

FIU DEPARTMENT OF JOURNALISM + MEDIA
RTV 3531 - MULTIMEDIA PRODUCTION 1
Monday & Wednesday, 4:40pm - 6:40pm
Spring 2024 – AC II 132 (Media Hub)
gatorjbone.wordpress.com/
gatorjbone.com/

Instructor:	Jay Sandhouse
Office:	ACI 180
Office Hours:	By appointment (in-person or Zoom)
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Required Software/Equipment

NO BOOK is required for this class. However, **ALL STUDENTS** are required to purchase the **Adobe Creative Cloud**. This suite of software will be essential to complete all the assignments in the course. **You are required to have the programs for the SECOND WEEK of class.** Visit the [Adobe Creative Cloud for Students and Teachers](#) page for a significant educational discount for students.

ALL STUDENTS are also advised to have an external hard-drive of at least **1 TB**. This drive will be essential component of your participation in this class, as you will **NOT** be allowed to save any of your work on the computers in the classroom. Make sure that the drive you buy is compatible for **MAC/PC**.

You will also need to purchase a SD Memory Card (class 10, at least 8 GB) towards the end of the semester.

Other equipment that you will use in this class but do not need to buy (although doing so could make your life a lot easier):

- DSLR/Mirrorless Camera that shoots both stills and video
- Lavalier microphone with a mini jack
- Digital audio recorder
- USB Microphone for computer
- Ring light
- Tripod
- Gimbal
- Drone
- Canva
- [Envato Elements](#)

Course Description

RTV 3531: Multimedia Production I is designed to introduce students to the basic elements of multimedia production: audio recording and editing, basic photography, video production & editing, and interactive infographics. Students will spend the semester producing content using the various multimedia storytelling techniques that we will be learning throughout the semester.

Learning Outcomes

Students who complete this course are expected 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.

Course Requirements

Participation/Attendance (group & individual)	20%
Practice Projects/In-Class Assignments	20%
Radio Commercials	5%
Still Image Project	5%
B-Roll Project	5%
Five-Shot Sequence	5%
News/Feature Story	30%
Chroma Key Project (Entertainment Report)	<u>10%</u>
	100%

Evaluation

Final grades for the course will be based on a points system using the following scale:

(A)	93% – 100%	(B)	83% – 86%	(C)	70% – 76%
(A-)	90% – 92%	(B-)	80% – 82%	(D)	60% – 69%
(B+)	87% – 89%	(C+)	77% – 79%	(F)	59% or less

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 instructor. You can rely on your instructor 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. This course is a core requirement for all SJMC students; therefore, you must pass with a grade of "C" or better. Failure to do so will mean that you must retake the course.

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 email, or online publishing.**
- b. Modifications to the syllabus are not arbitrary or capricious.**
- c. Students are not unfairly disadvantaged by mid-semester changes to grading standards, attendance standards, or performance measures.**

General Class Expectations

I try to maintain a friendly, open environment in my courses, one that encourages discussion, debate, and dialogue. I firmly believe that we can all learn from each other, especially through peer critiques of our work. However, I expect everyone to be respectful, both instructor and each other, and to keep distractions like social networking, web surfing, or texting, to a minimum. I'm happy to go over difficult concepts as many times as necessary, but NOT if I think that no one is paying attention.

This is a challenging course, and we will be covering a lot of material, but the deadlines for your work are REAL. If they are missed, the tardiness will be reflected in your grade for that project, usually dropped at least one letter grade (for example, an "A" will become a "B").

ATTENDANCE:

ATTENDANCE IS MANDATORY! Two (2) unexcused absences will be allowed during the semester. Your grade will be lowered by one-third a letter grade for every unexcused absence beyond two. Excused absences will only be granted for sickness, injury, immediate family emergency (all of which require notification with 24 hours and documentation) and religious holidays. **Showing up for class more than 15 minutes late will be considered an absence.**

COURSE CONTENT: I expect **ALL** content created for this course, except for archive material, stock footage or photos used with my approval, to be original and created expressly for the purpose of this class, by you.

- **All videos must be shot, edited and uploaded at a minimum resolution of 1920 x 1080 (HD).**
- **Projects that do not meet the minimum or maximum total running time (trt) will not be accepted.**
- **Projects that contain audio or graphics in a language other than English must first be approved.**
- **Projects containing copy written music will not be accepted. All music must be royalty-free**

Academic Misconduct Statement

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.

Academic 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.

WEEKLY OVERVIEW

Week 1

1/8

- Introduction and syllabus review

1/10

- Headshots in the TV Studio (ACII 161)
- Equipment Room checkout procedures
- Format external hard drive

Week 2

1/15

- **NO CLASS (MLK DAY)**

1/17

- Lecture on Shot Composition and Standard Shots

Week 3

1/22

- In-Class assignment: Going out into “the field” and taking photos **DUE FRIDAY, JANUARY 26th (Upload to OneDrive folder)**

1/24

- Demonstration on the use of Adobe Photoshop
- **HEADSHOTS & BIO DUE FRIDAY, JANUARY 26th (Upload to OneDrive folder). DO NOT ATTACH YOUR HEADSHOT TO THE BIO**

Week 4

1/29

- Photoshop In-Class Assignment. **DUE BY TUESDAY, JANUARY 30th (Upload to OneDrive)**

1/31

- Demonstration on editing video in Adobe Photoshop

Week 5

2/5

- Work on and review Still Image Project

2/7

- Lecture on audio: “Performance Development”
- Work on and review Still Image Project
- **STILL IMAGE PROJECT DUE - FRIDAY, FEBRUARY 9th (Upload to OneDrive)**

Week 6

2/12

- **NO CLASS (SPRING CAREER FAIR)**

2/14

- Lecture on audio: “Vocal Development”
- **REVISIONS FOR STILL IMAGE PROJECT DUE - FRIDAY, FEBRUARY 16th (Upload to OneDrive)**

Week 7

2/19

- Demonstration on the use of Adobe Audition

2/21

- Audition In-Class assignment. **DUE BY THE END OF THE DAY (Upload to OneDrive)**

Week 8

2/26

- **NO CLASS (SPRING BREAK)**

2/28

- **NO CLASS (SPRING BREAK)**

Week 9

3/4

- Lecture on Video Production
- Begin the selection process for groups

3/6

- Camera, microphone, and tripod demonstration
- Reserve equipment for video In-Class assignment
- Finalize groups

Week 10

3/11

- Demonstration on the use of Adobe Premiere Pro (Part 1 - Rough Cut)

3/13

- Demonstration on the use of Adobe Premiere Pro (Part 2 - B-Roll)
- **AUDIO PROJECTS DUE FRIDAY, MARCH 15th (Upload to OneDrive)**

Week 11

3/18

- Demonstration on the use of Adobe Premiere Pro (Part 3 - Text and other effects).
- Review of "B-Roll" and "Five-Shot Sequence" projects
- Review guidelines for group proposals

3/20

- In-Class assignments: "B-Roll" and "Five-Shot Sequence" projects (Scheduled to be shot during class time)
- **REVISIONS FOR AUDIO PROJECTS DUE - FRIDAY, MARCH 22nd (Upload to OneDrive)**

Week 12

3/25

- Group proposals (Class Presentations)
- Edit "B-Roll" and "Five-Shot Sequence" projects (Scheduled during class time)
- **"B-ROLL & "FIVE" SHOT SEQUENCE PROJECTS DUE FRIDAY, MARCH 29th (Upload to One Drive). EVERYONE WILL EDIT THESE PROJECTS INDIVIDUALLY, BUT WILL BE SHOT AS A GROUP**
- **WRITTEN PROPOSALS DUE, FRIDAY, MARCH 29th (Upload to OneDrive)**

3/27

- **NO CLASS**

Week 13

4/1

- Demonstration on Chroma Key
- Edit Miami Pride Parade project (Scheduled during class time)
- Work on Feature Report

4/3

- Review and finalize scripts for Chroma Key project
- **MIAMI PRIDE PARADE DUE FRIDAY, APRIL 5th (Upload to OneDrive)**

Week 14

4/8

- Work on revisions for Miami Pride Parade
- **FINAL VERSION OF MIAMI PRIDE PARADE DUE BY THE END OF THE DAY (Upload to OneDrive)**

4/10

- Chroma Key standups shot in TV Studio (ACII 161). **WE WILL START AT 4:00PM.**

Week 15

4/15

- Review rough cut of Feature Report in class **(ALL ROUGH CUTS ARE DUE BY THE END OF THE DAY (Upload to OneDrive))**
- Work on Feature Report

4/17

- Review first draft of Feature Report in class
- **FEATURE REPORT FIRST DRAFT DUE FRIDAY, APRIL 19th (Upload to OneDrive)**
- **CHROMA KEY PROJECTS DUE FRIDAY, FRIDAY, APRIL 19th (Upload to OneDrive)**

Week 16

4/22

- Official last day of class
- Showcase final feature reports
- Group photo (TV Studio)
- **REVISED VERSION OF FEATURE REPORT DUE FRIDAY, APRIL 26th (Upload to OneDrive)**

ALL ASSIGNMENTS MUST BE TURNED IN NO LATER THAN FRIDAY, APRIL 26th TO RECEIVE EITHER FULL OR PARTIAL CREDIT.