

# DIGM 3354 Visual Production

Fall 2024

Instructor: Mike Dawson  
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Lab Assistant: Can Le  
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## LECTURE | SAB1 108

16650 | MONDAY | 11:00PM - 1:00PM

## LAB 1 | AMG 218

13705 | WEDNESDAY | 11:00AM-2:00PM

## LAB 2 | AMG 218

19062 | MONDAY | 1:00PM-4:00PM

## LAB 3 | ONLINE

13704 | WEDNESDAY | 4:00PM - 7:00PM

## COURSE SYLLABUS

*Subject to change with notice*

## COURSE DESCRIPTION

Introduction to digital film and video production from concept development and planning through post-production to delivery.

## 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 TEXTBOOK

Osgood, R. J. & Hinshaw, M.J. (2013).

### Visual Storytelling, (2nd ed.)

Boston: Cengage Learning  
(ISBN: 978-1-285-08172-4)

## REQUIRED TOOLS

- External hard drive
- Laptop computer
- Adobe Premiere CC

## ATTENDANCE

More than 4 absences in both lecture and lab, unless excused, will reduce the students' final course grade by one letter. More than 7 absences will result in course failure.

After 3 late arrivals, it will be marked as an absence. If a student arrives late, they are responsible for notifying the professor at the end of that class; otherwise, they will be marked absent.

## EXCUSED ABSENCES

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. Additional policies address absences related to [military service](#), religious holy days, pregnancy and related conditions, and disability.

## 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.

## 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, the professor may assign alternative course extra credit assignments.

## GRADING

Exam	10%
Weekly quizzes	25%
Assignments	35%
Final Project	30%

## PERCENT/LETTER GRADES

A	95 – 100
A-	90 – 94
B+	87 – 89
B	84 – 86
B-	80 – 83

C+	77 – 79
C	74 – 76
C-	70 – 73
D+	67 – 69
D	64 – 66
D-	60 – 63

## 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. The professor 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 presentations are examples of “beyond the call of duty.”

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. Grades for projects submitted on the day of the final examination are final.

## TEST/EXAM POLICY

Canvas quizzes: you may use any materials you'd like during these quizzes and you may take them at your leisure during the available period. The Midterm follows a similar format, but must be completed within a 2-hour time limit. Missed quizzes and exams cannot be made-up.

## 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 the professor no later than the next business day. Late work beyond one week will receive a ‘o’.

## 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 assignments. If a student wishes an “incomplete” grade, s/he must explain the situation to the professor 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 their Professor within the first 2 weeks of class.

## MENTAL HEALTH AND WELLNESS RESOURCES

The University of Houston has a number of resources to support students’ mental health and overall wellness, including CoogsCARE and the UH Go App. UH Counseling and Psychological Services (CAPS) offers 24/7 mental health support for all students, addressing various concerns like stress, college adjustment and sadness. CAPS provides individual and couples counseling, group therapy, workshops and connections to other support services on and off-campus. For assistance visit [uh.edu/caps](http://uh.edu/caps), call 713-743-5454, or visit a Let’s Talk location in-person or virtually. Let’s Talk are daily, informal confidential consultations with CAPS therapists where no appointment or paperwork is needed.

The Student Health Center offers a Psychiatry Clinic for enrolled UH students. Call 713-743-5149 during clinic hours, Monday through Friday 8 a.m. - 4:30 p.m. to schedule an appointment.

The A.D. Bruce Religion Center offers spiritual support and a variety of programs centered on well-being.

Need Support Now?

If you or someone you know is struggling or in crisis, help is available. Call CAPS crisis

support 24/7 at 713-743-5454, or the National Suicide and Crisis Lifeline: call or text 988, or chat [988lifeline.org](http://988lifeline.org).

## ACADEMIC HONESTY POLICY

High ethical standards are critical to the integrity of any institution, and bear directly on the ultimate value of conferred degrees. All UH community members are expected to contribute to an atmosphere of the highest possible ethical standards. Maintaining such an atmosphere requires that any instances of academic dishonesty be recognized and addressed. The UH Academic Honesty Policy is designed to handle those instances with fairness to all parties involved: the students, the instructors, and the University itself. All students and faculty of the University of Houston are responsible for being familiar with this policy.

## USE OF AI TOOLS

The use of AI is strictly forbidden in this class. Using these tools to complete projects, tests, or assignments in any capacity will be considered academic dishonesty.

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## REASONABLE ACADEMIC ADJUSTMENTS & AUXILIARY AIDS

The University of Houston is committed to providing an academic environment and educational programs that are accessible for its students. Any student with a disability who is experiencing barriers to learning, assessment or participation is encouraged to contact the Justin Dart, Jr. Student Accessibility Center (Dart Center) to learn more about academic accommodations and support that may be available to them. Students seeking academic accommodations will need to register with the Dart Center as soon as possible to

ensure timely implementation of approved accommodations. Please contact the Dart Center by visiting the website: <https://uh.edu/accessibility/> calling (713) 743-5400, or emailing [jdcenter@Central.UH.EDU](mailto:jdcenter@Central.UH.EDU).

The Student Health Center offers a Psychiatry Clinic for enrolled UH students. Call 713-743-5149 during clinic hours, Monday through Friday 8 a.m. - 4:30 p.m. to schedule an appointment.

The A.D. Bruce Religion Center offers spiritual support and a variety of programs centered on well-being.

The Center for Student Advocacy and Community (CSAC) is where you can go if you need help but don't know where to start. CSAC is a "home away from home" and serves as a resource hub to help you get the resources needed to support academic and personal success. Through our Cougar Cupboard, all students can get up to 30 lbs of FREE groceries a week. Additionally, we provide 1:1 appointments to get you connected to on- and off-campus resources related to essential needs, safety and advocacy, and more. The Cougar Closet is a registered student organization advised by our office and offers free clothes to students so that all Coogs can feel good in their fit. We also host a series of cultural and community-based events that fosters social connection and helps the cougar community come closer together. Visit the CSAC homepage or follow us on Instagram: @uh\_CSAC and @uhcupbrd. YOU belong here.

#### **WOMEN AND GENDER RESOURCE CENTER**

The mission of the WGRC is to advance the University of Houston and promote the success of all students, faculty, and staff through educating, empowering, and supporting the UH community. The WGRC suite is open to you. Stop by the office for a study space, to take a break, grab a snack, or check out one of the WGRC programs or resources. Stop by Student Center South room B12 (Basement floor near Starbucks and down the hall from Creation Station) from 9 am to 5 pm Monday through Friday.

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#### **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.

#### **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, Blackboard, and Canvas; using your smartphone as a webcam; and downloading Microsoft Office 365 at no cost. For questions or assistance contact [UHOnline@uh.edu](mailto:UHOnline@uh.edu).

#### **UH EMAIL**

Please check and use your Cougarnet email for communications related to this course. Faculty use the Cougarnet email to respond to course-related inquiries such as grade queries or progress reports for reasons of FERPA. To access your Cougarnet email, login to your Microsoft 365 account with your Cougarnet credentials. Visit University Information Technology (UIT) for instructions on how to connect your Cougarnet e-mail on a mobile device.

#### **SECURITY ESCORTS AND COUGAR RIDE**

UHPD continually works with the University community to make the campus a safe place to learn, work, and live. The security escort service is designed for the community members who have safety concerns and would like to have a Security Officer walk with them, for their safety, as they make their way across campus. Based on availability either a UHPD Security Officer or Police Officer will escort students, faculty, and staff to locations beginning and ending on campus. If you feel that you need a Security Officer to walk with you for your safety, please call 713-743-3333. Arrangements may be made for special needs.

Parking and Transportation Services also offers a late-night, on-demand shuttle service called "Cougar Ride" that provides rides to and from all on-campus shuttle stops, as well as the MD Anderson Library, Cougar Village/Moody Towers and the UH Technology Bridge. Rides can be requested through the UH Go app. Days and hours of operation can be found at <https://uh.edu/af-university-services/parking/cougar-ride/>.

<b>WEEK</b>	<b>READ OSGOOD</b>	<b>LECTURE TOPIC</b>	<b>LAB TOPIC</b>	<b>QUIZ</b>
1 8/19	Chapter 1	Introduction and Orientation Visual Storytelling	Mac & Adobe Premiere Pro CC Interfaces/Editing Assign. 1: Golfer	—
2 8/26	Chapter 2	Script Formats and Writing Preproduction	Video Editing 2	Quiz 1
3 9/2	Labor Day holiday			
4 9/9	Chapter 3	Legal and Ethical Issues	Assign. 2: Commercial	—
5 9/16	Chapter 4	From Light to Electrical Energy	Video Editing 3 Assign. 3: Story with Pictures	Quiz 2
6 9/23	Chapter 5	Composition	Camera Capture & Operation Assign. 4: Shooting, Capturing	—
7 9/30	Chapter 6	Audio in the Field	Green Screen Effects Assign. 5	Quiz 3
8 10/7	Chapter 7	Lighting in the Field	Field Producing from a Script Assign. 5a: UFO News!	Midterm
9 10/14	Chapter 8	The Aesthetics of Editing	Assign. 7: Elements Club Trailer	—
10 10/21	Chapter 9	Post Production	Begin Final Project	Quiz 4
11 10/28	Chapter 10	The Sound Track	Work on Final Project	—
12 11/4	Chapter 11	Graphics	Work on Final Project	—
13 11/11	Chapter 12	Output	Work on Final Project	—
14 11/18		Final Project Screenings The Business of Video	Work on Final Project	—
15 11/25	Thanksgiving			
12/3- 12/9	Finals week			