# MCJ 136: MEDIA PROJECTS

Taught as MCJ 113: Advanced Studio Production

## INTrODUCTION TO COURSE AND INSTRUCTOR

| Syllabus for Media Projects (MCJ 136) | |
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| **Semester: Fall 2019** | **Media, Communications & Journalism California State University, Fresno** |
| **Course Name: MCJ 136: Media Projects** | **Instructor Name: Carey Higgins-Dobney** |
| **Units: 3** | **Office Location: SA 140C** |
| **Time: Tues/Thurs 12-1:50pm in studio** | **E-Mail:** redacted for online posting |
| **Location: SA 172** | **Telephone: redacted for online posting** |
| **Website:** | **Office Hours: Wed: 1-2pm; Tues/Thurs: 2-3:30pm; or by appointment**  **If I’m not in SA 140C, check the studio SA 172** |

**Course description**: Prerequisite: Fall 2019 only: permission of instructor. This advanced production course will provide laboratory experiences in the design and execution of large-scale semester-long media projects that may be audio, video, film or multi-camera focused. Projects are intended for public distribution and professional portfolio building. 1-3 units, repeatable up to 6 units.

**Prerequisites for the course:** Fall 2019 only: permission of the instructor.

## Required COURSE Materials

There are **no required course materials** for this class.

Necessary production equipment will be provided.

A professional-sounding **Twitter handle** is required.

Access to Canvas, Google Classroom, Slack, Rundown Creator, Twitter, and email are required. Working knowledge of Adobe Premiere Pro and other programs in the CC suite is helpful.

## Course Specifics

**Course goals**: At the end of this course, students will know how to work in a professional broadcast television/digital production studio setting. They will be familiar with the functions of a three-camera studio and control room equipment, and have taken a turn in each position either in practice or on air.

**Student Learning Outcomes:**

Student Learning Outcome 1.4: Describe mass media business, professional and regulatory practices.

Student Learning Outcome 2.2 To write clearly and concisely in the style appropriate to treatments, scripts pitches, business plans, and production documents as they relate to media projects.

Student Learning Outcome 2.3: Develop written content that is appropriate for specific audience

Student Learning Outcome 3.1: Create media content that addresses a communication goal.

Student Learning Outcome 3.2: Prepare professional quality communication materials targeted at a specific audience.

**Course requirements/assignments:** For Fall 2019, this class will be a studio, field, and control room boot camp and workshop with the ultimate goal of producing multiple episodes of a 30-minute live-to-tape or preproduced television show. The show format, compatible with a 3-camera studio setup, will be chosen by the students in conjunction with the instructor. Students are required to be on time, learn how to use the equipment, keep up with deadlines, and learn the rhythm of studio production.

There will be 3 live-to-tape or preproduced shows, multiple rehearsals and/or preproduction days, 1 show pitch, 1 reflection, and 1 show treatment & crew list for each episode (3 total).

We will also be doing some production work for MCJ126 Broadcast Performance in the second half of term.

NOTE: you will be spending a fair amount of time outside of the studio doing show prep. Once the show format is decided, we will figure out that schedule.

### **Grading policy:**

Television production requires a wide range of skills. Your grade will be determined based on a number of factors.

Each member will spend time floor directing/managing cameras, directing, technical directing, running audio, and operating graphics, plus all other duties as assigned. **I do not expect you to be an expert at all equipment**; I do not expect perfection; **I do expect FORWARD PROGRESS** on your overall production skills. This means I anticipate you will leave this class at the end of term with sharper skills than when you came in on day 1.

**Mistakes will be made**. That is part of tv production. **How you recover** will greatly impact your success in this class.

We will **work together** **as a team**. If you cannot do so, your production grade will drop. But I expect you will all do well.

## Points:

Show pitch: 50 points: 5%

Crew 1: 15 points: 1.5%

Show Treatment 1: 75 points: 7.5%

Show 1 Production: 150 points: 15%

Crew 2: 15 points: 1.5%

Show Treatment 2: 75 points: 7.5%

Show 2 Production: 175 points: 17.5%

Crew 3: 15 points: 1.5%

Show Treatment 3: 75 points: 7.5%

Show 3 Production: 200 points: 20%

Reflection (1): 30 points: 3%

Production Crew for MCJ 126: 125 points: 12.5%

Total: 1000 points/100%

Criteria for each item will be posted in Canvas. If you are not living up to expectations, you will know.

**Extra credit:** If you take behind-the-scenes pictures of the inner workings of show production (during convenient, non-interruptive times) and post them to Twitter, you can receive 1 point per post up to 15 points. You must copy me (@DirectorCarey) and use a provided hashtag or Twitter handle of the show’s name in the tweet.

You can also write a reflection on the Show 2 experience for up to +10.

**Grades:**

900 – 1000 Points = A

This is Excellent work. Performance of the student has demonstrated the highest level of competence, showing sustained superiority in meeting all stated course objectives and responsibilities and exhibiting a very high degree of intellectual initiative. Forward progress of student’s abilities has been demonstrated throughout the course.

800 – 899 Points = B

This is Very Good work. Performance of the student has demonstrated a high level of competence, showing sustained superiority in meeting all stated course objectives and responsibilities and exhibiting a high degree of intellectual initiative. Forward progress in student abilities has been demonstrated throughout much of the course.

700 - 799 Points = C

This is Satisfactory work. Performance of the student has demonstrated a satisfactory level of competence, showing an adequate level of understanding of course objectives, responsibilities, and comprehension of course intent. Forward progress of student abilities may be inconsistent throughout the course.

600 – 699 Points = D

This is Unsatisfactory work. Performance of the student has been unsatisfactory, showing inadequacy in meeting basic course objectives, responsibilities, and comprehension of course content. There is a lack in forward progress in student abilities in the course.

599 Points or less = F

This is Failing work. Performance of the student fails to meet course objectives. Work at this level does not meet requirements for credit toward a degree.

Let’s rock this term!

**Attendance and Lateness Policy**

Students are expected to be present during class periods and actively participate in class discussions, exercises and activities. Television production relies heavily on group project participation; if one person is absent, it impacts the entire team. Students who are late to class, or leave early without permission, will be marked late for that day. Lateness results in half credit for attendance for the day; unexcused absences result in a zero (0) in attendance for the day.

Please avoid scheduling appointments during this class.

**Unplanned absences**

Unplanned student absences should be authorized when you have a short-term serious and compelling medical condition or when a death or serious illness in the immediate family (i.e., parent, spouse, sibling or child) prevents you from attending class. You are responsible for contacting the instructor as soon as possible after the missed class period and for providing documentation of the reason for the absence upon returning to class. Absences will be excused in accordance with APM 232 (http://www.fresnostate.edu/mapp/documents/apm/232.pdf).

Students participating in a mandatory university activity during a class meeting must provide written notification from the coach, instructor or advisor explaining their absence. Special circumstances such as a funeral, jury duty, military service or medical procedure may make a student eligible to be excused by the professor.

**Students must attend the Final Examination Meeting.**

**Missed or Late Work Policy**

Many of your projects will be worked on during class. Any assignment turned in after the deadline will be penalized one letter grade. Each day after the deadline that your assignment is late, the penalty will be an additional letter grade. Work more than three days late will not receive credit. No late work will be accepted after the last day of classes.

For example, if an assignment was due on a Tuesday and you turn it in on a Thursday, that’s two days late. PLEASE BACK UP YOUR WORK! And keep in mind on group projects, late work can AFFECT ALL GROUP MEMBERS.

Late work may only be made up for documented excused absences. If your absence is authorized and make-up work is allowed, missed papers, tests, projects, and/or homework assignments should be made up within a week following the excused absence.

## Course Policies & Safety Issues

**Course policies:** Television studio production is a team effort. While you are expected to be proficient at your individual studio or control room assignment, the show will not be successful without complete team cooperation.

**Safety:** When operating anything in the studio, **you must wear closed-toe shoes**. If there’s even a slight chance you will be running camera, make sure to have a pair of closed-toe shoes with you or leave a pair in the studio to have on hand when needed.

AS YOU ARE PRODUCTION PERSONNEL, ASSUME YOU WILL NEED CLOSED-TOE SHOES EVERY TIME YOU ENTER THE STUDIO.

If your outfit will get in the way of you smoothly running your production station, that clothing is not appropriate for this class.This includes large sleeves and dangling jewelry which can get caught on equipment.

NOTE: THE CONTROL ROOM AND STUDIO ARE CHILLY. PLAN ACCORDINGLY.

**Computers and lab care**

In addition to studio and control room equipment, this course will require access to computer equipment and software. The McKee Fisk 242 lab and Speech Arts 179 contain computer workstations with the software used in class. Please save your files on your own device (thumb drive, external hard drive, Google Drive, etc.) because work saved on the lab computers may be erased and you want to be able to work on your files on any computer with the appropriate software.

*There is no eating or drinking inside the lab. Eating or drinking is to be done outside the lab in the hallway or MCJ library.*

**Adding and Dropping Classes:** Students are responsible for understanding the policies and procedures about the adding/dropping of classes, academic renewals, etc. Students can find more information on adding and dropping at <http://www.fresnostate.edu/studentaffairs/classschedule/registration/add-drop.html>.

## Tentative Course Schedule

**Fall 2019**

**(Tues/Thurs)**

|  | **Date** | **Topic** | **Reading Assignment** | |
| --- | --- | --- | --- | --- |
| 1 | Thurs, Aug 22 | Intro to class, other crew and on-air members, and equipment. Assessment of what we already know. Begin discussion of what format and topics we would like the show to take on. | Show pitch: Pitch your ideas of what you would like to see for this term’s show. Topics, formats, segments. Keep in mind, the show needs to be EPISODIC: we are doing more than one of these, so make it sustainable. And family friendly. Y’all know the drill.  Due in Canvas before next class session begins. | |
| 2 | Tues, Aug 27 | We’ll call this the “think out loud” class: topics, guests, segments, personalities, music, etc. If you have an idea, throw it out there.  We’ll talk about your pitches. The group will determine the show format. | Continue to ponder the existence of your show creation and how you will pull it off. ☺ | |
| 3 | Thurs, Aug 29 | Final decision on show format.  Begin brainstorming how you will pull this off for multiple episodes. What resources will you need? Who will do what?  Technical & format boot camp begins. We need to be comfortable in our positions by airtime. Director, TD, Audio, Graphics, Floor, Field, Editing, Writing, On air.  Everyone will become familiar with studio production techniques as we work on your episodes and MCJ 126 projects. We will rotate throughout term, so you will be cross training periodically. | Crew for episode 1: Who will be doing what? Crew list due in Canvas by start of next class period. | |
| 4 | Tues, Sept 3 | Technical boot camp/preproduction begins. |  | |
| 5 | Thurs, Sept 5 | Technical boot camp/preproduction | Outline or storyboard of episode 1: How will you fill your 30 minutes? Where will breaks be? How many segments? How many on-air people will be involved? Live-to-tape, preproduced, or both? Due in Canvas by start of next class. | |
| 6 | Tues, Sept 10 | Technical boot camp/preproduction |  | |
| 7 | Thurs, Sept 12 | Technical boot camp/preproduction |  | |
| 8 | Tues, Sept 17 | Technical boot camp/preproduction |  | |
| 9 | Thurs, Sept 19 | Technical boot camp/preproduction |  | |
| 10 | Tues, Sept 24 | Preproduction/rehearsal/editing |  | |
| 11 | Thurs, Sept 26 | Preproduction/rehearsal/editing |  | |
| 12 | Tues, Oct 1 | **FIRST SHOW DUE (wahoo!)**  If live-to-tape: production during class.  If preproduced: due at end of class period in Google Drive. | Reflection: What did you think of your first show experience? What can we do differently to make it go more smoothly? What skills do you need to work on? What surprised you? Due at start of next class on Canvas. | |
| 13 | Thurs, Oct 3 | Watch back first show. What did we like? What did we love? What do we need/want to work on?  Get started on show #2. | Crew for episode 2: Who will be doing what? Crew list due in Canvas by start of next class period. | |
| 14 | Tues, Oct 8 | Show 2 prep | Outline or storyboard of episode 2: How will you fill your 30 minutes? Where will breaks be? How many segments? How many on-air people will be involved? Live-to-tape, preproduced, or both? Due in Canvas by start of next class. | |
| 15 | Thurs, Oct 10 | Show 2 prep |  | |
| 16 | Tues, Oct 15 | MCJ 126 Production Orientation (45 minutes)  Show 2 prep |  | |
| 17 | Thurs, Oct 17 | MCJ 126 commercials – We crew  Remainder of time for show 2 prep |  | |
| 18 | Tues, Oct 22 | MCJ 126 commercials if needed  Show 2 prep |  | |
| 19 | Thurs, Oct 24 | **SHOW 2 DUE**  If live-to-tape: production during class.  If preproduced: due at end of class period in Google Drive. | Extra credit: Reflection on the show 2 experience. Up to 10 points. Due in Canvas by start of next class. | |
| 20 | Tues, Oct 29 | MCJ 126 – Teach Me – We crew  Start working on show 3 | Crew for episode 3: Who will be doing what? Crew list due in Canvas by start of next class period. | |
| 21 | Thurs, Oct 31 | MCJ 126 – Teach Me – We crew  CAREY N/A  Continue work on show 3 |  | |
| 22 | Tues, Nov 5 | Show 3 prep | Outline or storyboard of episode 3: How will you fill your 30 minutes? Where will breaks be? How many segments? How many on-air people will be involved? Live-to-tape, preproduced, or both? Due in Canvas by start of next class. | |
| 23 | Thurs, Nov 7 | Show 3 prep |  | |
| 24 | Tues, Nov 12 | Show 3 prep |  | |
| 25 | Thurs, Nov 14 | **STUDIO NOT AVAILABLE**  FIELD SHOOTING/EDITING DAY |  | |
| 26 | Tues, Nov 19 | MCJ 126 Newscasts – We crew  Show 3 prep with leftover time |  | |
| 27 | Thurs, Nov 21 | MCJ 126 Newscasts – We crew  Show 3 prep with leftover time |  | |
| 28 | Tues, Nov 26 | Show 3 prep |  | |
| 29 | Thurs, Nov 28 | **THANKSGIVING BREAK.**  **NO CLASS.** | Enjoy your time off! | |
| 30 | Tues, Dec 3 | MCJ 126 Performer’s Choice – We crew  Show 3 prep with leftover time |  | |
| 31 | Thurs, Dec 5 | MCJ 126 Performer’s Choice if needed  Show 3 prep with leftover time |  | |
| 32 | Tues, Dec 10 | Show 3 prep | I will open the studio/control room/edit room for final show prep on Thursday if requested. | |
| **Finals week** | | | **Days** | **Dates** | |
| Final Exam Preparation & Faculty Consultation Days: | | | Thursday and Friday | Dec 12 – I will open the studio for final show prep if requested | |
| Final Semester Examinations | | | Monday – Thursday |  | |
| Final Exam in this course:  **FINAL SHOW DUE.**  If live-to-tape, then in class.  If preproduced, due in Google Drive at start of class.  Breathe! | | | **Thursday, December 19**  **1:15pm-3:15pm** | December 19 | |

“*The course schedule is subject to change in the event of extenuating circumstances.”*

## University Policies and services

**Students with Disabilities:** Upon identifying themselves to the instructor and the university, students with disabilities will receive reasonable accommodation for learning and evaluation. For more information, contact Services to Students with Disabilities in the Henry Madden Library, Room 1202 (278-2811).

**Honor Code:** “Members of the Fresno State academic community adhere to principles of academic integrity and mutual respect while engaged in university work and related activities.” You should:

1. understand or seek clarification about expectations for academic integrity in this course (including no cheating, plagiarism and inappropriate collaboration)
2. neither give nor receive unauthorized aid on examinations or other course work that is used by the instructor as the basis of grading.
3. take responsibility to monitor academic dishonesty in any form and to report it to the instructor or other appropriate official for action.

Instructors may require students to sign a statement at the end of all exams and assignments that “I have done my own work and have neither given nor received unauthorized assistance on this work.” If you are going to use this statement, include it here.

**Cheating and Plagiarism:** Cheating is the actual or attempted practice of fraudulent or deceptive acts for the purpose of improving one's grade or obtaining course credit; such acts also include assisting another student to do so. Typically, such acts occur in relation to examinations. However, it is the intent of this definition that the term 'cheating' not be limited to examination situations only, but that it include any and all actions by a student that are intended to gain an unearned academic advantage by fraudulent or deceptive means. Plagiarism is a specific form of cheating which consists of the misuse of the published and/or unpublished works of others by misrepresenting the material (i.e., their intellectual property) so used as one's own work. Penalties for cheating and plagiarism range from a 0 or F on a particular assignment, through an F for the course, to expulsion from the university. For more information on the University's policy regarding cheating and plagiarism, refer to the Class Schedule (Legal Notices on Cheating and Plagiarism) or the University Catalog (Policies and Regulations).

**Computers:** "At California State University, Fresno, computers and communications links to remote resources are recognized as being integral to the education and research experience. Every student is required to have his/her own computer or have other personal access to a workstation (including a modem and a printer) with all the recommended software. In the curriculum and class assignments, students are presumed to have 24-hour access to a computer workstation and the necessary communication links to the University's information resources."

**Disruptive Classroom Behavior:**"The classroom is a special environment in which students and faculty come together to promote learning and growth. It is essential to this learning environment that respect for the rights of others seeking to learn, respect for the professionalism of the instructor, and the general goals of academic freedom are maintained. Differences of viewpoint or concerns should be expressed in terms which are supportive of the learning process, creating an environment in which students and faculty may learn to reason with clarity and compassion, to share of themselves without losing their identities, and to develop an understanding of the community in which they live. Student conduct which disrupts the learning process shall not be tolerated and may lead to disciplinary action and/or removal from class."

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**For free tutoring on campus, contact the** [**Learning Center**](http://www.fresnostate.edu/learningcenter) (<http://fresnostate.edu/studentaffairs/lrc>) in the Collection Level (basement level) of the Henry Madden Library. You can reach them by phone at 559.278.3052.

**Our campus has developed** [**SupportNet**](http://fresnostate.edu/studentaffairs/lrc/supportnet/) (<http://fresnostate.edu/studentaffairs/lrc/supportnet>) to connect students with specific campus resources promoting academic success. Students may be referred to it if you believe they need the services provided by SupportNet to succeed in your course.

## Subject to Change Statement

This syllabus and schedule are subject to change in the event of extenuating circumstances.

## STUDENT HANDBOOK

Information on student rights, responsibilities, academic honesty, etc., can be found on the Fresno State Student Handbook web page. The web page is located at: <http://www.fresnostate.edu/studentaffairs/division/general/studenthandbook/>.