



TEXAS TECH UNIVERSITY

College of Media & Communication™

JCMI 2301-001

INTRODUCTION TO MEDIA PRODUCTION AND COMPOSITION

MWF 8:00 AM – 9:50 AM

MEDIA & COMMUNICATION BUILDING ROOM 361

SPRING 2023

General Information

Instructor: Kristi Gatto

Office Location: Media & Communication Building, Tower Office 713

Office Hours: Tues/Thurs 10:00 AM – 12:00 PM

Email: kgatto@ttu.edu

Equipment Checkout

Media & Communication Building, Room 373

Checkout Time: M-F 8am-5pm

COURSE DESCRIPTION

This course will introduce students to the basic technologies used to create media content, including still photography, video production, and audio production technologies. It will provide students hands-on practice in creating media with said technologies while introducing them to principles of composition necessary for compelling, creative, and responsible storytelling in the journalism and electronic media industries. Thematically, this class will focus on the production technology, technique, and environments with and in which professionals in the journalism and electronic media field work. Furthermore, it serves as a sister course to JEM 2302: Foundations of Digital Post-Production and Workflow, and a technical primer for upper-level courses in which you will seamlessly use this information to delve deeper into creative production and storytelling.

Learning Objective	Assessment(s)
Demonstrate proficiency in producing compelling still images using DSLR camera technology.	Quizzes, Lecture, Discussion, In-class Assignments, Exam,

	Photography Assignment
Demonstrate proficiency in producing compelling video and other forms of moving images using available technologies, including DSLR camera systems and other available visual capturing devices.	Quizzes, Lecture, Discussion, In-class Assignments, Exam, Video Group Assignment
Demonstrate proficiency in the effective use of sound recording technology for the purpose of producing compelling audio packages.	Quizzes, Lecture, Discussion, In-class Assignments, Exam, Video Group Assignment
Demonstrate knowledge of basic compositional precepts applicable to the design of still imagery, motion pictures, and sound.	Quizzes, Exams, In-class Assignments, Lecture, Discussion, Production Projects

Course Format:

Class time will be a mixture of lecture, demonstration, and discussion. You will regularly participate in in-class activities to develop your competency and complete assignments to demonstrate mastery of these skills.

Required Materials:

A portable external hard drive or USB flash drive. Minimum 32 GB of storage. Or cloud-based storage (Google Drive, Dropbox, OneDrive, etc.)

Attendance Policy:

Attendance is MANDATORY. Students will be allowed only TWO unexcused absences during the duration of the course. An excused absence includes illness (with a doctor’s note), family death, scheduled university sanctioned trips, etc. If a student is unsure if the absence is excused or not, please email the instructor before the absence. Students with more than TWO unexcused absences will have points deducted from their participation grade.

Participation and Deadlines

Participation is important for the success of this course. It will be evaluated on class discussions. All work is due by 11:59 PM on the date listed in the syllabus. If you submit an assignment late, points will be deducted based on the following:

Time Late	Percentage off
Up to 24 hours late (1 day)	20%
Between 24-48 hours (2 days)	40%
Between 48-72 hours (3 days)	60%
Between 72-96 hours (4 days)	80%
After 96 hours (after 4 days)	Grade will result in a zero

Office Hours and Email Policy

If you have a question regarding the class, you are encouraged to visit me during my scheduled office hours or schedule an appointment. If you email me before visiting (preferably 24 hours in advance), I will do my best to be prepared with an answer during our visit.

You are also free to email me any questions, comments, or concerns you may have. I will do my best to respond as quickly as possible (within 24 hours). If you are emailing me about a project or assignment, please email me well in advance. Please be professional and courteous during office hours and email correspondence.

Classroom Etiquette

The classroom is a place of learning and hands-on experience. This course will be relying heavily on computers and technology. The use of technology is for learning purposes ONLY. The use of cellphones, computers, and other electronic devices for personal reasons during class is prohibited. This disruptive behavior not only hinders the perpetrator's learning but the learning of their peers. The instructor reserves the right to ask the student to leave class if they are exhibiting disruptive behavior.

GRADING

Scale

A = 90-100%

B = 80-89%

C = 70-79%

D = 65-69%

F = 64% and lower

TESTS, ASSIGNMENTS, & PROJECTS:

Production Projects (45%): One Digital SLR Photography project (15%), One Audio project (15%), and One Video project (15%) addressing concepts and standards discussed in the relevant sections of the course.

Photography Exam (10%): One exam covering the concepts and techniques covered in the digital photography section of the course.

Audio Exam (10%): One exam covering the concepts and techniques covered in the audio section of the course.

Video Exam (10%): One exam covering the concepts and techniques covered in the video production section of the course.

In-Class Assignments (15%): Multiple practical assignments for which students apply skills and creative practices covered throughout the semester.

Participation (10%): In addition to participating in class discussion, pop quizzes will be given to ensure you are attending class and grasping the material. These quizzes will be graded on a P/F basis (i.e. if you are in class and complete the quiz, you will receive full credit).

Extra Credit:

You may earn credit for this course by participating in approved research projects within the College of Media & Communication Student Participant Pool (aka, “Sona”). Each hour of study participation (or “credit”) is worth 1 point added to your final average in the class, up to 3 points.

Research opportunities may take the form of online studies, which you may complete anywhere, or lab-based studies that take place in designated research settings. Researchers conducting lab-based studies may request that all participants wear face masks. In addition, they are following strict sanitization procedures to help provide a clean and safe research environment.

To sign up for available studies, please go to <http://ttucomc.sona-systems.com>. For questions on how to create accounts, sign up for studies, and manage your studies, please go to <https://www.depts.ttu.edu/comc/research/ccr/participation.php>

All research credits must be earned and assigned to your chosen course by 5 pm on the last day of classes, Tuesday, May 2, 2023. Credits earned and/or assigned to a class after that date will not be incorporated into your grade.

Questions about study participation or earning credits may be directed to Ms. Kristina McCravey (kristina.mccravey@ttu.edu), Center for Communication Research Lab Manager.

TEXAS TECH POLICIES

ADA STATEMENT:

Any student who, because of a disability, may require special arrangements in order to meet the course requirements should contact the instructor as soon as possible to make any necessary arrangements. Students should present appropriate verification from Student Disability Services during the instructor's office hours. Please note: instructors are not allowed to provide classroom accommodations to a student until appropriate verification from Student Disability Services has been provided. For additional information, please contact Student Disability Services in West Hall or call 806-742-2405.

ACADEMIC INTEGRITY STATEMENT:

Academic integrity is taking responsibility for one's own class and/or course work, being individually accountable, and demonstrating intellectual honesty and ethical behavior. Academic integrity is a personal choice to abide by the standards of intellectual honesty and responsibility. Because education is a shared effort to achieve learning through the exchange of ideas, students, faculty, and staff have the collective responsibility to build mutual trust and respect. Ethical behavior and independent thought are essential for the highest level of academic achievement, which then must be measured. Academic achievement includes scholarship, teaching, and learning, all of which are shared endeavors. Grades are a device used to quantify the successful accumulation of knowledge through learning. Adhering to the standards of academic integrity ensures grades are earned honestly. Academic integrity is the foundation upon which students, faculty, and staff build their educational and professional careers. [Texas Tech University ("University") Quality Enhancement Plan, Academic Integrity Task Force, 2010].

RELIGIOUS HOLY DAY STATEMENT:

"Religious holy day" means a holy day observed by a religion whose places of worship are exempt from property taxation under Texas Tax Code §11.20. A student who intends to observe a religious holy day should make that intention known in writing to the instructor prior to the absence. A student who is absent from classes for the observance of a religious holy day shall be allowed to take an examination or complete an assignment scheduled for that day within a reasonable time after the absence. A student who is excused under section 2 may not be penalized for the absence; however, the instructor may respond appropriately if the student fails to complete the assignment satisfactorily.

COVID-19 STATEMENT

The University will continue to monitor CDC, State, and TTU System guidelines concerning COVID-19. Any changes affecting class policies or temporary changes to delivery modality will be in accordance with those guidelines and announced as soon as possible. Students will not be required to purchase specialized technology to support a temporary course modality change, though students are expected to have access to a computer to access course content and course-specific messaging as needed.

If you test positive for COVID-19, report your positive test through TTU's reporting system: <https://www.depts.ttu.edu/communications/emergency/coronavirus/>. Once you report a positive test, the portal will automatically generate a letter that you can distribute to your professors and instructors.

WEEKLY SCHEDULE (*SUBJECT TO CHANGE*)

	<u>DATE</u>	<u>TOPIC</u>	<u>ASSIGNMENTS</u>
Week 1	Weds 1/11	Course Introduction The Seamless Digital Environment	
	Fri 1/13	Anatomy of the Camera Mechanics of Camera Operation	Hands on w/ the Camera Lab
Week 2	Mon 1/16	No Class - MLK Day	
	Weds 1/18	Introduction to Light & Composition Lenses, Uses, & Perspective	Outside Photo Day # 1
	Fri 1/20	File Formatting and Digital Media Standards (Photo) Color Space & Output	Outside Photo Day # 2
Week 3	Mon 1/23	Basic Digital Workflow Intro Photo Exam Review	Outside Photo Day # 3
	Weds 1/25	Photo Exam	
	Fri 1/27	Photo Work Day	Photo Assignment due Sunday 1/29 at 11:59 PM
Week 4	Mon 1/30	Intro to Audio Principles & Capturing Technology	
	Weds 2/1	Hearing, Listening, & the Nuances of Quality Sound File Formatting & Digital Media Standards (Audio)	Hands on w/ Microphone Lab
	Fri 2/3	Microphones & Audio Capturing Modifiers and Techniques	Outside Audio Day # 1
Week 5	Mon 2/6	Basic Digital Audio Workflow Intro / Recording Environments Audio Exam Review	
	Weds 2/8	Audio Exam	
	Fri 2/10	Audio Work Day	Audio Assignment due Sunday 2/12 at 11:59 PM

Week 6	Mon 2/13	Introduction to Digital Video Technology File Formatting and Digital Media Standards (Video)	Hands on w/ the Video Camera Lab
	Weds 2/15	Types of Shots & Video Composition A-roll/B-roll	Outside Video Day # 1
	Fri 2/17	180 Degree Rule Video Interviews Basic Lighting Intro	
Week 7	Mon 2/20	Video Exam Review	
	Weds 2/22	Video Exam (online)	
	Fri 2/24	Video Work Day	
Week 8	Mon 2/27	Video Work Day	
	Weds 3/1	Video Work Day	Video Assignment due at 11:59 PM