



TEXAS TECH UNIVERSITY

College of Media & Communication

CMI 3335: Video Production and Editing

T, TH 3:30 – 4:50 PM

MCOM 364

FALL 2022

General Information

Instructor: Kristi Gatto

Office Location: MCOM Building, Tower Office 713

Office Hours: T, TH 12 PM – 2 PM

Email: kgatto@ttu.edu

Equipment Checkout

Media & Communication Building, Room 373

Checkout Time: M-F 8am-5pm

COURSE DESCRIPTION

Intermediate to advanced training in production and post-production processes for creating and manipulating moving images for digital distribution.

This is an upper-level course designed to introduce you to the key concepts and skills necessary to produce videos for a variety of production environments and applications. After this course, you should have a working knowledge of the workflow of developing and producing video content. In addition, you should leave this course with video products suitable for demo reels for an entry-level video production position.

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,	Quizzes, Lecture, Discussion, In-class Assignments, Exam,

including DSLR camera systems and other available visual capturing devices.	Video Assignment	Group
Demonstrate proficiency in the effective use of sound recording technology for the purpose of producing compelling audio packages.	Quizzes, Discussion, Assignments, Video Assignment	Lecture, In-class Exam, Group
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:

This course will be a mixture of lecture, exams, and hands-on original work. The lecture is designed to introduce concepts and key terms, as well as, aesthetic concerns when shooting and editing video. You are also expected to actively participate in class discussions on the day’s topic. You will spend considerable time in the field or in the lab editing the various lab assignments and video projects in the class.

Students are responsible for being aware of any changes made during lecture or by electronic communication to the course outline, announcements, or requirements that are not specifically outlined in the syllabus. Students are also responsible for reading assignments that will regularly occur throughout the semester in accordance to lecture topics.

Required Materials:

*You should have a portable external hard drive or USB flash drive from earlier JCMI courses. If not, one is required.

Textbook: Video Production: Disciplines and Techniques, 12th edition by Jim Foust

Attendance Policy:

Attendance is MANDATORY. If you are more than 15 minutes late, you will be counted as absent. 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 class time 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 pts

B = 80-89 pts

C = 70-79 pts

D = 65-69 pts

F = 64 pts and lower

TESTS, ASSIGNMENTS, & PROJECTS

EXAMS (20 pts): There will be four exams throughout the semester. Questions will come from the readings and lectures.

ASSIGNMENTS (70 pts):

- *Video Challenge (10 pts) Group*
- *Editing Assignment (10 pts) Solo*
- *Video Assignment 1 (15 pts) Group Non-Fiction Profile Feature*
- *Video Assignment 2 (15 pts) Group Fiction Silent Film*
- *Video Assignment 3 (20 pts) Group Creative Short*

PARTICIPATION/ATTENDANCE (10 pts): Attendance and participation in class is very important to your success in this course. Any unexcused absences in excess of the policy above will result in a deduction from this score.

Extra Credit:

You may earn extra course credit by participating in approved research projects within the College of Media & Communication. Each hour of study participation is worth one (1) point added to your final average in the class, up to three (3) points. 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. 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.

Additional extra credit opportunities will be announced throughout the semester.

WEEKLY SCHEDULE (SUBJECT TO CHANGE)

DATE	TOPIC	ASSIGNMENTS
8/25	Syllabus Overview Roles of Production Crew Group Formation (Names)	
8/30	Pre-Production + Production Handbooks	Read Ch. 1, 2
9/1	Video Challenge Work	
9/6	Editing Review/ Field Production	Read Ch. 11, 12
9/8	Exam 1	
9/13	Sound in Films	Read Ch. 7
9/15	Audio Recording Lesson	
9/20	Profile Feature	Video Challenge Due
9/22	Introduction / Cameras	Read Ch. 5
9/27	Light in Film	Editing Project Due
9/29	Lighting Lesson	Read Ch. 6
10/4	Exam 2	Read Ch. 3, 4
10/6	Script Format & Markup Scene Breakdown	
10/11	Silent Film Introduction	Profile Feature Due
10/13	Video Recording/Playback	Read Ch. 10
10/18	After Effects Lab	
10/20	Exam 3	
10/25	Metaphor in Movies	
10/27	Color in Film	
11/1	Creative Short Intro	After Effects Logo
11/3	Guest Speaker TBA	Animation
11/8	View Logo Assignment	Silent Film Due
11/10	View Silent Film	
11/15	Exam 4	
11/17	Importance of the Script and Story Foreshadowing in Film	
11/22	Work Day for Creative Short	

11/29 12/1	Work Day for Creative Short	
12/6	View Creative Shorts	Creative Short Due

TEXAS TECH POLICIES

Academic Integrity/Original Work (OP 34.12)

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]

Accessibility:

Any student who, because of a disability, may require special arrangements 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.

Observance of Religious Holy Days (OP 34.19)

"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.

TTU Resources for Discrimination, Harassment, and Sexual Violence

Texas Tech University is committed to providing and strengthening an educational, working, and living environment where students, faculty, staff, and visitors are free from gender and/or sex discrimination of any kind. Sexual assault, discrimination, harassment, and other Title IX violations are not tolerated by the University. Report any incidents to the Office for Student Rights & Resolution, (806)-742-SAFE (7233) or file a report online at titleix.ttu.edu/students. Faculty and staff members at TTU are committed to connecting you to resources on campus. Some of these available resources are: TTU Student Counseling Center, 806-742-3674, <https://www.depts.ttu.edu/scc/> (Provides confidential support on campus.) TTU 24-hour Crisis Helpline, 806-742-5555, (Assists students who are experiencing a mental health or interpersonal violence crisis. If you call the helpline, you will speak with a mental health counselor.) Voice of Hope Lubbock Rape Crisis Center, 806-763-7273, voiceofhopelubbock.org (24-hour hotline that provides support for survivors of sexual violence.) The Risk, Intervention, Safety and Education (RISE) Office, 806-742-2110, <https://www.depts.ttu.edu/rise/> (Provides a range of resources and support options focused on prevention education and student wellness.) Texas Tech Police Department, 806-742-3931, <http://www.depts.ttu.edu/ttupd/> (To report criminal activity that occurs on or near Texas Tech campus.)

COVID-19 Related Information

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 modality change, though students are expected to have access to a computer to access course content and course-specific messaging.

This is where students can find information about COVID testing, vaccinations, isolation, and quarantine. <https://www.depts.ttu.edu/communications/emergency/coronavirus/>.

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.