

TEXAS TECH UNIVERSITY
COLLEGE OF MEDIA & COMMUNICATION
JCMI 2302: FOUNDATIONS OF DIGITAL POST-PRODUCTION WORKFLOW
T, TH 9:30-10:50 AM
MEDIA & COMMUNICATION BUILDING ROOM 364
SPRING 2022

General Information

Instructor: Kristi Gatto

Office Location: Media & Communication Building, Tower Office 713

Office Hours: M/W 12-2 PM or By Appointment

Email: kgatto@ttu.edu

Equipment Checkout

Media & Communication Building, Room 373

Checkout Time: M-F 8am-5pm

COURSE DESCRIPTION

This course capitalizes on the objectives of JCMI 2301: Introduction to Media Production and Composition by introducing students to photography, video, audio, and design production and post-production software applications essential to the journalism and creative media industries. This course will provide students hands-on experience with different industry-standard and Adobe production and post-production software at the same time it illustrates adaptive and professional digital technology workflows students will take into future major coursework, in-college/university practicums, internships, and the industry. Furthermore, this course supplies students with necessary foundational digital knowledge to remain adaptive to the ever-changing operational landscape of production and post-production technologies and software.

Learning Objective	Assessment(s)
Demonstrate proficiency using software applications considered necessary to journalism and electronic media, including industry-standard Adobe production and post-production applications.	Lecture Lab Assignments Projects
Demonstrate understanding of foundational post-production principles germane to journalism and electronic media, such	Lecture Discussion

as non-linear editing, pairing of sound and image, and design.	Lab Assignments
Effectively establish professionally-oriented digital workflows essential for success in the media production industries.	Lab Assignments 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. There will be “labs” every week where you will be guided through a series of production skills that are relative to that week’s topic.

Required Materials:

External Hard Drive (at least 500 GB)

Recommendation: <https://www.bestbuy.com/site/wd-my-passport-1tb-external-usb-3-0-portable-hard-drive-black/6356886.p?skuld=6356886>

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. Additionally, if a student is absent during a lab day, they will not be able to make up the points missed for that lab. There will be opportunities to make up the points through the course including SONA extra credit.

Participation and Deadlines

Participation will be evaluated on participation in class discussions (coming to class) and completion of in-class labs and assignments. **No credit will be given for late work.** If you fail to submit an assignment on time you will receive a zero. If you have an excused absence from class and an assignment is due, the student must submit the assignment the day the student returns to class to receive full credit. If a student fails to turn in the assignment on that day, the student will receive 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:

Lab Assignments (30%)

There will be 8 lab assignments over the course of the semester totaling 30% of your grade. The assigned labs must be completed by the end of the lab period. Labs will be graded according to how well you followed lab directions and the quality of your work.

Photography Workflow Project (20%)

You will complete three separate workflow projects that apply learning techniques in real-world contexts. The first of these is a Photography Workflow Project. In the weeks leading up to turning in the assignment, we will complete labs related to Adobe Lightroom, Adobe Photoshop, and some general photography workflow best practices. You will have to combine all of these in order to successfully complete this assignment.

It will include the capture of new images (by you), the archiving and editing of these images, and the appropriate submission of them. You will receive the full assignment sheet by the second week of class so that you can have enough time to fully complete the project.

Audio Workflow and Editing Project (20%)

You will complete three separate workflow projects that apply learning techniques in real-world contexts. The second of these is an Audio Workflow and Editing Project. In the weeks leading up to turning in the assignment, we will complete labs related to Adobe Audition, how to mix audio, and some general audio workflow best practices. You will have to combine all of these in order to successfully complete this assignment. It will include the capture of audio (by you), appropriate background and b-roll audio, bumper tracks, mixing of all of these, and appropriate submission of the final product. You will receive the full assignment sheet by the third week of class so that you can have enough time to fully complete the project.

Video Editing Project (20%)

You will complete three separate workflow projects that apply learning techniques in real-world contexts. The last of these is the Video Editing Project. The second half of the course is concerned with video editing, color correction, and asset management. You will use all of these skills to complete this project. You will receive the full assignment sheet by the fifth week of class so that you can have enough time to fully complete the project.

Attendance and Participation (10%)

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. Any absences after the two unexcused absences will cause a deduction in the attendance/participation grade. Participation consists of arriving on time to class, following the lecture and completing the labs on time.

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.

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/ttpd/> (To report criminal activity that occurs on or near Texas Tech campus.)

COVID-19 Related Information

Texas Tech University has provided COVID-19 related guidance to students and faculty about vaccinations, face coverings and social distancing, and absences due to illness at <https://www.depts.ttu.edu/provost/downloads/August-2021-Update-Academic-Affairs-COVID-19-Guidance.pdf>. This course will follow this guidance and any changes to university guidance that may develop.

WEEKLY SCHEDULE (SUBJECT TO CHANGE)

Week 1		1/13 Intro to Course Syllabus Overview Equipment Checkout Procedures
Week 2	1/18 File Organization Lab 1	1/20 Adobe Lightroom
Week 3	1/25 Lab 2	1/27 Adobe Photoshop 1
Week 4	2/1 Lab 3	2/3 Adobe Photoshop 2
Week 5	2/8 Lab 4	2/10 Photo Assignment Work Day <i>Taking Photos</i>
Week 6	2/15 In Class Work Day <i>Editing</i>	2/17 Guest Speaker TBA (<i>via Zoom</i>) Photo Assignment Due by 9:30 AM
Week 7	2/22 Adobe Audition 1	2/24 Lab 5
Week 8	3/1 Adobe Audition 2	3/3 Lab 6
Week 9	3/8 Audio Recording Principles	3/10 Audio Assignment Work Day <i>Prepping Your Project</i>
Week 10	3/15 No Class – Spring Break	3/17 No Class – Spring Break
Week 11	3/22 Audio Assignment Work Day <i>Editing</i>	3/24 Guest Speaker TBA (<i>via Zoom</i>) Audio Assignment Due By 9:30 AM
Week 12	3/29 Introduction to Video	3/31 Adobe Premiere 1
Week 13	4/5 Lab 7	4/7 Adobe Premiere 2

Week 14	4/12 Lab 8	4/14 Video Assignment and Video Editing Techniques
Week 15	4/19 Video Editing Techniques	4/21 Guest Speaker Panel TBA <i>(via Zoom)</i>
Week 16	4/26 Video Assignment Work Day	4/28 Video Assignment Work Day
Week 17	5/3 Video Assignment Due by 10:50 AM	