

Sam Houston State University
Department of Mass Communication
Advanced Producing and Directing (Credit 3)
Fall 2009 Course Syllabus

Course: MCM 473W

Class Meets: 12:30 – 1:50 pm TTH

Class Room: CB 125

Section : 01

Class ID# : 4950

Office Hours: M: 8:00 a. m. – 12: 00 p. m..

lecturer: Richard O. Kosuwei

Office: Dan Rather Communication Bldg. #207

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Alternative Email : kosentpic@gmail.com

Course Prerequisites

MCM 372, MCM 373 or RTV 270

Required Textbook: Digital Moviemaking, 7th Edition by Lynne S. Gross and Larry W. Ward.

Required Supplies

- a. (2) Two 60 minute **Panasonic** Mini DV tapes
 - b. (1) One blank DVD-R
 - c. (1) One headphone
 - d. (1) One 500-watt light on stand
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Course Description

This course provides students the opportunity to assume the primary responsibility, under faculty supervision, of creating and producing programming for Cable Channel 7. This course will also provide portfolio material for graduating

This course is designed to be the original content provider for Cable KSHU-TV 7. The programming produced in this class will not only be seen by a community of viewers, but be the basis for what those viewers use to evaluate the quality of this television station and in many ways, this department. Long or short story, you have tremendous responsibility in your hands with no little room for excuses or errors. MCM 473 is the most advanced production course offered by this program and therefore the most challenging, time-consuming and ultimately very rewarding. This class is structured and modeled in very similar ways to cable and commercial television content provider. What this means is that after a thorough development and pre-production phase, programming will go into production, then post-production and finally evaluation. The evaluation process is crucial. **If any show does not meet the standards of creative and technical quality for broadcast, it will not be aired and the show cannot receive any grade higher than a C.** Also, keeping with an industry approach, **the highest quality shows will receive the best-broadcast time slots and the most airtime.** If this sounds much like competition, it is not by accident but it is. Good luck!

Course Objectives

- Produce broadcast standard television show or movie
 - Be proficient in operation of location and studio equipment
 - Understand the responsibilities of different roles in the production team
 - Develop, a strong work ethnics and team work abilities
 - Be creative in field and studio production
 - Be able to manage crew and cast in location and studio
 - Be able to produce high quality video portfolio for graduation
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There will be two tracks for developing and producing your television show:

STUDIO TRACK

- Have not taken MCM 372 (RTV 335)
- Will produce **six 15:00 in-studio shows**
- Sixty (60) second PSA for each show
- Two (2) minutes B-roll for each
- **You can be a talent or an actor in your show**
- **No reality-base shows**
- Will have production partner

NOTE: The two tracks do not represent options. If you have completed RTV 335(MCM 372), you are on the location track. If you have not completed RTV 335 (MCM 372), you are on the studio track. But if you have completed both requirements, you may choose field or studio track.

LOCATION TRACK

- Have completed/passed MCM 372 (RTV 335)
 - Will produce **four 10:00 on-location shows**
 - **No reality-base shows**
 - **You can be a talent or an actor in your show**
 - Will have production partner
 - You cannot use Dan Rather Communications Building for a location, if you really after to, consult with me first., and not after .
 - Must use **HD cameras, microphones, headphones, and light kit**
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NOTE: In order to be more sensitive to the Huntsville community we serve, **no show content** should include the following:

- a. **Pornographic**
 - b. **Vulgarity**
 - c. **Terrorist in nature**
 - d. **Extreme violence such as the use guns and knives should be minimized**
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As part of MCM 473 requirement, it is your absolute responsibility to provide **CAST** and **CREW** for your shows whether it is **Field** or **Studio**.

All MCM 473 editing will utilize Apple **Mac G4/Final Cut Express HD only**. Each show will be saved in **Mr. K Do Not Kill** MCM 473 class folder on **LaCie** media external drive with a **KILL DATE (project scheduled due date)** in each editing workstation. All editing sign-ups will be done by group name, show and class lecturer.

All shows must originate and completed on Mini DV tapes.

Important - Take notes on lectures, critiques and screenings. Also, readings will be assigned throughout the semester. Examination will be based on your lecture notes and readings.

Studio track, one of your six shows will be Huntsville civic related show, for example an interview with Huntsville Mayor, University President, Dean, Department Chair, etc.

In addition, all MCM 473 students are required to produce **ONE SIXTY (60) SECOND PSA and TWO (2) MINUTES B-ROLL**. The lecturer will choose the **best-produced public service announcements for the utilization in the television shows**.

Grading

A= 90 - 100
B= 80 - 89
C= 70 - 79
D= 60 - 69
F= 58 - 0

Six Studio Show Series @100	600	Points
PSA #1	100	Points

Quiz #1	100	Points
Attendance & Participation (not exceeding three absences)	5	Points
Total Studio	805	Points
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Four Location Movie Series @ 100	400	Points
PSA #1	100	Points
Quiz #1	100	Points
Attendance & Participation (not exceeding three absences)	5	Points
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Total Location	605	Points

The Rules

Note: If you are absent more than THREE TIMES without valid excuse in place, TEN (10) POINTS WILL BE DEDUCTED FROM YOUR FINAL GRADE.

- **No late MOVIE, SHOW or WORK will be accepted.** However, if certain unavoidable circumstance prevails, **the lecturer MUST be notified immediately** for such situation. Upon careful consideration of such condition, the lecturer will utilize his discretion to **levy 50 points penalty or NOT to accept such late work. The bottom line, DO NOT TURN IN LATE WORK.**
- Once class has started, you are expected to remain present until class is over.
- Attendance is taken at the start of every class period.
- **If you miss a particular administered QUIZ, YOU MUST PRESENT A DOCUMENT FROM A DOCTOR AND IT MUST BE TAKEN BEFORE THE SCHEDULED REVIEW OF SUCH QUIZ.**
- If you are tardy, find a seat as quickly and quietly as possible. Do not interrupt class to find out your status on that day's roll sheet. Address it with me after class.
- Also, make sure you have plenty of **Mini DV tapes** always.
- Please **cue all your projects** in your **Mini DV tapes** ready for cable KSHU-TV 7 and class screening or **NO GRADE.**
- All projects must have a: **10 slate** and a countdown.
- **If a person or persons fail to partake actively** in his or her group and if such person/s is reported to the lecturer, the lecturer will schedule a meeting with the person or group to unravel such report. If the report is validated in such meeting, **such person or persons will be removed** from such said group, and that person/s **MUST COMPLETE** the project/s by his/herself, **PLEASE DO NOT ALLOW THIS TO HAPPEN TO YOU OR YOUR GROUP.**

According to Section 5 of the Student Handbook, students are expected to assist in maintaining a classroom environment that is conducive to learning. **Cellular phones and iPods MUST BE ON VIBRATE or OFF** before class starts. There will be a **15-point loss from the overall grade each time this happens.** Disruptive behaviors in the classroom shall result in a directive to leave the class. Repeated disruptive behaviors may also be reported to the Dean of Students for disciplinary action in accordance with university policy.

EQUIPMENT USE AGREEMENT

If you check out and use any SHSU equipment you agree that you will pay for replacement of the equipment if lost or repair of the equipment if damaged. You will receive "F" for the course if you do not meet these obligations, and will have a charge processed through the university that may affect your ability to register or receive your degree. You are welcome to use your own mini-DV format camera and other equipment as long as the camera will take an external microphone, can operate in fully manual mode and shoots air-quality video and the other equipment works as required for the course. You may not connect any external equipment to any RTV equipment without specific authorization.

BEARKAT ONE CARDS: These cards are required in order to check out any equipment or production supplies from the department.

Q Drops

A Q drip is a drip made after the last date for tuition refunds, which is the 12th class day for fall/spring semesters (Sept. 9th for this semester), and the 4th class day for summer semesters, but before the date for which a drop would result in the grade of F as published in the Academic Calendar (Oct. 10 for this semester). Students will be allowed no more than five Q-drops during their academic career at Sam Houston State University. Classes that are dropped prior to the Q-drop date will not count towards the limit. Students who have used their limit of five Q-drops will need to petition their respective dean to drop a class. If the dean refuses to grant permission to drop a class, a student will be required to remain in the class. This limit will take effect with the start of the fall 2004 semester. Any drops accumulated prior to the fall 2004 semester will not be included in the five Q drop limit, nor will Q-drops from other universities.

Instructor Evaluations

Students will be asked to complete a course/instructor evaluation form toward the end of the semester. A new faculty evaluation system for SHSU, the IDEA that is somewhat different than the previously used FES forms, will be used starting this semester.

Academic Dishonesty

All students are expected to engage in all academic pursuits in a manner that is above reproach. Students are expected to maintain complete honesty and integrity in the academic experiences both in and out of the classroom. Any student found guilty of dishonesty in any phase of academic work will be subject to disciplinary action. The university and its official representatives may initiate disciplinary proceedings against a student accused of any form of academic dishonesty including, but not limited to, cheating on an examination or other academic work which is to be submitted, plagiarism, collusion and the abuse of resource materials.

Classroom Rules of Conduct

According to Section 5 of the Student Handbook, students are expected to assist in maintaining a classroom environment that is conducive to learning. Cellular phones and pagers must be turned off before class starts. There will be a 2-point loss from the overall grade each time this happens. Disruptive behaviors in the classroom shall result in a directive to leave class. Repeated disruptive behaviors may also be reported to the Dean of Students for disciplinary action in accordance with university policy.

Americans With Disabilities Act

Students with disabilities covered by the Americans with Disabilities Act should go to the counseling Center and Services for Students with Disabilities (SSD) in a timely manner to obtain the documentation required. Students are responsible for initiating the process of documenting the need for an accommodation under the ADA act.

Religious Observance

University policy allows for student to observe religious holy days without penalty. If you intend to miss class as a result of the observance of a religious holy day or as a result of the necessary traveling time required for religious observance, such as absence will not be penalized so long as you have notified the instructor in writing of the dates and times of class sessions that are missed. The deadline for notification is the 12th class day published in the Academic Calendar. Students absent from class as a result of religious observance are required to submit any due assignments immediately on their return to the classroom. Makeup tests and quizzes will also be provided on return to the class.

Visitors in the Classroom

Unannounced visitors to class must present a current, official SHSU identification card to be permitted in the classroom. They must not present a disruption to the class by their attendance. If the visitor is not a registered student, it is at the instructor's discretion whether or not the visitor will be allowed to remain in the classroom.

The above syllabus is subject to change, and when that occurs you will be notified of the change/s very timely.