GENERAL INFORMATION

Professor Information
Instructor: Michael Scott Sheerin
Phone: (305) 919-5696
Office: AC-II, 311
E-mail: sheerinm@fiu.edu (Don’t use email to contact the professor about coursework – instead use the link “Messages” in Bb)
E-Office Hours: By appointment

Course Description & Objectives
This course offers instruction in the theory and practice of multimedia production, including concepts in digital photography, videography, non-linear video editing (NLE), and sound design. Best practices in digital compression and dissemination techniques for stills, streaming video, and podcasts for online and mobile delivery will be covered, with a focus on best practices in storytelling for a digital media environment. The course seeks to develop a combination of critical, technical, and design skills.

Students will be able to:

- Express an advanced understanding of multimedia production in general and its related vocabulary.
- Demonstrate an advanced understanding of multimedia production techniques and requirements.
- Develop and combine various aspects of multimedia production (video, stills, audio & data visualizations) into comprehensive storytelling assignments (to include, but not limited to, video, stills, podcasts, and data visualization elements)
- Demonstrate professionally competent knowledge of digital imaging equipment, including image capture, file format information, and advanced Adobe Photoshop image enhancement skills.
- Identify and describe new Mobile multimedia apps.
- Demonstrate professionally competent knowledge of advanced post-production techniques in non-linear editing systems. Based on storytelling techniques that will be taught, students will create cohesive, seamless content for various multimedia delivery systems, including adherence to streaming media standards.
IMPORTANT INFORMATION

Policies
Please review the FIU’s Policies webpage. The policies webpage contains essential information regarding guidelines relevant to all courses at FIU, as well as additional information about acceptable netiquette for online courses.

Obviously, University policies regarding academic honesty apply in all cases, and it is the responsibility of the student to familiarize themselves with these policies. Go to http://www.fiu.edu/~oabp/misconductweb/2codeofacainteg.htm for the complete code. Also, plagiarism is grounds for dismissal from the class and the university. If I see it elsewhere, you will be reprimanded with a failing grade. Don’t steal. You are here to learn, not copy others works.

Technical Requirements & Skills
One of the greatest barriers to taking an online course is a lack of basic computer literacy. By computer literacy we mean being able to manage and organize computer files efficiently, and learning to use your computer’s operating system and software quickly and easily. Keep in mind that this is not a computer literacy course; but students enrolled in online courses are expected to have moderate proficiency using a computer. Please go to the "What's Required" webpage to find out more information on this subject.

It is imperative that you become familiar with the online web site devoted to this course. All of your assignments will need to be submitted electronically. The login screen can be accessed at from the Blackboard e-campus link. Go to https://ecampus.fiu.edu/ to log in. All information and instruction on accessing the website can be found there. You must be registered and you must have a valid FIU email address. The professor doesn’t have access to your login information. It is the student’s responsibility to be able to access the online course site. Contact FIU’s tech support if you have any issues (and copy the professor so they are aware of the situation.

Please visit our Technical Requirements webpage for additional information.

Accessibility And Accommodation
The Disability Resource Center collaborates with students, faculty, staff, and community members to create diverse learning environments that are usable, equitable, inclusive and sustainable. The DRC provides FIU students with disabilities the necessary support to successfully complete their education and participate in activities available to all students. If you have a diagnosed disability and plan to utilize academic accommodations, please contact the Center at 305-348-3532 or visit them at the Graham Center GC 190.

Please visit our ADA Compliance webpage for information about accessibility involving the tools used in this course.

Please visit Blackboard’s Commitment Accessibility webpage for more information.
For additional assistance please contact FIU's Disability Resource Center.

**Course Prerequisites**
Admission into the GSC Online program

**Equipment**
Each student must be able to shoot and export still images in a standard jpeg format with a resolution of at least 5 megapixels. Also, students must have an audio recording device that exports MP3 or WAV audio files (WMA files are not accepted) and be able to record video in a minimum resolution of 640X480 as a mov. or .mp4 file. It is the responsibility of the student to produce content that conforms to the technical specs given so that the content can be uploaded/compressed as needed.

An external USB storage device (Western Digital is recommended) of at least 500 GB capacity is recommended to store your work (1 TB is preferred).

**Note: It is the responsibility of the student to obtain the proper equipment in order to complete the assignments as instructed.**

**Textbook**
There are no required textbooks for this course. Handouts & Tutorials will be supplied as needed. However, Adobe Photoshop and Premiere are required for the course, so the “All Apps” special offer for students is the one to buy (see link below). If a student already has Adobe Premiere, it will just have to be CS4 or higher, with Adobe CC 2017 recommended*. Also, if you already have Adobe Photoshop, it will also have to be CS4 or higher, with Adobe CC 2017 recommended*. If you only need to download Photoshop because you already have Premiere (unlikely), you can just purchase the single Photography plan for $9.99/mos.

(Note: The professor is working with Adobe CC 2017. Specific feedback for issues with older versions of Photoshop and Premiere may not be possible.)

Adobe CC Premiere Pro 2017 system requirements: [https://helpx.adobe.com/premiere-pro/system-requirements.html](https://helpx.adobe.com/premiere-pro/system-requirements.html)

Note: if your system meets the requirements for Premiere Pro 2017, it will also work with Photoshop.

The subscription cost is $19.99 per month (single app). The link to buy/download can be found here: [https://creative.adobe.com/plans?promoid=61PM81ZC&mv=other](https://creative.adobe.com/plans?promoid=61PM81ZC&mv=other)

(Note: Click on Students and Teachers tab and select "All Apps" for the annual plan).

Here are the links to the tutorials that we will use:

Adobe Photoshop: [https://helpx.adobe.com/photoshop/tutorials.html](https://helpx.adobe.com/photoshop/tutorials.html)

Adobe Premiere: [https://helpx.adobe.com/premiere-pro/tutorials.html](https://helpx.adobe.com/premiere-pro/tutorials.html)
Other Important links:

- Lynda: [http://training.fiu.edu/lynda.html](http://training.fiu.edu/lynda.html) (Use your FIU credentials to log in.)

**Expectations Of This Course**

This is an online course, which means most (if not all) of the course work will be conducted online. Expectations for performance in an online course are the same for a traditional course. In fact, online courses require a degree of self-motivation, self-discipline, and technology skills which can make these courses more demanding for some students. Whenever using new technology, Murphy’s Law comes into effect (whatever can go wrong, will go wrong). My best advice? Don’t start your assignments the day they are due – you are just asking for trouble if you do that (remember, deadlines are hard in this course and late work is not accepted, nor given partial credit!)

As this is an online class, there are no set hours. However, due to the nature of the class, you are required to respond to any posts from the professor (that ask for a response) within a 48-hour window (excluding weekends).

**Extenuating Circumstances**

Rarely, the unexpected happens and emergency situations may arise causing you to miss graded work in class. Please contact me **WITHIN 24 HOURS FROM THE START TIME OF A MISSED ASSIGNMENT** if you encounter such a situation. It is your responsibility to communicate promptly and directly. If you can prove the legitimacy of the reason you missed a deadline with documentation, you MAY be able to make up work.

**All Excuses Are Not Created Equal**

The university recognizes documented illness and the death of immediate family as examples of circumstances that call for excused absence. In the case of illness, you need a doctor's note that says you COULD NOT PARTICIPATE in a class assignment, not a note saying you went to a doctor. In the case of a death, you need to provide a funeral program or obituary documenting the death and your relationship to the deceased. The university does not recognize as excused absences such things as scheduling a routine doctor’s appointment, scheduling a grammar exam during class time, taking dad to the airport, a business trip, an assignment in another class, etc. As you are graduate students, I doubt that this text is necessary, but it is always good to set a baseline for course expectations.

The instructor retains the right to modify this course syllabus for any reason throughout the semester provided that:

1. Fair and adequate notice is given to enrolled students either by e-mail, messaging, or through online publishing;
2. Modifications to the syllabus are not arbitrary or capricious, and;
3. Students are not unfairly disadvantaged by mid-semester changes to grading standards, attendance standards, or performance measures.

COURSE DETAIL

Course Communication

Course Communication will take place via the Messages link in the Bb course. **Do not use FIU email! Only use the Messages link in Bb. Messages sent via email will not be answered.**

Discussion Forums

Keep in mind that your discussion forum and Wiki postings will likely be seen by other members of the course. Care should be taken when determining what to post.

Assessments

In order to mitigate any issues with your computer and online assessments, it is very important that you take the “Practice Quiz” from each computer you will be using to take your graded quizzes and exams. It is your responsibility to make sure your computer meets the minimum hardware requirements.

**Note:** It is not the instructor’s policy to grant extensions/make-up exams except in VERY legitimate and provable cases. Any student, who nevertheless wishes to request an extension/make-up assignment will have their WRITTEN request (must be submitted within 2 days of due date) evaluated by the instructor, and based on his judgment and experience, may or may not grant an extension/make-up assignment. There will be no incompletes given. If you need to, you must drop the course and sign up again during a future semester. The drop date for this course is September 24, 2017 (however, you must contact the program director if you need to drop the course by this date).

Assessments in this course are not compatible with mobile devices and should not be taken through a mobile phone or a tablet. If you need further assistance please contact FIU Online Support Services.

Assignments & Evaluation

In order to complete most assignments and be evaluated on your work, you must use the assigned apps. If you chose not to buy the Creative Cloud apps, one may be able to get by using the 30-day free trials of both Adobe Photoshop and Premiere, where the student will have access to complete assignments in these software applications, including tutorial completion. Please note that it is the student’s responsibility to have access to these apps, whether by purchase or use of the 30-day trial during the appropriate time span.

**Note:** Multimedia production software requires a robust computing system (see specs above for Photoshop and Premiere). If the student’s hardware cannot support these applications, it is the student’s responsibility to find alternative options. The professor will work with the students on an individual basis if needed. **The student must develop**
an alternative production workflow by the end of the week that the software is first implemented.

The complete list of all assignments can be found in each respective module.

Departmental Writing Policy
Good writing is vital to both advertising and public relations careers. Accordingly, all students will be held to a uniform writing standard. All assignments that include writing (supers, taglines, etc.) - regardless of length - will first be graded for content. Following that, the assignment will be reviewed for writing. Should an assignment contain any errors, the work will automatically lose 5 points (based on 100). At the instructor’s discretion, more stringent grading may be applied.

There will be NO extra credit assignments for this class per department policy.

Grading

<table>
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<th>Course Requirements</th>
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<tbody>
<tr>
<td>Photoshop Tutorial</td>
<td>10%</td>
</tr>
<tr>
<td>Premiere Tutorial (5%) &amp; Iggy Eats Compression (5%)*</td>
<td>10%**</td>
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<tr>
<td>Scavenger Hunt</td>
<td>10%</td>
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<tr>
<td>Still Storytelling</td>
<td>10%**</td>
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<tr>
<td>Video Project</td>
<td>20%**</td>
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<tr>
<td>Research Presentation (Mobile Apps)</td>
<td>10%</td>
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<tr>
<td>Audio Production - Iggy Eats Music (5%) &amp; Podcast (10%)</td>
<td>15%**</td>
</tr>
<tr>
<td>Quizzes (Total of 3 - 5% each)</td>
<td>15%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>100%</td>
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</tbody>
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FYI – Met deadlines are of upmost importance in the multimedia production field. Late assignments therefore will not be accepted. However, students will be given a chance to improve on their original grades on the projects marked with an asterisks (**) above during a limited “re-edit” period based on the professor’s feedback. Up to half of the points lost from the first graded assignment can be earned for making proper fixes, changes, etc. to the content.
<table>
<thead>
<tr>
<th>Letter</th>
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<td>B</td>
<td>84 - 86.99</td>
<td>D</td>
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<td>B-</td>
<td>80 - 83.99</td>
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<td>B+</td>
<td>87 - 89.99</td>
<td>C</td>
<td>70 - 79.99</td>
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**COURSE CALENDAR**

**Module Weekly Schedule**

See Specific Modules on Bb for information. Modules will become available as scheduled by the instructor.

Here are a list of assignment due dates and deadlines. See individual assignments in the respective modules for the assignment details. *(Note that late submissions are not accepted. Partial credit is not an option, so make sure you submit your work on time!)*

Scavenger Hunt (Part 1 - images) (Modules 1 & 2): Due - August 27

Photoshop Tutorial Assignment (Modules 1 & 2): Due - August 30

Quiz #1 (Modules 1 & 2): Due - August 31 thru Sept. 1

Scavenger Hunt (Part 2 - Critique) (Modules 1 & 2): Due - Sept. 3

Premiere Tutorial Assignment (Module 3): Due - Sept. 10

Iggy Eats Compression Assignment (Module 3): Due - Sept. 10

Quiz #2 (Module 4): Due Sept. 14 thru Sept. 15

Audio Podcast (Module 4): Due Sept. 17

Iggy Eats Compression with Audio (Module 4): Due Sept. 17

Video (Part 1 - Commercial Idea) (Module 5): Due Sept. 21

Mobile Apps Research Idea (Module 5): Due Sept. 21

Quiz #3 (Module 5): Due Sept. 22 thru Sept. 22

Still Story (Module 5): Due Sept. 24

Video (Part 2 - Storyboard) (Module 5): Due Sept. 24

Video (Part 3 - Edited Rough Cut Commercial) (Module 7): Due Oct. 8
Video (Part 4 - Classmate's Edited Commercial from EDL) (Module 7): Due Oct. 8

Video (Part 5 - Final Commercial) (Module 8): Due October 14 (Saturday – last day of class)

Mobile Apps Research Presentation (Module 8): Due October 14 (Saturday – last day of class)

* Unless specified in each individual assignment, assignments are due by 11:59 p.m. ET on the given due date