

# UNIVERSITY of HOUSTON

COLLEGE of TECHNOLOGY

Digital Media

Course Syllabus — subject to change with notice

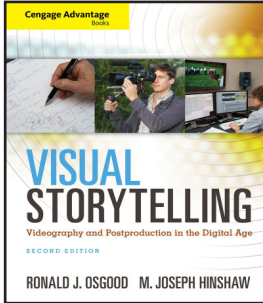
## **DIGM 3354 Video Production 1**

### **Fall 2022**

Professor:	Phil Snyder, MFA
Lab Assistant:	Can Le (chle2@uh.edu) Sugar Land campus
Professor's Office:	BH 345
Professor's Telephone:	713-743-4238
Professor's E-mail:	pcsnyder@central.uh.edu
Program Web Site:	<a href="http://www.digitalmedia.tech.uh.edu">http://www.digitalmedia.tech.uh.edu</a>
Course Locations:	Lectures: SAB1 108 (Section 14874) Labs: AMG Room 218 (Sections 14875, 14876, 17751)
Course Day/Time:	Lectures: MO 9AM – 11AM (Section 14874) Labs: Days/Times: TU 8:30-11:30AM, WE 8-11AM, TH 8:30-11:30AM (Sections 14875, 14876, 17751 respectively) Office Hours: Mondays 1-4 PM (by appointment only)
Open Lab:	When posted (separate handout).
Course Description:	Introduction to digital film and video production from concept development and planning through post-production to delivery.
Prerequisite:	DIGM 2352
Credit:	3 semester hours
Course Goals:	This course is designed to familiarize students with single-camera digital video production and editing. Students will learn the technology, art and practices involved in effective visual storytelling. By the completion of this course students will have a foundational understanding of, and practical experience in writing, producing, directing, shooting, and editing digital motion media--both live action and graphical--that can be used in multimedia and transmedia distribution applications.

Students completing the course will describe, demonstrate, compare, analyze, integrate, and critique Digital Media technologies related to:

1. History and development of analog & digital video;
2. Digital video camera operation and technology;
3. Motion media composition and aesthetics;
4. Staging, lighting, and sound technology;
5. Post-production video and motion graphics;
6. Digital video applications in multimedia and transmedia;
7. Legal and ethical issues in motion media;
8. Digital video business and job market prospects;



Required textbooks: Osgood, R. J. & Hinshaw, M.J. (2013). *Visual Storytelling, (2nd ed.)*. Boston: Cengage Learning (ISBN: 978-1-285-08172-4)

Required tool: External hard drive and/or high capacity flash drive

Optional tools: Laptop computer, Adobe Premiere CC.

PDF files: To save paper, handouts for the course will only be supplied in Adobe Acrobat Portable Document Format (PDF). These files can be read on any Windows, Mac, or Unix computer, providing you have the correct Acrobat Reader Software. Acrobat Reader is available free of charge from the Adobe Website ([www.adobe.com](http://www.adobe.com)). You can read the files on-screen or print the files on your own printer. However, you may not print them using the Image Digital Media Lab's machines (we don't have the budget for all the paper and toner it would take). The PDF files for this course can be copied from the instructional materials folder on the lab's servers to your portable memory, or you may access the instructional materials server from any computer using your web browser (<http://www.digitalmedia.tech.uh.edu>).

Why 5 hours per week?

DIGM 3354 is a lecture/lab class and is governed by University policy as well as policies of the accrediting bodies. First, students should understand that each hour of class credit requires three hours per week: one hour in lecture and two hours of personal study/homework. Thus, a three-hour course requires nine hours per week: three in class and six on your own. However, lab earns in-class credit at one-third the rate of lecture. Thus, it takes three hours of lab to earn one hour of lecture credit.

DIGM 3354 requires you to spend two hours in lecture. For those two hours, you receive two hours of credit. The three hours of lab, counted together, are worth one hour of credit. Thus, you spend five hours per week in a three-hour lecture/lab class. Remember that you still “owe” Prof. Snyder a total of nine hours for the three-hour course. Nine minus five equals four. Thus, you should spend four hours per week on your own reading, studying, and working on homework and on-line quizzes. That’s the expectation of this course.

**Important Information:** As a student of the University of Houston, information available on the UH website will be critical to you in ensuring that your academic pursuits meet with success, and that you encounter the fewest financial and academic difficulties as possible. Please take a few moments to review each of the areas, and become familiar with the resources detailed on the website (<http://www.uh.edu/provost/stu/index.php>) with regard to: The UH Academic Honesty Policy; the UH Academic Calendar; Students with Disabilities; Religious Holy Day FAQs; and Other Information.

**Lecture assignments:** **On-Line Quizzes:**  
There will be weekly quizzes on Blackboard. These quizzes are open notes/open book and may be taken at your leisure during the week each quiz is available. Those taken during the first half of the term will form the basis of the midterm, although questions not appearing in the quizzes may be used in the exams.

**Written Exam:**

There will be one exam given—a midterm. The midterm will cover all lecture material and material covered in the quizzes up to the exam.

**Etiquette in Online Class:**

Etiquette Basics of Professional Virtual Interactions: test your tech and control your environment (e.g., blur your background). Wear classroom-ready clothing and be mindful of distractions (e.g., eating, music, using the bathroom, cell phone, others in your room/space). Use the mic/video when speaking and the Raise-Hand feature to call the Instructor’s attention. You may use the Chat room but the Instructor is unable to moderate the Chat and lecture simultaneously. Off-topic side conversations in the Chat are strongly discouraged. We will handle any time-zone considerations as needed.

Finally, the Student Code of Conduct is in place: be courte-

## CLASS SCHEDULE

Week	Read Osgood/ Hinshaw	Lecture Topic	Lab Topic & Project	Lecture Quiz on Blackboard
1	Chapter 1	Introduction and Orientation Visual Storytelling	Mac & Adobe Premiere Pro CC Interfaces/Editing Assign. 1: Golfer	—
2	Chapter 2	Script Formats and Writing Preproduction	Video Editing 2 Assign. 2: Commercial	Quiz 1
3	Chapter 3	Legal and Ethical Issues	Video Editing 3 Assign. 3: Story with Pictures	—
4	Chapter 4	From Light to Electrical Energy	Camera Capture & Operation Assign. 4: Shooting, Capturing	Quiz 2
5	Chapter 5	Composition	Green Screen Effects Assign. 5	—
6	Chapter 6	Audio in the Field	Field Producing from a Script Assign. 5a: UFO News!	Quiz 3
7	Chapter 7	Lighting in the Field	Assign. 7: Elements Club Trailer	Midterm
8	Chapter 8	The Aesthetics of Editing	Begin Final Project	—
9	Chapter 9	Post Production	Work on Final Project	Quiz 4
10	Chapter 10	The Sound Track	Work on Final Project	—
11	Chapter 11	Graphics	Work on Final Project	—
12	Chapter 12	Output	Work on Final Project	—
13	—	The Business of Video	Work on Final Project	—
14	—	Work on Final Projects	Work on Final Project	—
15	—	Final Project Screenings	Final Project Due	—

ous and respectful, and be mindful of any misconduct <https://uh.edu/dos/behavior-conduct/student-code-of-conduct/>

Technical Difficulties: in general, virtual interaction software takes up a lot of capacity in your computer. Close all other applications and browser tabs that are not required for participating in class to reduce lag or other technical difficulties.

Extra credit: **Overall course extra credit** may be earned through participation in the University of Houston chapter of the Graphic Communications Education Association (GCEAUH). Students who join GCEAUH and attend a minimum of three association meetings will earn three points extra credit on their final grades. GCEAUH officers will receive five points of extra credit on their final grades.

Should the GCEAUH not meet during the semester, Prof. Snyder may assign alternative course extra credit assignments.

Attendance: Attendance at all class sessions is expected. There will be a grade penalty for **all** absences. In other words, **there is no such thing as an excused absence. Be on time for lectures and labs!** Tardies of more than 10 minutes count as 1/2 an absence. You may only accumulate three total absences—lecture or lab, full-days or tardies. You may be dropped after the fourth absence. Look at it this way: there is no way to make up any lecture or lab that you miss. Notes from friends or textbook readings are no substitute for actually being present in class when Prof. Snyder explains a concept or process. Here's another thought: you and the taxpayers of the State of Texas are paying Prof. Snyder to be present in the DIGM 3354 class. **Why pay money for something you don't take?** It would be like buying tickets to a live concert, then coming after it's over and expecting the band to play again just for you.

Grading:	<b>Item</b>	<b>Percent of grade</b>
	Attendance . . . . .	10%
	Exam . . . . .	10%
	Weekly quizzes . . . . .	25%
	Laboratory assignments . . . . .	35%
	Final Project . . . . .	20%

Percent/letter grades:	A . . . . . 94-100	A- . . . . . 90-93
	B+ . . . . . 87-89	B . . . . . 84-86
	C+ . . . . . 77-79	C- . . . . . 70-73
	D+ . . . . . 67-69	D . . . . . 64-66

Lab assignments: Lab assignments are to be completed and submitted on

Blackboard, either during the lab or by midnight the night before the next lab for grading. Prof. Snyder hopes that students will perform their very best work, keeping in mind that they are creating content for their portfolios, and possibly, for their capstone projects. Students should remember that they only get one opportunity to make a good first impression.

All written lab assignments are to be converted to PDF and submitted as such unless otherwise instructed. All video assignments must be exported as .mp4 or .mov files, depending on the applications. Instructions will be given in class.

Lab assignments are all graded according to the following rubric:

Unsubmitted projects will receive an **F** grade.

If a project is submitted but has **any** technical flaw that will prevent it from working, it will receive a **D** grade. For example, if the project is submitted at the wrong size, it will receive a D.

**C** is the standard project grade. It means that the content of the project is technically accurate.

A **B** project is not only technically accurate, but also attractive. In addition to “working,” the project shows that the student has applied the basic principles of graphic design (use of type, balance, and so forth).

**A** is assigned to projects in which the student has obviously gone above and beyond the call of duty. Captions and attractive presentation are examples of “beyond the call of duty.”

There is no need for a student to earn any less than a B on any project. Don't be meek! Show your work to Prof. Snyder in advance for advice!

Any grade earned on a project during the midterm preliminary review can be upgraded by the student by repairing defects or improving the appearance of the work. Simply resubmit your reworked projects to Prof. Snyder. Grades for projects submitted on the day of the final examination are final.

Grade expectations: Prof. Snyder expects students in the course to be capable and motivated professionals. No such student should be content with a grade less than “B.” Please provide the attention, motivation and effort necessary to reach this grade expectation.

Test/exam policy: Blackboard quizzes: you may use any materials you'd like dur-

ing these quizzes and you may take them at you leisure during the available period. The mid-term exam **is closed notes and books**, and will be allotted the entire class session. Missed quizzes and exams can be made-up, but will have points deducted commensurate with the lateness of the submission. If a student is aware that she/he cannot be present for a test, arrangements must be made with Prof. Snyder to take the test at another time.

- Due date policy: Late work is “yesterday’s news.” In keeping with this idea, assignments must be turned in as scheduled. Please see the class schedule for specific due dates. Late work will receive a grade penalty of 10% per class session. If you cannot attend class on a day that an assignment is due, you must make arrangements to get the work to Prof. Snyder no later than the next business day.
- Adds/drops: Please refer to the University’s Undergraduate Catalog and the Schedule of Classes for the appropriate add/drop dates and procedures. Those procedures must be followed to the letter.
- Incompletes: An “incomplete” grade will only be issued if the student is maintaining an acceptable level of achievement and cannot, due to some factor **beyond the control of the student**, complete one or more major assignment. If a student wishes an “incomplete” grade, s/he must explain the situation to Prof. Snyder in advance and make specific arrangements to make up missing work no later than one year after the “incomplete” is issued.
- Americans with Disabilities Act: Any student who may be in need of additional help under the ADA guidelines should contact Prof. Snyder ASAP.

If you are experiencing any COVID-19 symptoms that are not clearly related to a pre-existing medical condition, do not come to class. Please see Student Protocols for what to do if you experience symptoms and Potential Exposure to Coronavirus for what to do if you have potentially been exposed to COVID-19. Consult the (select: Undergraduate Excused Absence Policy or Graduate Excused Absence Policy) for information regarding excused absences due to medical reasons.

#### COVID-19 Information

Students are encouraged to visit the University's COVID-19 website for important information including diagnosis and symptom protocols, on-campus testing, and vaccine information. Please check the website throughout the semester for updates.

#### Reasonable Academic Adjustments/Auxiliary Aids

The University of Houston complies with Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990, pertaining to the provision of reasonable academic adjustments/auxiliary aids for disabled students. In accordance with Section 504 and ADA guidelines, UH strives to provide reasonable academic adjustments/auxiliary aids to students who request and require them. If you believe that you have a disability requiring an academic adjustments/auxiliary aid, please contact the Justin Dart Jr. Student Accessibility Center (formerly the Justin Dart, Jr. Center for Students with DisABILITIES).

#### Excused Absence Policy

Regular class attendance, participation, and engagement in coursework are important contributors to student success. Absences may be excused as



provided in the University of Houston Undergraduate Excused Absence Policy and Graduate Excused Absence Policy for reasons including: medical illness of student or close relative, death of a close family member, legal or government proceeding that a student is obligated to attend, recognized professional and educational activities where the student is presenting, and University-sponsored activity or athletic competition. Under these policies, students with excused absences will be provided with an opportunity to make up any quiz, exam or other work that contributes to the course grade or a satisfactory alternative. Please read the full policy for details regarding reasons for excused absences, the approval process, and extended absences. Additional policies address absences related to military service, religious holy days, pregnancy and related conditions, and disability.

#### Recording of Class

Students may not record all or part of class, livestream all or part of class, or make/distribute screen captures, without advanced written consent of the instructor. If you have or think you may have a disability such that you need to record class-related activities, please contact the Justin Dart, Jr. Student Accessibility Center. If you have an accommodation to record class-related activities, those recordings may not be shared with any other student, whether in this course or not, or with any other person or on any other platform. Classes may be recorded by the instructor. Students may use instructor's recordings for their own studying and notetaking. Instructor's recordings are not authorized to be shared with anyone without the prior written approval of the instructor. Failure to comply with requirements regarding recordings will result in a disciplinary referral to the Dean of Students Office and may result in disciplinary action.

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#### SYLLABUS CHANGES:

Due to the changing nature of the COVID-19 pandemic, please note that the instructor may need to make modifications to the course syllabus and may do so at any time. Notice of such changes will be announced as quickly as possible through email and Blackboard notices.

#### Resources for Online Learning

The University of Houston is committed to student success, and provides information to optimize the online learning experience through our Power-On website. Please visit this website for a comprehensive set of resources, tools, and tips including: obtaining access to the internet, AccessUH, and Blackboard; requesting a laptop through the Laptop Loaner Program; using your smartphone as a webcam; and downloading Microsoft Office 365 at no cost. For questions or assistance contact UHOnline@uh.edu.

#### Helpful Information

Coogs Care: <https://uh.edu/dsa/coogscare/>

Student Health Center: <https://www.uh.edu/healthcenter/>