

BCMN 4391 - Conference Course

Spring 2018

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Course Description

Topic assigned on an individual basis, covering individual research or study in the designated areas. May be repeated when topic changes, for a maximum of six credit hours. Our topic for this semester will be audio and video production for non-broadcast majors in the Department of Communication. This will apply to the Certificate in Emerging Media.

Learning Outcomes

Students who complete this course are expected to:

- Demonstrate a broad understanding of multimedia vocabulary terms, production techniques, multimedia delivery systems, and media outlets.
- Demonstrate proficiency in digital camera equipment handling, support systems, video formats, sound recording, lighting, and non-linear postproduction techniques.
- At the end of this course, students will be able to create a storyboard, script and finished video for presentation and web streaming.

Required Textbooks and Other Course Materials

There are NO textbooks required for this course, however you must have:

- External hard drive of at least 250 GB. It must be compatible for MAC.
- SanDisk SDHC card, class 10, minimum 8GB

Descriptions of major assignments and examinations

Exams: There will be one exam consisting of multiple choice and essay-type questions

Participation: Includes attending class, asking and responding to questions, class discussions or readings. I will take attendance at the beginning of class. Frequent absences or lateness *will* affect your grade.

Final Video Project: a complete video package to include a storyboard, script, audio, graphics and original video shot and edited by the student.

Attendance Policy

At The University of Texas at Arlington, taking attendance is not required. Rather, each faculty member is free to develop his or her own methods of evaluating students' academic performance, which includes establishing course-specific policies on attendance. **As the instructor of this section, my philosophy is that your attendance is vital toward the successful completion of the course requirements. There is no textbook and**

everything you need to know for the exams and projects is covered during class time. Roll will be taken each class meeting. If you miss class due to official representation of the University in an authorized activity, you must supply the necessary documentation to me before that event. If you or a family member becomes seriously ill and you miss class, it is your responsibility to notify and provide documentation to me as soon as you return to class. You are responsible for work missed during your absence. An absence on a due date does not justify a late assignment.

If you fade out of the course it is **your responsibility** to drop officially. You will **NOT** be dropped for non-attendance.

Grading

Students are expected to keep track of their performance throughout the semester and seek guidance from available sources (including the instructor) if their performance drops below satisfactory levels.

Exam 25%
Participation: 15%
Assignments: 25%
Final Project: 35%

Grade Scale:
90-100 A
80-89 B
70-79 C
60-69 D
Below 60: F

DATE	TOPIC
JANUARY	
	audio/visual terms and definitions, create intro video
FEBRUARY	
	picture composition, how-to video assignment
	Camera overview and in-class assignment
	Audio overview and in-class assignment
	Lighting overview and in-class assignment
	Scripting and in-class assignment
MARCH	
	Codecs and formatting
	Multimedia delivery & outlets, social media
	Legal and ethical concerns
	EXAM
	Post-production techniques – basic editing
	Editing with photos, audio
APRIL	
	CTEC, PR and journalism team project
	Group presentations
MAY	
	Final project presentations

“As the instructor for this course, I reserve the right to adjust this schedule in any way that serves the educational needs of the students enrolled in this course. –LaDonna Aiken

Expectations for Out-of-Class Study

Beyond the time required to attend each class meeting, students enrolled in this course should expect to spend at least an additional 6 hours per week of their own time in course-related activities, including learning to use hardware/software, completing assignments, preparing for exams, etc.

Make-up Exams: Make-up exams require a valid, university-approved excuse. Students must present the appropriate documentation to the instructor before an exam can be rescheduled. Make-up exams should be completed as soon as possible.

Approved documentation includes but is not limited to:

- Notice from the university (university-sponsored activities)
- A court or legal document noting date and time
- Medical documentation noting date and time
- A letter written on letterhead stationery from a counselor, religious leader or employer

Drop Policy: Students may drop or swap (adding and dropping a class concurrently) classes through self-service in MyMav from the beginning of the registration period through the late registration period. After the late registration period, students must see their academic advisor to drop a class or withdraw. Undeclared students must see an advisor in the University Advising Center. Drops can continue through a point two-thirds of the way through the term or session. It is the student's responsibility to officially withdraw if they do not plan to attend after registering. **Students will not be automatically dropped for non-attendance.** Repayment of certain types of financial aid administered through the University may be required as the result of dropping classes or withdrawing. For more information, contact the Office of Financial Aid and Scholarships (<http://wwwb.uta.edu/aao/fao/>).

Disability Accommodations: UT Arlington is on record as being committed to both the spirit and letter of all federal equal opportunity legislation, including *The Americans with Disabilities Act (ADA)*, *The Americans with Disabilities Amendments Act (ADAAA)*, and *Section 504 of the Rehabilitation Act*. All instructors at UT Arlington are required by law to provide “reasonable accommodations” to students with disabilities, so as not to discriminate on the basis of disability. Students are responsible for providing the instructor with official notification in the form of a letter certified by the **Office for Students with Disabilities (OSD)**. Students experiencing a range of conditions (Physical, Learning, Chronic Health, Mental Health, and Sensory) that may cause diminished academic performance or other barriers to learning may seek services and/or accommodations by contacting: **The Office for Students with Disabilities, (OSD)** www.uta.edu/disability or calling 817-272-3364. **Counseling and Psychological Services, (CAPS)** www.uta.edu/caps/ or calling 817-272-3671.

Only those students who have officially documented a need for an accommodation will have their request honored. Information regarding diagnostic criteria and policies for obtaining disability-based academic accommodations can be found at www.uta.edu/disability or by calling the Office for Students with Disabilities at (817) 272-3364.

Title IX: *The University of Texas at Arlington does not discriminate on the basis of race, color, national origin, religion, age, gender, sexual orientation, disabilities, genetic information, and/or veteran status in its educational programs or activities it operates. For more information, visit uta.edu/eos. For information regarding Title IX, visit www.uta.edu/titleIX.*

Academic Integrity: Students enrolled all UT Arlington courses are expected to adhere to the UT Arlington Honor Code:

I pledge, on my honor, to uphold UT Arlington’s tradition of academic integrity, a tradition that values hard work and honest effort in the pursuit of academic excellence.

I promise that I will submit only work that I personally create or contribute to group collaborations, and I will appropriately reference any work from other sources. I will follow the highest standards of integrity and uphold the spirit of the Honor Code.

UT Arlington faculty members may employ the Honor Code as they see fit in their courses, including (but not limited to) having students acknowledge the honor code as part of an examination or requiring students to incorporate the honor code into any work submitted. Per UT System *Regents’ Rule* 50101, §2.2, suspected violations of university’s standards for academic integrity (including the Honor Code) will be referred to the Office of Student Conduct. Violators will be disciplined in accordance with University policy, which may result in the student’s suspension or expulsion from the University.

Student Support Services: UT Arlington provides a variety of resources and programs designed to help students develop academic skills, deal with personal situations, and better understand concepts and information related to their courses. Resources include tutoring, major-based learning centers, developmental education, advising and mentoring, personal counseling, and federally funded programs. For individualized referrals, students may visit the reception desk at University College (Ransom Hall), call the Maverick Resource Hotline at 817-272-6107, send a message to resources@uta.edu, or view the information at <http://www.uta.edu/universitycollege/resources/index.php>

Electronic Communication: UT Arlington has adopted MavMail as its official means to communicate with students about important deadlines and events, as well as to transact university-related business regarding financial aid, tuition, grades, graduation, etc. All students are assigned a MavMail account and are responsible for checking the inbox regularly. There is no additional charge to students for using this account, which remains active even after graduation. Information about activating and using MavMail is available at <http://www.uta.edu/oit/cs/email/mavmail.php>.

Student Feedback Survey: At the end of each term, students enrolled in classes categorized as “lecture,” “seminar,” or “laboratory” shall be directed to complete an online Student Feedback Survey (SFS). Instructions on how to access the SFS for this course will be sent directly to each student through

MavMail approximately 10 days before the end of the term. Each student's feedback enters the SFS database anonymously and is aggregated with that of other students enrolled in the course. UT Arlington's effort to solicit, gather, tabulate, and publish student feedback is required by state law; students are strongly urged to participate. For more information, visit <http://www.uta.edu/sfs>.

Final Review Week: A period of five class days prior to the first day of final examinations in the long sessions shall be designated as Final Review Week. The purpose of this week is to allow students sufficient time to prepare for final examinations. During this week, there shall be no scheduled activities such as required field trips or performances; and no instructor shall assign any themes, research problems or exercises of similar scope that have a completion date during or following this week *unless specified in the class syllabus*. During Final Review Week, an instructor shall not give any examinations constituting 10% or more of the final grade, except makeup tests and laboratory examinations. In addition, no instructor shall give any portion of the final examination during Final Review Week. During this week, classes are held as scheduled. In addition, instructors are not required to limit content to topics that have been previously covered; they may introduce new concepts as appropriate.

Emergency Exit Procedures: Should we experience an emergency event that requires us to vacate the building, students should exit the room and move toward the nearest exit. When exiting the building during an emergency, one should never take an elevator but should use the stairwells. Faculty members and instructional staff will assist students in selecting the safest route for evacuation and will make arrangements to assist individuals with disabilities. <https://www.uta.edu/policy/procedure/7-6>

<p>Emergency Phone Numbers: In case of an on-campus emergency, call the UT Arlington Police Department at 817-272-3003 (non-campus phone), 2-3003 (campus phone). You may also dial 911.</p>
