



MCOM 2400-001: Multimedia Production

TR 9:45-11:05 in Warf Pickel 419

office hours: Tuesdays 1:30-4:30 (Warf Pickel 519F) or by Zoom appointment

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Director, Technical & Professional Writing Minor

Course Description:

The study and application of creative multimedia technologies across various platforms and genres. In addition to producing multimedia texts—including print, audio, video, and web—students will research and write about contemporary media landscapes, digital media production as vocation, and creativity's role in new economies.

Learning Outcomes:

At the completion of this course students should have successfully done the following:

- researched contemporary media landscapes and digital economies;
- written critically, creatively, and independently about media vocations across industries;
- employed digital tools in the production of various multimedia texts;
- and evaluated, packaged, and remediated project work in online portfolio.

Required materials:

Costello, V. (2016). *Multimedia foundations: Core concepts for digital design* (2nd Ed.). New York, NY: Focal Press.

YES, students do have to rent/buy the textbook. The assigned readings throughout the course will be integrated as part of the requirements in the final project. I suggest students rent the Kindle version of the textbook on Amazon [HERE](#). This course also draws on supplemental materials—online articles, videos, and audio content—that I will make available in D2L. Students are responsible for checking the *Content* tab in D2L each week to be sure they've reviewed all requisite content.

Students will also need access to Adobe Creative Cloud. Media and Communication majors already have a CC subscription. Non-majors and minors will either need to purchase a student subscription or download the free trial version. I will explain more about both of these options in the Week 1 introductory video.

In terms of hardware, students will need to be able to record digital audio and video, and will have access to checkout cameras and mics in the department's equipment room. I will review checkout policies and procedures the first week of class.

While tablets and Chromebooks might be useful in some classes, **they are *not* sufficient to run the software you will be using in this class.**

Attendance and Participation:

As an onsite course that meets twice a week, and with learning outcomes dependent on student's ability to learn software programs, students are expected to come to class. Students have 5 absences to use at their discretion. I do not differentiate between excused and unexcused absences. Each absence after 5 results in 5% points from the student's final course average. (**Disclaimer:** Given the resurgence of COVID-19, I reserve the



right to make exceptions to the attendance policy if a student tests positive or experiences other extenuating circumstances. Also, all course attendance and participation policies will be subject to change according to ETSU's response to evolving circumstances.) **Don't be late to class. Excessive tardiness will result in substantial grade penalties.**

Part of students' course grade is active participation in class discussion, activities, etc. Students are expected to engage with me and with classmates in intentional, respectful, empathetic, and thoughtful ways. **Students that constantly check their cell phone, text, or generally disrupt class will be subject to grade penalties.** Students are responsible for all material from the book, online lectures/tutorials, and supplementary materials posted in D2L. Students are responsible for checking D2L and for all emails sent to student accounts (students must use @etsu.edu account). Logging into D2L frequently to review course materials is especially important.

COVID Mask Policy:

ETSU policy requires that all students wear a face mask during class. **Please have it on when you enter class; don't make me ask you to put it on.** [Please refer to ETSU's COVID-19 dashboard for more information.](#)

Contact Information:

If you need to contact me, please do so via ETSU email. I will respond to all non-urgent emails within 48 hours. If you have questions or concerns about the course that are not addressed in posted materials, please email me to schedule an office-hours appointment or a Zoom meeting. Zoom is the videoconferencing software that is accessible to all ETSU students, faculty, and staff. You can find out more about signing into and using your Zoom account [here](#). I encourage you to get in touch with me ASAP by email in the case of a personal emergency—serious illnesses, accidents, etc. I will do my best to get back to you within 24 hours.

Assignments / percent of grade:

Assignment	Points	% of grade
(3) D2L Discussion Question Responses:	15 (5/each)	15
In-class Participation: Students are expected to engage with me and with classmates in intentional, respectful, empathetic, and thoughtful ways.	10	10
Adobe InDesign + Photoshop magazine article: Students will create (research, write, and design) a magazine article using genre conventions. The focus of the 1000-word article will be the <i>requirements</i> for the student's desired career.	20	20
Adobe Audition educational podcast: Students will produce (record, edit) a podcast episode using genre conventions. The focus of the 10-12 minute episode will be the <i>future</i> of the student's desired career.	20	20



Adobe Premiere Pro video tutorial: Students will produce (shoot, edit) a video tutorial using genre conventions. The content of the 3-4 minute video will be a how-to tutorial or DIY project.	20	20
Portfolio: Students will create an online portfolio of their project work for the semester that will serve as a foundation for hosting and sharing creative work in other courses.	15	15
TOTAL	100	100

Grading Scale:

A	95+	Free of errors; thoroughly researched; well-organized; meets strategic goals
A-	90-94	
B+	87-89	
B	83-86	Nearly free of errors; well-researched; well-organized; meets strategic goals
B-	80-82	
C+	77-79	
C	73-76	Some errors; adequate research; somewhat organized; meets strategic goals but needs work
C-	70-72	
D+	65-69	
D	60-64	Prevalent errors; lacking in research; unorganized; does not meet strategic goals
F	59-0	Work does not merit recognition of adequate competency in subject matter; late work

I do not accept late work. If a student uses an absence on the day that an assignment is due, that does not change that the assignment is due then. If you have a personal or family emergency, I do reserve the right to offer a replacement assignment for full or partial credit, depending on circumstances; however, this kind of exception is rare.

Students w/Special Needs:

It is the policy of ETSU to accommodate students with disabilities, pursuant to federal law, state law and the University's commitment to equal educational opportunities. Any student with a disability who needs accommodations, for example arrangement for examinations or seating placement, should inform the instructor at the beginning of the course. Faculty accommodation forms are provided to students through Disability Services in the D.P. Culp Center, Suite A, telephone 439-8346.

Diversity Statement:

Neither I nor East Tennessee State University discriminate on the basis of race, class, linguistic background, religion, gender, sexual orientation, ethnicity, age, or physical ability.

Academic Dishonesty:

East Tennessee State University is committed to developing the intellect and moral character of its students. To that end, all instances of plagiarism, cheating, and other forms of academic misconduct shall be punished in accord with Tennessee Board of Regents Policy. Any knowledge of conduct of this nature should be reported



to the proper authorities. Not reporting instances of academic misconduct represents a fundamental break with honor code policy, and although this offense is not punishable, reflects a callous disregard for yourself, your classmates, and your professors. Penalties for academic misconduct will vary with the seriousness of the offense and may include but are not limited to a grade of F on the work in question, a grade of F for the course, reprimand, probation, suspension, and expulsion. For a second academic misconduct offense, the penalty is permanent expulsion.

University Policies & Procedures:

- Please see the [syllabus attachment](#) for additional student information and guidelines
- [Information](#) on the Family Educational and Privacy Rights Act
- Technical [Resources](#)
- Additional ETSU [Services](#)

Mental Health:

Students often have questions about mental health resources, whether for themselves or a friend or family member. There are many resources available on the ETSU campus, including:

ETSU Counseling Center, Nell Dossett Hall, 3 rd Floor	423.439.3333
BucsPRESS2 (24-hour mental health helpline)	423.439.4841
ETSU Behavioral Health & Wellness Center	423.439.7777
ETSU Community Counseling Clinic	423.439.4187

If you or a friend are in immediate crisis, call 911. The National Suicide Prevention Lifeline (1.800.273.8255) is available 24 hours a day.

Tentative Schedule *I reserve the right to amend at any time.*

	IN CLASS	DUE (before class)
UNIT 1: Getting started and copyright		
Week 1:	Tuesday, Aug. 24 - review the course syllabus, schedule, technology, multimedia resources, and Creative Cloud - equipment checkout presentation	- rent/buy the course textbook if you haven't already
	Thursday, Aug. 26 - watch Dan Carlin's TED Talk <i>The new media's coming of age</i> - read Steve Cadigan's Forbes.com article <i>How to future proof your career in a digital economy</i> - lecture and in-class discussion on media landscapes	- read Section 1.1 <i>Understanding Multimedia</i> in the course textbook - respond to Discussion Question #1
Week 2:	Tuesday, Aug. 31 - read Adobe Edu Exchange's <i>Principles and rules of copyright</i> - watch Commonsense Media's video: <i>Copyright and Fair Use</i> - lecture and in-class discussion on copyright	



	Thursday, Sept. 2 - lecture and in-class discussion <i>(Sept. 5 is last day to drop a course without a 'W' grade, by 4:30 pm EST)</i>	- response to Discussion Question #2
UNIT 2: Visual layout, design, and publication		
Week 3:	<i>(Sept. 6 is Labor Day, university closed)</i> Tuesday, Sept. 7 - review the Magazine Article assignment RUBRIC and review past students' work on that assignment - lecture and in-class discussion on the history of print design and publication	- read Section 2.5 <i>Page Layout</i> in the textbook
	Thursday, Sept. 9 - review <i>Typography Concepts</i> handout - lecture and in-class discussion on page layout/design and typography	- read Section 3.8 <i>Text</i> in the textbook - submit a working title for your magazine article to D2L Dropbox
Week 4:	Tuesday, Sept. 14 - lecture/tutorial on file management and editing images in Photoshop	- read Medium.com article, <i>19 Typography skills every designer should know</i> - watch Andrea Leksen's <i>Six Tips for a Better Type</i>
	Thursday, Sept. 16 - guest speaker, Cumberland Marketing	
Week 5:	Tuesday, Sept. 21 - lecture/tutorial on designing images in InDesign	
	Thursday, Sept. 23 - work on magazine article	- optional: watch additional tutorials (clipping mask, image-in-text, glitch, integration, font as illustration, and transparency)
UNIT 3: Audio recording, editing, and production		
Week 6:	Tuesday, Sept. 28 - review the Educational Podcast assignment RUBRIC and listen to past students' work on that assignment - lecture and in-class discussion on the history of audio production	- magazine article assignment (as a PDF in D2L dropbox) - Read <i>Section 4.12 Audio Production</i> in the course textbook
	Thursday, Sept. 30 - watch Marc Pachter's TED Talk, "The art of the interview" - listen to interview of Esquire writer Cal Fussman, "The art of the interview" - lecture and in-class discussion on interviewing	- listen to two examples of a professional educational podcasts: one interview and one not (to give you some ideas for effects, genre conventions, etc.) - submit a working title/topic for podcast episode in D2L Dropbox
Week 7:	Tuesday, Oct. 5 - lecture/tutorial on recording and editing audio in Audition	



	Thursday, Oct. 7 - audio editing practice/mini-project	- optional: watch additional tutorials for audio production (remove noise, manipulate and adjust audio levels, etc.)
Week 8:	<i>(Oct. 11-12 is Fall Break, university closed)</i>	
	Thursday, Oct. 14 - guest speaker, 33 Sticks	
Week 9:	<i>(Oct. 18 is last day to drop a course with a 'W' grade without dean's permission)</i>	
	Tuesday, Oct. 19 - work on podcast assignment	
	Thursday, Oct. 21 - work on podcast assignment	
UNIT 4: Video recording, editing, and production		
Week 10:	Tuesday, Oct. 26 - review the Video Tutorial assignment RUBRIC and watch past students' work on that assignment - lecture and in-class discussion on the history of video production	- educational podcast assignment (as an MP3 in D2L dropbox) - read Section 4.13 <i>Video Production</i> in the course textbook
	Thursday, Oct. 28 - lecture/tutorial on using DSLR cameras and recording mics	- submit a working title/topic for your video project in D2L Dropbox
Week 11:	Tuesday, Nov. 2 - lecture/tutorial on editing video in Premiere Pro - video editing practice/mini-project	- optional: watch additional tutorials on video production
	Thursday, Nov. 4 - review handout on voicing narrations and shooting video - review HubSpot's Guide to creating video content - read <i>New York Times</i> article on how to record quality video (lighting, composition, stabilization, etc.) using a smartphone	
Week 12:	Tuesday, Nov. 9 - work on video tutorial assignment	- respond to Discussion Question #3
	<i>(Nov. 11 is Veterans Day, university closed)</i>	
UNIT 5: Portfolio and project remediation		
Week 13:	Tuesday, Nov. 16 - review the Portfolio and Project Remediation assignment RUBRIC and evaluate past students' work on that assignment - lecture/tutorial on creating online portfolios	- submit video tutorial assignment (as an MP4 in D2L dropbox)
	Thursday, Nov. 18 - lecture and in-class discussion on project remediation	
Week 14:	Tuesday, Nov. 23 - guest speaker, Creative Energy	- optional: review supplementary materials on portfolio design
	<i>(Nov. 24-26 is Thanksgiving Break, university closed)</i>	
Week 15:	Tuesday, Nov. 30	



	- work on online portfolio and project remediation assignment	
	Thursday, Dec. 2 - complete SAIs	- submit online portfolio and project remediation assignment (as a URL link in D2L dropbox)

Equipment Room:

(423) 439-4175

Equipment Room Supervisor:

Candy Bryant

(423) 439-6099 | bryantc@mail.etsu.edu

Equipment Liability:

The Department of Media & Communication provides equipment for student check-out. Students must sign an Equipment User Agreement, assigning personal liability for financial costs to the individual user for lost, damaged, or stolen equipment. The equipment is costly and could prove to be a financial burden should replacement or repairs become necessary. Some insurance companies offer student liability insurance to assist students in the event of theft or damage. A student may choose to acquire insurance for their personal protection, but East Tennessee State University and the Department of Media & Communication do not require this, nor does it endorse any specific insurance program.

MCOM Student Project Policy – Use of Prop Weapons

This information and form is also available online at:

http://www.etsu.edu/cas/mass_comm/rtvf/documents/rtvf_student_project_policy_prop_weapons_082112final.pdf

It is your duty to be sure you follow all necessary steps to ensure the safety of people around you and the people on your crew when using a prop weapon in your film shoot. You must have clearance to use any kind of prop weapon anywhere on the ETSU campus and you must have clearance from the police to use any kind of prop weapon when filming in public.

ETSU, the Department of Media & Communication, faculty, and staff are not liable for anything that may happen during a production or on any specific location whether the location is on campus or anywhere else. The University cannot be responsible for any fines that the student may incur during film production.

The following rules apply to the use of any prop weapons in any project:

Students enrolled in MCOM classes may never use real guns in film or video productions.

If filming off-campus in public, the police must be notified and written consent granted before the filming is to take place. Written consent must be turned in to your professor before the filming is to take place.

If filming on-campus, be sure to adhere to the following process:



1. Your professor and public safety must be notified of the project, the dates, and the scenes and action that you hope to film using the **RTVF: Filming with a Prop Weapon** form. Do not expect to get clearance to film with a prop weapon if this form has not been submitted at least two weeks prior to proposed filming dates.
 2. You must send a photo of the prop weapon you wish to use to your professor and to public safety via email. Public Safety may wish to further inspect the actual weapon in question.
 3. Students must secure written permission from Public Safety before filming using the **RTVF: Filming with a Prop Weapon** form and must be sure their professor has a copy of the written permission before the filming may proceed. Failure to secure signed paperwork for a project in which a prop weapon appears (knife or gun) will result in an automatic “F” on this assignment.
 4. While filming, students must demarcate the filming area with bright, yellow, “caution,” tape to let the public know that the event being filmed is not real. RTVF students may check out rolls of CAUTION tape from equipment checkout. Public Safety may be present during the filming.
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