

COEM 175: Introduction to Electronic Media

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Course Description

This course introduces the student to the methods of communicating through electronic media. Students will learn the basics of audio and video production techniques, as well as the basics of computer multimedia such as Web page design. This course helps to develop a student's understanding of microphone usage, audio recording, camera operation, video editing, and computer applications used in media work. After completing this course, a student is better prepared to enroll in higher-level electronic media courses with an enhanced understanding of the medium and some basic skills in the field to help them to be successful in those courses.

Course Objectives

After completing this course:

1. The student will have a fundamental background in audio and video theory with their corresponding principles of production techniques.
2. The student will be able to use audio equipment such as microphones, mixers, and recorders with some proficiency.
3. The student will have a better understanding of computer technology, especially as it relates to Internet communication through Web media.
4. The student will be able to use a video camera, edit video, and create simple graphics for television.
5. The student will be able to apply electronic media skills to other areas of communication such as news gathering, advertising, and documentary work.
6. The student will be able to create a simple Web site, using skills such as word processing, image creation, and HTML coding.
7. The student will be able to edit digital photographs using professional photo editing software such as Adobe Photoshop.
8. The student will be able to create a PowerPoint kiosk in which to display his/her completed works.

Required Texts and Materials

_____. (2008). *The Videomaker guide to digital video production, 4th ed.* (from the editors of *Videomaker Magazine*). New York: Focal Press.

Johnson, S. (2010). *Adobe Dreamweaver CS5: On Demand*, Indianapolis, IN: QUE Publishing.

Snider, L. (2010). *Photoshop CS5: The missing manual*, Sebastopol, CA: O'Reilly Publishing.

Mini-DV tape or SDHC memory card (4 GB or more) for use in video cameras

DVD-R and CD-Rs for Web and video projects

A device for mobile file storage such as a USB jump drive or portable USB hard drive.

Course Requirements

- 1. Attendance.** Students are required to attend class lectures and bring text and syllabus with them. Students are advised to not take unnecessary absences and to avoid tardiness. Excessive tardiness will affect class participation grade.
- 2. Class assignments** Students are required to complete text readings and class assignments as given by the professor. Students should ask the professor about any missed assignments for any day absent as soon as possible.
- 3. Not-So-Silent Movie project*** – Students will work in pairs (both have to operate the camera and edit) to create a dramatic silent movie of 2.5 to 3.5 minutes. The video must have a plot, conflict, and resolution. The only audio that will be used is background music provided by the professor. The music will be available at the TV studio. The video must have an opening title with credit to the students in the group. This will be edited and compressed for DVD playback, using Adobe Premiere Pro as the editor.
- 4. Promotional radio spot*** – Each student will create a 30 second radio commercial that promotes his/her silent movie project. The purpose of the spot is to promote the opening of the video/film either through VMD sales, attendance to a theater, or TV world premiere. Students will use Adobe Audition for this project. Two different, individual's voices must be used. Also, music and sound efx are required. Turn this project in on CD-R using MP3 compression at best quality (192 kbps).
- 5. Image-editing/Photoshop project*** – Each student will create a promotional ad for a magazine that will advertise the silent movie. The ad must be 8.5" x 11" printed (portrait). After printing, save this for the Web project at a reduced size. The ad must include still shots from the film, text, and proper use of color and graphics. The ad should coincide with the radio ad produced earlier.
- 6. PowerPoint & Web site project*** – each student will produce both a Web site using Dreamweaver and a PowerPoint kiosk that feature the other projects in the course and act as a promotions for the silent film. The video must be compressed for CD-R playback. The radio ad will be compressed as a QuickTime movie for downloading and a Windows Media file for steaming. The magazine ad should be featured as a full page JPG file. The Web site must at least 4 HTML files linked together with the home page named as "index.htm." The entire Web site, PowerPoint files, and content files must be burned to CD-R and turned in to the professor by the date due.
- 7. Periodic quizzes** will be given in class or on Angel as shown on the course calendar. The final exam will not be a test, but each student is required to attend and present their Web site to the class.
- 8. Video montage*** – Each student will produce a video montage using a camcorder from the TV Studio. The montage must begin with the student speaking on camera using a hand-held microphone. The remainder of the montage includes related scenes on a theme. Various shots should be used. Turn the project in on CD-R as a H.264 file. Length of project should be 1 to 2 minutes.

*Indicates assignment is major.

Grading

Students will be assessed a grade based on the following scales:

Class participation/assign.	10%
Radio spot	15%
Video projects	25%
Photoshop magazine ad	10%
Web/PowerPoint site	20%
Tests/quizzes	<u>20%</u>
Total	100%

Course Outline

1/11 – Introduction to class – syllabus, projects, etc.

1/16 – *Martin Luther King Day – no class*

1/18 – Introduction to digital video – Read VM chap. 1-4 – video assignment issued

1/23 – Lenses, filters, and photographic effects – Read VM chaps. 5 – 8

1/25 – Techniques for good videography – Read VM chaps. 18, 30 – 32, 39 & 40 – video camera setup and operation - notes

1/30 – Planning a video – pre-production – Read VM chaps. 19 – 29 **Assignment – video montage due on CD-R!**

2/1 - Lighting and exposure for professional-looking video - Read VM chaps. 33-36

2/6 – Microphones, audio, and recording – Read VM chaps. 12, 13, 37, & 38

2/8 - Demonstration of microphone usage – notes – discuss radio spot project

2/13- Mixing audio on the computer – demonstration and notes – Read VM chaps. 50-53

2/15 – Video capture and ingesting – from media to hard drive – VM chaps. 9, 11, & 45

2/20 – Video editing on the computer - **Radio project due on CD-R!**

2/22 – Video editing techniques for success – Read VM chaps. 46 - 49

2/27 - Video editing exercise – getting to know the software

2/29 – Short test - Distributing your video on DVD and online – Read VM chaps. 54 -65

3/5 - 3/9 – *Spring break!*

3/12 – Overview of digital photography and cameras – Read Snider chaps 1 & 2

3/14 – Silent Movie due today! – class discussion and viewing – Read Snider chaps. 3 & 4

3/19 - Introduction to Photoshop techniques - Snider chaps. 5 & 6

3/21 – Photoshop exercise in class – Read Snider chaps. 7 & 8

3/26 – In class exercises in Photoshop - Read Snider chaps. 9 & 10

3/28 – Photoshop methods using Fireworks - Read Snider chaps. 11 & 12

4/2 — Introduction to Dreamweaver CS3 – Read Johnson chaps. 1 & 2

4/4 – Web design from start to finish – class exercise - **Magazine ad due today – bring printout!**

4/9 – Making the PowerPoint kiosk – Read Johnson chaps. 7 & 8

4/11 – Basic Web design techniques – Read Johnson chaps. 3 & 4

4/16 – Hyperlinks, buttons, and menus (online lesson) – Read Johnson chap. 5 & 6

4/18 – Class does not meet – work on your final project – Read Johnson chap. 9 & 10

4/23 – Work session – students work on their projects in class

4/25 — Work session on Web/PowerPoint projects

FINAL EXAM PERIOD – Monday, April 30 at 12:30 PM – Dreamweaver Quiz - BRING WEB/POWERPOINT PROJECT FOR PRESENTATION on CD-R.

POLICY ON INCOMPLETE WORK

All assignments given during this course must be completed by the end of the course. Once the semester ends, a student will receive an F if any major assignment is missing. Assignments due on Final Exam day will not be accepted more than two days late. All late assignments may be penalized up to 40% off the grade the assignment has earned. Students receiving an F due to incomplete work should repeat the course. Extended illness and other legitimate reasons for late work will be considered on an individual basis.

LATE ASSIGNMENT POLICY

Any assignment marked with an asterisk (*) on the syllabus is considered a major assignment. These assignments must be completed in order of their deadlines. The professor will not grade any new assignment until all previous major assignments have been turned in. This may result in a current assignment being considered late because the previous assignment had not been turned in. The responsibility for making sure all assignments are turned in on time belongs to the student. Late assignments turned in at or just prior to the deadline for a current assignment will most likely cause the current assignment to be considered late. Please turn in late assignments at least 3 days prior to any new assignment deadline to avoid this. Any late assignment not turned in by the last day of regular classes will be given a zero grade.

TESTS

Students who are absent the day of a test may only be excused because of sickness (with doctor or nurse signature), family emergency, or administrative permission. Unexcused absences during tests will require the student to take a similar test at the first opportunity. A late penalty up to 20% off the grade earned may be applied.

TV STUDIO FACILITIES

Evangel University does not charge a lab fee for using the TV Studio facilities. Students are given the privilege to use school equipment for the purpose of completing assignments in Communication coursework. Misuse, neglect, or carelessness by a student while using school equipment may be cause for privileges to be withdrawn or restricted. TV Studio equipment is to be used for Evangel Communication coursework only and not for other courses offered at Evangel or elsewhere.

LAPTOPS, CELL PHONES, AND OTHER ELECTRONICS

Students should silence or shut off cell phones during class. Cell phone calls and texting should be made only during breaks between classes. Laptops in class may not be used during class time. Any other electronics such as PDAs, Blackberries, Gameboys, etc. should not be used during class. Failure to follow these directions will negatively affect the student's participation grade. When in the computer lab, **computer use is limited to class activities only**. Any other uses not authorized by the professor will negatively affect your class participation grade.

DR. PACE'S WEBSITE

Though the class uses Angel for quizzes and scheduling of assignments, handouts are found on Dr. Pace's Acamania website. Go there by typing <http://www.doctorpace.net> in the URL window. Click on "Handouts" and look for the COEM 175 listing. All assignment sheets, syllabus, and other documents are there for the class. The assignments sheets should be read completely before beginning your projects.