FIU DEPARTMENT OF JOURNALISM + MEDIA
DIG 4552 - Advanced Multimedia Production
Tuesday and Thursday: 3:00pm – 5:00pm
Spring 2024 – ACII 132 (Media Hub)
https://gatorjbonecapstoneblog.wordpress.com/
gatorjbone.com/

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

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 in order to complete all the assignments in the course. **You are required to have the programs for the SECOND week of class.** There is a significant educational discount for students:

https://www.adobe.com/creativecloud/buy/students.html?sdid=1XGJD51C&mv=search&ef_id=CjwKCAjw xev3BRBBEiwAiB_PWCQQNqHGuAu18E3r3R0Mdba-8myxmjBX2D3qtqHkUe1ot-9N_1dMqBoCTM4QAvD_BwE:G:s&s_kwcid=AL!3085!3!377751121176!b!!g!!photoshop%20download%20f or%20students

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
- Ring light
- Tripod
- Gimbal
- Drone
- Canva
- Envato Elements (https://elements.envato.com/)

Course Description

The goal of this course is to synthesize the various analytical, critical thinking and digital storytelling skills that have been learned by Digital Media majors up to this point in their academic careers (Introduction to Digital Media, Media Theories, Multimedia Production I & II, Social Media and Globalization, Audience Analysis) and put them to use in a project-based setting. This is a senior capstone course; as such, students are expected to be self-motivated and independent.

Course Objectives
The face-to-face classroom experience will function like an integrated broadcast and multimedia newsroom, production house and/or advertising agency. The students will serve as producers, reporters, writers, videographers, video/audio editors and content creators. Just as in any broadcast facility or advertising agency, students are expected to be professional inside and outside the classroom. Students should have 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:
- Digital video production
- Digital audio production
- Digital photography and editing
- Non-linear (computer) digital video editing
- Using infographics/data visualization to communicate complex ideas/data sets
- 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) A strong familiarity with at least one online platform used for multimedia storytelling (YouTube)
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

Grades
Your final grade will be based on a combined score from your performance on the projects. The expectations and grading rubrics for each project are as follows:

Participation/Attendance:	**20%**
Weekly YouTube Channel posts	**30%**
30-Second video commercial #1	**15%**
30-Second video commercial #2	**15%**
Chroma Key/Virtual Set feature report	**10%**
Single-Camera Interview	**10%**

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.

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.

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. Students are subject to be dropped if they miss the first class. Students will 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

The following assignment is designed to help you to master your skills by:

- Accurately articulate the creative design concept and user interface design of a computer-mediated multimedia presentation.
- Correctly identify and operate multimedia hardware and software to demonstrate technical proficiency and comprehension by successful completion of media production assignment criteria.
- Select the most appropriate multimedia medium to deliver specific communication content.
- Integrate the multimedia elements of text, video, audio, and graphics into the peer-to-peer interactive platform known as YouTube.
- Apply graphic design principles effectively to enhance communication and produce compelling interactive experiences.

ASSIGNMENT:

Students will create a YouTube based website (channel) that combines all of the multimedia elements including: Text, Videography, Audio, and Graphics. All videos should contain an animated open and music throughout the video. Students will be responsible for choosing site content based on their target audience. Media elements and principles will be integrated within the website content to achieve effective and compelling online distribution. Interactivity will be accomplished with user feedback in the form of comments, likes, subscriptions, and other pertinent data. Students must post their videos on a bi-weekly basis on the same day every week. Students will comment on at least five of their fellow students' YouTube channels on a weekly basis and should have at least 25 subscribers by the end of the semester. Students will submit a document at the end of the semester documenting which YouTube channels they have commented on each week of posting. Feedback should be positive and/or constructive.

 Specific skills include:

- **Writing a YouTube channel business plan, which will include at least five weeks of potential posts.**
- **Creating and sticking to a recording routine.**
- **Defining a target audience.**
- **Choosing a format that will connect better with the target audience.**
- **Equipment budgeting.**
- **Recording locations**

==**PLEASE STAY AWAY FROM SUBJECTS WHERE YOU ARE NOT IN A POSITION TO SHOOT YOUR OWN B-ROLL (MOVIE, MUSIC & ENTERTAINMENT REVIEWS, SPORTS PROGNOSTICATION, ETC.). VIDEOS SHOULD BE POSTED NO LATER THAN FRIDAY NIGHT! STOCK FOOTABE IS PERMITTED ON A LIMITED BASIS.**==

The following assignment is designed to help the students learn the disciplines, techniques and procedures used by the On-Air Talent, Producers, Editors, and Camera Operators during the television production process. They will learn key terms used in both the television and in the radio industry.

Skills:

- Acquaint the student with the fundamentals of good speech.
- Show you how to self-evaluate your speech patterns, as well as the speech patterns of talent used in your productions.
- Illustrate the dynamics of an ever-changing language.
- Familiarize yourself with job expectations for both television and radio on-air positions.
- Permit hands-on practice for both television and radio on-air positions.
- Set up an effective chroma key effect in the editing process.
- Help produce a marketable demo (resume) reel.

Knowledge:

- Working with clients and/or News Directors as to providing alternative ways of production video, without doing a full EFP (electronic field production).
- Creative visual storytelling, without the use of interviews.
- Editing principles in both Adobe Premiere Pro and Adobe After Effects.
- Selecting talent, crew and animated virtual sets.

ASSIGNMENT:

The students will record, edit, shoot and produce a chroma key/virtual set news/feature report to potentially air on the South Florida Media Network.

- **All copy must be approved by the instructor before beginning production.**
- **The report should be around one to two minutes total running time (trt).**
- **The news/feature report will be shot on the chroma key screen inside the television studio. This will be completed either during or outside class time.**
- **The students may appear as talent in your production or select someone through an audition process.**
- **The news/feature report should include an introduction in the beginning, and a close (saying goodbye).**
- **The students will go out and shoot b-roll to accompany the standup, which should be on the screen the entire time. Stock footage and photos should be kept to a minimum.**
- **The package must include a lower-third graphic with the name of the talent.**
- **This assignment will be edited in both Adobe Premiere Pro and Adobe After Effects.**

30-SECOND VIDEO COMMERCIAL (PROMO)

The following assignment is designed to help you to master your skills at writing, producing, directing, editing, and shooting a 30-second video promo (spot), as well as:

- Meeting with clients
- Effective script writing and the approval process.
- Evoking viewer emotion through camera angle, location, and editing.
- Selecting talent and performance development.
- Video and audio editing for single camera productions.
- Selecting locations and set preparation.
- Equipment and personnel needed for field production.
- Directing single camera productions.
- Personnel needed for single-camera productions.
- Operation of various audio and video support equipment.
- Getting permission to use field locations and talent.

ASSIGNMENT:

The students will research, plan, conduct and record TWO single-camera 30-second video promos that promotes some aspect of FIU. You may also do a promo outside of the university (your own business, a place you work for, public service, etc.). One of these promos should be a PSA.

- **Your promos should contain the five steps of persuasion (getting attention, holding attention, creating the need, satisfying the need, and call to action).**
- **All ideas and scripts must be approved before you go out to shoot.**

SINGLE-CAMERA INTERVIEW

The following assignment is designed to help you to master your skills at conducting an interview, as well as:

- How the single camera system works.
- Performance development.
- Selecting talent.
- Video and audio editing for single camera productions.
- Principles of audio.
- Lighting on location.
- How to select locations.
- What equipment is needed for field production.
- Directing single camera productions.
- Personnel needed for single-camera productions.\The operation of various audio and video support equipment.
- Location set preparation.
- How to get permission to use field locations and talent.
- Evoking viewer emotion through camera angle, location, and editing.

ASSIGNMENT: You will research, plan, conduct and record a single-camera interview.

- **Arrange to interview a faculty member, staff member, or administrator from either campus. Be sure of the date, time, and place with the person you will be interviewing. You can also interview someone off campus, but not a family member.**
- **Arrange for a pre-interview time and request a resume, if available.**
- **At the pre-interview, discuss possible topics and set the time for the actual interview.**
- **Based on the interview topic, develop a list of ten possible interview questions and a short introduction.**
- **Record the interview, as demonstrated by the techniques you have learned in class.**
- **Edit your interview in Adobe Premiere Pro and upload your finished project to your Google Drive group folder.**
- **The edited interview should be between five to ten minutes long.**

Week 1
1/9 & 1/11
- Introduction and syllabus review
- **HEADSHOTS IN TV STUDIO (1/11)**
- Review guidelines for You Tube channel

Week 2
1/16 & 1/18
- Discuss ideas for You Tube channel
- Assign groups of two for upcoming projects
- **YOU TUBE CHANNEL BUSINESS PLAN (INCLUDING URL) DUE FRIDAY, JANUARY 19th (upload to OneDrive folder)**
- **HEADSHOTS & BIOS (SUBMITTED SEPERATELY) DUE FRIDAY JANUARY 19th (upload to OneDrive folder)**

Week 3
1/23 & 1/25
- **NO CLASS (THURSDAY, JANUARY 25th)**
- Discuss and review Single-Camera Interview project
- **YOU TUBE TRAILER DUE FRIDAY, JANUARY 26th**

Week 4
1/30 & 2/1
- Equipment demonstration (1/30)
- Review You Tube trailers
- Finalize interview subjects

Week 5
2/6 & 2/8
- **NO CLASS (TUESDAY, FEBRIARU 6th)**
- Lecture on interviewing
- Review list of questions for interviews
- **YOU TUBE VIDEO #1 DUE FRIDAY, FEBRUARY 9th**

Week 6
2/13 & 2/15
- Lecture on promos
- Discussion of promo ideas
- Review of footage of interviews

Week 7
2/20 & 2/22
- Finalize promo ideas
- **SINGLE CAMERA INTERVIEW DUE – FRIDAY, FEBRUARY 23rd (Upload to OneDrive folder)**
- **YOU TUBE VIDEO #2 DUE FRIDAY, FEBRUARY 23rd**

Week 8
2/27 & 2/29
- **SPRING BREAK – NO CLASSES**

Week 9
3/5 & 3/7
- Chroma Key demonstration
- Review rough cut for Promo #1
- **YOU TUBE VIDEO #3 DUE FRIDAY, MARCH 8th**

Week 10
3/12 & 3/14
- Review scripts for Chroma Key
- **SHOOT CHROMA KEY IN TV STUDIO THURSDAY, MARCH 14TH (WE WILL START AT 2:30pm)**
- Review first draft for Promo #1
- **PROMO #1 DUE FRIDAY, MARCH 15th (Upload to OneDrive folder)**

Week 11
3/19 & 3/21
- Discuss ideas for Promo #2
- **YOU TUBE VIDEO #4 DUE FRIDAY, MARCH 22nd**

Week 12
3/26 & 3/28
- Review scripts for Promo #2

Week 13
4/2 & 4/4
- Review first draft of Chroma Key project
- Review rough cut of Promo #2
- **CHROMA KEY PROJECT DUE FRIDAY, APRIL 5th (Upload to OneDrive folder)**
- **YOU TUBE VIDEO #5 DUE FRIDAY, APRIL 5th**

Week 14
4/9 & 4/11
- Review first draft of Promo #2
- **PROMO #2 DUE FRIDAY, APRIL 12th (Upload to OneDrive folder)**

Week 15
4/16 & 4/18
- Work on revisions
- **YOU TUBE VIDEO REVISED TRAILER DUE FRIDAY, APRIL 19th**

Week 16
4/23 & 4/25
- Last check of revisions
- **REVIEW PROMOS AND CHROMA KEY PROJECTS IN CLASS – LAST DAY OF CLASS: TUESDAY, APRIL 23rd**
- **GROUP PHOTO IN TV STUDIO: 4/23**
- **YOU TUBE COMMENTS DUE FRIDAY APRIL 26th (Upload to OneDrive folder)**