely	Assignment is not turned in on time or at all.	Assignment is turned in on time but has not been proofread, is not complete or does not meet the word count.	Assignment is turned in on time, has been proofread but does not meet the word count.	Assignment is turned in on time, has been corrected, is completed and meets the word count.
Spelling/Grammar	Assignment is not turned in.	Major spelling, grammar and formatting mistakes.	Some spelling, grammar and formatting mistakes but student made corrections.	Minimal spelling, grammar and formatting mistakes and student make corrections.
Quotes	No quotes or interview.	Student completed at least one interview and used quotes in the article.	Student completed at least one interview and used quotes from two different sources in their article.	Student completed two interviews and used quotes from both sources appropriately in article.
Headline & Photos/Illustrations	No headline or photos/illustrations submitted.	Student submitted a headline and a photo or illustration.	Student submitted a headline that appropriately depicts what the article is about and submitted the required photos/illustrations.	Student submitted a headline that was approved by the instructor to use with the article and the required photos/illustrations were formatted appropriately.

PHOTO GALLERIES	Does Not Meet Expectations (0 points)	Approaches Expectations (0-24 points)	Meets Expectations (25 points)	Exceeds Expectations (50 points)
Timely	Assignment is not turned in on time or at all.	Assignment is turned in on time but is not completed.	Assignment is turned in on time and is completed with various photos.	Assignment is turned in on time and includes the required number of photos.
Quality	No photos.	Student submitted photos but did not feature a variety of shots.	Student submitted photos and included a variety of shots.	Student submitted photos, featuring a variety of shots and edited the photos appropriately.
Format	No photos.	Student submitted photos but were not formatted correctly.	Student submitted photos that were formatted somewhat, but not correctly.	Student submitted photos that were formatted correctly with the requirements.
Description/Headline	No description or headline.	Student submitted a description and headline but it did not meet the requirements.	Student submitted a description and headline that meet the requirements.	Student submitted an approved description and headline that will be used with the photo gallery.

VIDEO PODCASTS	Does Not Meet Expectations (0 points)	Approaches Expectations (0-24 points)	Meets Expectations (25 points)	Exceeds Expectations (50 points)
Timely	Assignment is not turned in on time or at all.	Assignment is turned in on time but is not completed or does not meet the time requirements.	Assignment is turned in on time and is completed but does not meet the time requirements, or did not submit required graphic, headline or description.	Assignment is turned in on time and is completed, meets the time requirements and the student submitted the required graphic, headline and description.
Script	No script.	Student wrote a script but did not follow it.	Student has written a script and mostly followed the script throughout their project.	Student has written a script and follows it verbatim throughout project.

Audio/Video	No audio or video recorded.	Student recorded audio but no video. Student recorded video but no singular audio track. The video is not edited into a package.	Student recorded audio and video, but did not utilize a variety of shots for the video. Did not include any b-roll. The video has been edited into a package.	Student recorded audio and video and utilized a variety of shots for the video. Student included b-roll footage and used it appropriately. The video was edited and flowed well as a package.
Interview	No interview.	Student did not record an interview.	Student recorded an interview.	Student recorded an interview and used sound bytes that made the video flow well.

POINTS FOR GRADING

PROJECTS/LIVE NEWS CASTS: 200 POINTS x 6 = 1200 POINTS

FINAL NEWS CAST: 300 POINTS

PARTICIPATION: 500 POINTS

TOTAL: 2000 POINTS

A: 1800-2000 POINTS

B: 1600-1799 POINTS

C: 1400-1599 POINTS

D: 1200-1399 POINTS

F: 1000-1199 POINTS

WITHDRAWAL POLICY

The last day to withdraw/drop with a grade of “W” is April 27th. It is the student’s responsibility to withdraw from this course. Otherwise, students will be assigned their earned letter grade at the end of the course. Course averages will be updated twice each week, and guidance will be provided throughout the term to help students decide whether they need to drop the class or not. For more information regarding drops/withdrawals, please visit <https://www.southplainscollege.edu/admission-aid/apply/schedulechanges.php>.

COVID-19

For information and resources about COVID-19, please visit <https://www.southplainscollege.edu/emergency/covid19-faq.php>.

For information regarding official South Plains College statements about diversity, disabilities, non-discrimination, Title V Pregnancy Accommodations, and Campus Concealed Carry, please visit: <https://www.southplainscollege.edu/syllabusstatements/>