"An audience will only tolerate bad audio for a few seconds. Sound that is too noisy, too quiet, or too distorted is nothing short of misery for the viewer. Every moment they should struggle to understand is another painful second eventually leading to them watching something else. There's no reason to subject your audience to that kind of misery."

Joe Ligo (2014), Assistant Producer/Editor at MOTORWEEK (PBS).

Fall/2018 | MCC 275 | MWF 10:30-11:30
Lab: Mondays 2-5 PM (TV Studio & Field Work)

Instructor: Bradley Weaver, Lecturer since 2000, Master of Science in Journalism (University of Kansas) & Master of Education (University of Pittsburgh)
Phone/Text: (no calls or texts after 6 p.m.) 724-316-9618
408 TCH | weaverbl@westminster.edu | Office Hours: W 12-2 PM or by appointment.

Grading: 4-credit hours

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<th>Grade</th>
<th>Value</th>
<th>Course Outcomes</th>
<th>Program Outcomes</th>
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Assessment Measures/Grading Criteria

PRACTICE, DO THE WORK, PUT IN THE TIME! Budget and balance your time for this class. It's hands-on, project-based learning. You are required to manage your time. I can coach, instruct, and mentor. I will not be your parent reminding you to get out and practice shooting, practice using the editing software, or telling you what's required for a project, etc. I expect students to spend at least 10 hours a week outside of class. Sciences and music make you put in 15+. I'm not making this up. I'm not being mean. You're a full-time undergrad, so your full-time job (40+ hours per week) should be spent exclusively on your academic efforts. You must manage your time. You must work on your assignments, and you must PRACTICE using your camera and the editing software. You can make an appointment to speak with me if you have questions or concerns about what's expected in this class. Don't make the mistake of comparing instructors and workloads. People who do that are enabling their unprofessional behaviors like procrastination or making excuses.
Course Outcomes. By the end of this course, students will:

1. Apply fundamentals of digital video editing with Adobe Premiere Pro CC software.
2. Critically evaluate the creative use of video production techniques, best practices, and aesthetics.
3. Manage and operate support equipment (tripods, lights, microphones) for single-camera production.
4. Critically evaluate best practices in the planning, shooting, writing, and editing of news and sports packages for television broadcasts and online news services.
5. Demonstrate experience and understanding of the fundamentals of pre-production, production & post-production.
6. Function as a team member or video producer for small, client-based corporate videos.
7. Add roles, positions, skills, and experience to a resume.
8. Evaluate and showcase original creations on a demo reel/portfolio.

Program Outcomes. These outcomes support all the outcomes identified in the Westminster College mission statement.

A—News Judgment
B—Critical and Independent Thinking
C—Writing
D—Analytical Competence
E—Research/Analysis/Reporting
F—Media Literacy
H—Technology
I—Visual Competence


Required Supplies and Equipment.

✓ Quality headphones for reviewing audio and video materials during class. Bring headphones with you to each class. I encourage you to use headphones and not earbuds.

✓ MS Office- You can download MS Office for free through LIS. You will use MS Word for all documents in this class.

✓ Lacie 9000488 1TB Rugged Thunderbolt USB 3.0 External Hard Drive (1TB) or new version. It’s the Thunderbolt USB that allows you to do real-time editing between our Macs and your portable hard drive. We know this works with all the Macs in the labs and in the TV stations. You can access and edit video files in real time. YOU ARE NOT PERMITTED TO SAVE AND KEEP FILES on the Macs.
✓ At least 2 or 3 cards with at least 16G free space each. Do not share! These must be class 10 cards. We know the following brands work in the DSLR cameras: Transcend, Panasonic, Sandisk or Toshiba. If you have problems using another brand, this is your issue to troubleshoot. I cannot help you if you do not follow the suggestions I offer.
✓ Access to a Canon Rebel Ti5 camera.
✓ Access to a mini-to-XLR microphone cable and XLR stick or lavaliier microphone.
✓ Access to LED light to mount on Canon Rebel Ti5.
✓ Tripod and monopod.

Never ask me what you missed in class or lab. Missing class or lab is your responsibility as a professional to manage. It's on you to have arrangements with your peers for missed materials, notes, and info. Do not seek me out to arrange to make up assignments or quizzes or in-class assignments. I will not accommodate your request. You will receive a loss on those specific grades regardless. You can track the progress of your grade on D2L. Missing in-class assignments, quizzes, participation exercises, etc. will impact your professionalism/participation grade.

**Attendance.** If you have five or more unexcused absences (this includes missing the lab, field trips, and other mandatory appointments, meetings, etc.), then you fail the course automatically. You will be asked to leave the course on that fifth absence, and it’s your responsibility to decide to withdraw or accept an F for the course grade. When you reach five unexcused absences, I will notify your advisor, coaches, Student Affairs, and Academic Dean and report the matter and request you withdraw immediately. There are no second chances. In the workplace, people who fail to show up without notice are soon fired. I require you to approach this course as you would your chosen profession. Attendance is mandatory. If you are sick and cannot attend class, or if you are going to be late, contact me before class or lab. If you do so, you might be excused from that day's assignment. If you do not contact me before class (and do not have a compelling reason* for not doing so),

A compelling reason is NOT, by the way, that your roommate forgot to contact me or that your folks have already bought airline tickets to go to Aruba. Social events or campus organization schedules are never accepted.

There are no make-up assignments, quizzes, etc. If you're out of class for a college-approved athletic competition or an approved course field trip, you must decide for what you miss in advance. If you wait until after the fact, or at the last minute, you take a zero. The field trip instructor must confirm the date and location in advance.

Personal or medical emergency: If an emergency or crisis causes you to miss three or more days of class, Student Affairs can help contact ALL your professors and advisor. NUMBER TO STUDENT AFFAIRS.

Students who miss three or more consecutive days because of illness or injury must present documentation from a physician. SICK IN ROOM will never be accepted. If you’re that ill, you must be seen by a health care professional for diagnosis and treatment.
MISSING ASSIGNMENTS. Failure to complete any assignment this semester will cause you to fail this course. When I review the grade book at the end of the semester, you must have each assignment completed and a recorded score from my review. Even if it is a single missing assignment, it will result in an automatic F for the class. It is your job to monitor the progress of your grades on D2L and alert me of any errors or anomalies.

Communication. E-mail is a requirement for this class. You must read my emails daily if not more often and respond accordingly. This is how I communicate with you and the REQUIRED method approved by the College. Your Westminster account will serve you well. You will also need to consult with mywestminster.edu continuously (that means at least daily) for access to online quizzes, assignments, grades, etc. You should have your e-mail interfaced with your smartphone, so you can receive and respond to e-mails from me promptly. You may also text me or reach out through Facebook messenger.

Participation and professionalism. Being on time for class is required. If you’re not seated and prepared to participate, take notes, etc., when I begin, then you will receive a 0 for that class meeting’s participation/professionalism score. I assess class participation based on the following criteria:

✓ being prepared for class (completing assignments, readings, etc. well before class time).
✓ Being active in discussions and questions with the instructor and your peers.
✓ Paying attention during discussions, viewing videos, listening to peers speaking—this means no texting, checking phones, watching videos online, listening to music, talking or other distractions that interfere with your active listening and participation. With that element of the participation/professionalism criteria established, I will not share my cell phone, laptop and computer policy.
✓ Appropriate dress code for changing situations. If you’re going to a county commission meeting, to court for a trial or hearing, or to another professional gathering, then you should dress professionally. The same logic applies to interview sessions. Depending on who and where the dress code can change. The same for when you are in the field reporting on camera, etc. You represent our newsroom and the College. Inappropriate attire, logos, imagery or phrases are unacceptable.
✓ Smartphone/Technology Policy-You must keep your cell phone out during class, but it must be face down on the table. It can remain on with the silent settings. However, you are to ignore texts or calls during class. The same goes for a laptop for note-taking, etc. We live in a connected world. I work in a field that requires it. In this class, we are engaged in some activities that need you to connect online or communicate with someone beyond our classroom; therefore I may ask you to review a link, video, etc. with your smartphone.

If you are unable to meet any of the above criteria, you will 0 points for that day’s participation/professionalism score. Meeting and beating deadlines. Course assignments and projects will have hard deadlines. If you miss any deadline, the assignment scores a zero. No exceptions.
Managing your digital files. Naming, saving & submitting written assignments-- Writing scripts, proposals, treatments, reflections and other documents require proper grammar and spelling practices. You will also apply the best naming practices for such documents for sharing. Examples of appropriate script labeling:

 ✓ DancingWithMyDreamsTreatment_Haybarger.doc
 ✓ DancingWithMyDreamsProposal_Haybarger.doc
 ✓ SingandSwingPACKAGEscript_Haybarger.doc
 ✓ DancingWithMyDreamTrailer_Haybarger.doc

ACCURACY IS PARAMOUNT. FACTUAL ERRORS WILL OPEN THE DOOR TO LAWSUITS. ANY STORY WITH FACTUAL ERRORS WILL AUTOMATICALLY SCORE ZERO.

Academic Integrity Requirement (CODE OF ETHICAL, PROFESSIONAL BEHAVIOR). It is your responsibility to be familiar with Westminster's academic integrity policies. All your work must be genuine, original and duly credited. This means that academic dishonesty will not be tolerated. Students who I determine are engage in academic dishonesty will fail this class. For scholars, researchers and professionals in media and communications it is paramount to foster a reputation above reproach when it comes to fairness, honesty, and integrity. This ethical reputation is the foundations of credibility in the field and students in this class must meet the highest ethical standards. If you engage in academic dishonesty, misrepresent yourself or situations, falsify or fabricate information, you will receive an "F" for the course. The matter will be sent to the Academic Dean's office for further action. Academic dishonesty includes, but is not limited to:

 ✓ Fabricating or falsifying or misrepresenting interviews, video, audio, air checks, live reports, etc.
 ✓ Misrepresentation of audio, video or printed materials. Often students will attempt to double-dip, or use work created and submitted in other courses. This is dishonest. You will fail the class if you offer work previously created for another project or class. Furthermore, passing off work you have created for this course to another course is also cheating and will result in a report from me to the instructor, the Division Chair, and Academic Dean.
 ✓ Violating LIS equipment policies by using deception or misrepresentation; abuse or neglect of equipment; theft or other breaches that impede other student work or access to equipment.
 ✓ Failure to credit cast and crew for work and assistance of audio and video projects.
 ✓ Plagiarism and failure to cite/credit original sources in written works or in presentations.
 ✓ Copyright violation.
 ✓ Collusion with others to mislead, misrepresent, or deceive the instructor.
 ✓ Providing false or misleading information to receive a postponement or an extension on assignments and deadlines.
 ✓ Any act designed to give an unfair advantage to any student or the attempt to commit such acts.