

FIU School of Communication + Journalism
DIG 4552 - Advanced Multimedia Production
Monday & Wednesday: 3:00pm – 7:00pm
Summer “B” 2019 - ACII 242

Instructor: Jay Sandhouse
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Office Hours: By appointment
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Course Description

DIG 4552 is an advanced video and advertising course designed to give students an introduction to various types of multimedia commercials as well as practical considerations of producing television spots. Students will be involved in all stages of the process from research and development of strategies, scripts and storyboards, to production and post-production of completed commercials and final presentation of finished products. The unique course will explore the process of producing different types of multimedia commercial messages, from strategic direction and concept through development to production and post-production. To complement the process, we will critically analyze a variety of multimedia commercials.

Course Objectives

This course broadens the education and expertise of students majoring in Digital Media by providing valuable, real-world-style opportunities not readily available otherwise. For many students their first production job may be working on low-budget television commercials. This course will provide vital tools in the development and production of multimedia commercials. It is also an opportunity to learn the details of what goes into producing a broadcast message. This course will also provide students with a more complete portfolio, allowing them to stand out from the competition when they are seeking their first jobs in the advertising or production fields. Students are expected to be self-motivated and independent, and with a clear concept of the importance of working as part of a production team.

Students are expected to have a **strong proficiency** in the following areas of digital media production:

- a. Digital video production
- b. Digital audio production
- c. Digital photography and editing
- d. Non-linear digital video editing
- e. Using infographics/data visualization to communicate complex ideas/data sets
- f. Effectively combining above elements within a web-based platform

Student Learning Outcomes

- 1) A strong comprehension of fundamental concepts in digital/new media
- 2) The ability to tell stories using multiple digital media storytelling techniques
- 3) Strong familiarity with at least one online platform used for multimedia storytelling
- 4) Thinking critically, creatively and independently about the prospects, promises and pitfalls of digital media
- 5) Writing correctly and clearly in forms and styles appropriate for communications professions, audiences, and purposes they serve.

How the Course Will Work

During the Summer “B” 2019 semester, students will be working with representatives from the [Chaplin School of Hospitality and Tourism Management](#) at FIU. In essence, they will be you clients.

Your major contacts will be:

- Diann Newman, Vice Dean: newmand@fiu.edu (305) 919-4523)
- Dawn Fagnan, Assistant Director: fagnand@fiu.edu (305) 919-4513)

You are expected to meet with either or both of them (or assigned representatives) during every stage of the production process, which will include:

- Obtaining script copy points
- Final script approval
- Selecting talent
- Scheduling and shooting
- Final video approval

We will explore the timeline from concept through completion of a television commercial. Students experience first-hand the process of commercial production from creative concept through post production by creating their own commercial as a :30 or branded content up to 2 minutes with a viable :30. We will have lectures, Q&A and guest speakers to help with commercial production and the development/execution of creative. Guest speakers and topics may change based on availabilities.

TEAMS

As with nearly all media production efforts, your ability to work in teams will be an *essential* component of this course. Each student will need to volunteer for a specific position for your promotion. Please note that *teamwork* is essential to producing high-quality media content.

Grades

Your final grade will be based on a combined score from your performance:

Participation/Attendance:	20 pts
Collaboration:	10 pts
Content/quality of your contribution:	70 pts

Judging, like judging multimedia in the industry, is not an exact science. This class is unlike typical general education courses that might use multiple-choice exams to measure your knowledge objectively. Although there is objective scoring in the class, most multimedia assignments get grades that are subjective. That means that you or someone else may have a different opinion of the merit of your projects. But as in the industry itself, the person in charge sets the standard. In this case, it is the instructors. You can rely on your instructors to know what the standards in the industry are, and to apply them here. Please note that subjective does not mean unfair. Within the class, the same standards are applied to everyone.

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

- Fair and adequate notice is given to enrolled students either by email, or online publishing.
- Modifications to the syllabus are not arbitrary or capricious.
- Students are not unfairly disadvantaged by mid-semester changes to grading standards, attendance standards, or performance measures.

Communication with the Instructor

It is University policy for faculty to communicate with students via FIU e-mail. Please check yours for communications from your instructor. If you use another e-mail provider, please link your FIU e-mail with your personal e-mail so communication is forwarded. Likewise, please communicate with your faculty on routine matters via e-mail.

Class Attendance

Students are expected to attend every class period (unless otherwise announced) and are responsible for obtaining any class notes missed from another student. If you miss or do not turn in an assignment, you will have very limited opportunity to make up the work. Rarely, the unexpected happens and emergency situations may arise, causing you to miss graded work. Please contact your instructors within 24 hours after the class start time if you encounter such a situation. Exceptions to the attendance rule will be based only on what the university classifies as excused absences. This is your responsibility. If you can prove the legitimacy of your tardiness or absence, you MAY be able to make up work

Ethical Conduct & Plagiarism

Academic Honesty: Student must follow the Standards of Conduct described in the student handbook. (http://www.fiu.edu/~sccr/standards_of_conduct.htm). Students are expected to use all

resources, including books, journals, and computers only in authorized ways. Participants are expected to perform individual assignments without consulting each other. This practice “homogenizes” the thinking brought to the class, negatively impacting the discussion and our learning experience. Participants in this course are also reminded that materials may not be pasted or paraphrased from printed, electronic or any other sources without appropriate citations and credits. Failure to do so constitutes plagiarism and will result in penalties as set forth by University policies.

Course Schedule (Preliminary) *

Week 1

June 17/19

- Overview of course and syllabus, expectations, view segments from past semesters.
- Lecture on commercial production
- Meeting with Diann and Dawn from the Chaplin School of Hospitality and Tourism Management
- Choose promo ideas
- Assign jobs & production teams.
- Review guidelines to check out SCJ video equipment & equipment demonstration

Week 2

June 24/26

- Meet with Diann and/or Dawn to go over copy points for your promo
- Show first draft of script to your professor

Week 3

July 1/3

- Submit script for approval to professor
- Submit final script to Diann and/or Dawn for approval
- Schedule recording times and dates
- Record voice over and submit to professor for approval

Week 4

July 8/10

- Rough cuts of promo due to professors.**
- Work on revisions (edits, additional shooting, etc.)
- First draft due to professor

Week 5

July 15/17

- Work on revisions (edits, additional shooting, etc.)
- Final version and approval due to professor **NO EXCEPTIONS!**
- Final version and approval due to Diann and/or Dawn

Week 6 - Finals week

July 22/24

- Complete any last minute revisions Diann and/or Dawn may have
 - Final screening of the promos and team evaluations.
 - Bring to class a **detailed report of work accomplished for show.**
- End of Summer A**

* All dates and scheduled work listed above are subject to change.
