FIU School of Communication & Journalism
RTV 3531 – Sec B60 - Multimedia Production
Fall 2017

Classroom: ACII – Rm. 129
Time: M/W, 11:00 a.m. to 12:50p.m.
Instructor: Michael Scott Sheerin
Phone: 305.919.5696
Email: sheerinm@fiu.edu
Office: ACII – 311
Office Hours: Tuesday 1:00 p.m. - 1:45 p.m.
Wednesday 1:00 p.m. - 1:45 p.m.

COURSE PREREQUISITE: Students need to have taken and passed MMC3104 and have full admittance to the SCJ.

TEXTS: There are no required textbooks for this course.


Lynda Tutorials (log in with your FIU credentials): http://training.fiu.edu/lynda.html

COURSE DESCRIPTION & OBJECTIVES: Introduction to the use of multimedia production techniques in order to produce compelling content in the areas of advertising, journalism, public relations, respectively. Lecture and lab. This course has MMC3104, Writings Strategies, and full admittance into the SCJ, as its pre-requisites.

Students will be able to:

- demonstrate a broad overview of multimedia production in general and its related vocabulary.
- demonstrate a broad overview of multimedia production techniques and requirements
- demonstrate professionally competent knowledge of producing and maintaining a website/blog that contains various multimedia content
- demonstrate professionally competent knowledge of digital imaging equipment, including image capture, file format information, and basic Adobe Photoshop image enhancement skills
- demonstrate professionally competent knowledge of ENG equipment handling, i.e. video camera operation, lighting, and sound recording
- demonstrate professionally competent knowledge of basic postproduction techniques in non-linear editing systems. Based on the techniques that will be taught, students will learn how to create cohesive, seamless content for various multimedia delivery systems, including adherence to streaming media standards.
- demonstrate professional competent knowledge of new media outlets, including content compression, web streaming, and blogging.
• demonstrate professional competent knowledge of print layout programs

ASSIGNMENTS & EVALUATION: Four multimedia projects (10% each), a second video project (20%), a final comprehensive project (25%), and the average of unannounced quizzes (Lowest grade dropped) (15%) administered during the semester will make up the grading process. The quizzes will cover all lectures, any assigned readings and any other software or material discussed by the instructor. Obviously, University policies regarding academic honesty apply in all cases, and it is the responsibility of the student to familiarize themselves with these policies. The student is expected to make arrangements to complete projects in the SJMC labs during lab hours. These hours will be posted early in the semester on the course website. Editing and working on class projects is not something we do during class time, unless otherwise noted by the professor.

Grading Breakdown:                               Still Image Project 10%
                                                  Podcast Project 10%
                                                  Practice Projects 10%
                                                  Video Project 1 10%
                                                  Video Project 2 20%
                                                  Final Comprehensive Project 25%
                                                  Quiz Average (drop lowest grade) 15%
                                                  TOTAL 100%**

FYI – The professor will not discuss grades during the semester via email or the chat room. If a student has a question about a grade, he or she must discuss this in person with the professor, preferably during office hours. Questions concerning final grades may be emailed to the professor in order to set up an appointment to discuss the grade. Also, the use of email does not substitute for a missed class. It is the responsibility of the student to get notes/info from other students. Do not email me asking about missed assignments/classes/notes. A missed class does not denote an extra teaching assignment for me. Please do not ask me to go over a missed class or a missed assignment via email. Additionally, all grades will be posted via Blackboard. If you have any questions about this grade, you must talk to the professor within 7 days of this post/email. Otherwise, the grade will not be changed.

**The instructor reserves the right to award positive and negative grades for good or bad performance within the context of the course. These grades can be (not limited to): Class and shoot attendance, group work out of class time, carrying out group responsibilities, equipment handling procedures and any special assignments given by the instructor.

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. file. An Addendum to this syllabus will be issued the first day of class and contains a list of acceptable formats and recommended equipment. It is the responsibility of the student to produce content that conforms to the technical specs given so that the content can be ingested into the lab computers and software. An external USB storage device (Western Digital is recommended) of at least 500 GB capacity is required (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.

ATTENDANCE: Attendance is mandatory. You are allowed one mulligans (an excused absence or lateness), and any absence after that will result in one point being deducted from your final grade. Also, you are considered absent if you come five minutes (or more) after class has started. If you are not there at roll call (11:00 a.m.), but come in less than five minutes late, you will lose ½ of a point from your final grade once your mulligan is used up.
Note: on quiz days, if you come to the classroom late, and another student has already finished the exam and has left, you will not be able to take the quiz and will receive a zero.

**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 THE MISSED CLASS** if you encounter such a situation. It is your responsibility to communicate promptly and directly. If you can prove the legitimacy of your absence or tardiness 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 **CULD NOT ATTEND** class, 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 during class time, scheduling a grammar exam during class time, taking dad to the airport, a business trip, an assignment in another class, a student organization meeting or a traffic jam. Miami traffic problems are no secret; plan ahead.

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/miscconductweb/2codeofacainteg.htm](http://www.fiu.edu/~oabp/miscconductweb/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

**Misconduct Policy:** Florida International University is a community dedicated to generating and imparting knowledge through excellent teaching and research, the rigorous and respectful exchange of ideas and community service. All students should respect the right of others to have an equitable opportunity to learn and honestly to demonstrate the quality of their learning. Therefore, all students are expected to adhere to a standard of academic conduct, which demonstrates respect for themselves, their fellow students, and the educational mission of the University. All students are deemed by the University to understand that if they are found responsible for academic misconduct, they will be subject to the Academic Misconduct procedures and sanctions, as outlined in the Student Handbook.

Misconduct includes: Cheating – The unauthorized use of books, notes, aids, electronic sources; or assistance from another person with respect to examinations, course assignments, field service reports, class recitations; or the unauthorized possession of examination papers or course materials, whether originally authorized or not. Plagiarism – The use and appropriation of another’s work without any indication of the source and the representation of such work as the student’s own. Any student who fails to give credit for ideas, expressions or materials taken from another source, including internet sources, is responsible for plagiarism.

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 exam will have their WRITTEN request (must be submitted within 5 days of due date) evaluated by the instructor, and based on his judgment and experience, may or may not grant an extension/make-up exam. **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 **October 30, 2017.**

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

Course grades will be assigned as follows:

- **A:** 94%-100%
A: 90%-93.99%
B+: 87%-89.99%
B: 84%-86.99%
B-: 80%-83.99%
C: 70%-79.99%
D: 65%-69.99%
F: below 65%

**Departmental writing policy - undergraduates** (for all courses requiring MMC 3104 as a pre-requisite)

Good writing is vital to both advertising and public relations careers. Accordingly, all students will be held to a uniform writing standard. After the completion of MMC 3104, all papers, reports, and tests written outside of the classroom - regardless of length - will first be graded for content. Following that, the paper will be reviewed for writing. Should a paper contain six or more errors, the work will automatically lose 10 points (based on 100). At the instructor’s discretion, more stringent grading may be applied.

**CLASSROOM BEHAVIOR:**

*Personal Electronics*

Use of cell phones, PDAs or MP3 players during class is prohibited. That includes texting. If you insist on violating this rule, I will ask you to leave. Computers may be used only with instructor permission and if you sit across the back wall. Lectures may be recorded with prior approval. If you are caught using your cell phone or any other banned device during a quiz or exam, you will be in violation of the university’s policy on academic dishonesty.

*Civility*

The classroom is a place of learning. I will attempt to make that process as enjoyable as possible, but the classroom is not a meeting place for casual conversation or a lounge for taking naps. It is also not a place for rudeness. Displays of disrespect for fellow students or the professor will not be tolerated. If you have a cell phone, turn it off before you enter the classroom. If you forget and it goes off in class, turn it off immediately and stow it away. If you answer your phone, you must leave the room and may not return for the remainder of the semester.

*Special Needs*

If you need accommodation based upon a disability under the terms of the Americans With Disabilities Act or Section 504 of the Rehabilitation Act of 1973, please discuss your needs with me before the end of the second week of the semester.

**ONLINE COURSE MAINTENANCE:** It is imperative that you become familiar with the online web site devoted to this course. Most of your assignments will need to be submitted this way, as well as it being a valuable resource to find out what is going on in this class. The login screen can be accessed at [http://ecampus/fiu.edu](http://ecampus/fiu.edu). 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. It is your responsibility to log into the site. The professor does not have access to your user name and/or password and cannot help getting you in.

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

a) Fair and adequate notice is given to enrolled students either by e-mail, in writing, or through online publishing;
b) Modifications to the syllabus are not arbitrary or capricious, and;
c) Students are not unfairly disadvantaged by mid-semester changes to grading standards, attendance standards, or performance measures.