



**MMJ 151 Basic Media Production, Fall 2019**  
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**Office Hours: MW 10:30-11:30 am & 1:00 – 3:00 pm; Tues. 2:00 – 4:00 pm**

## COURSE INFORMATION

**Text:** (online, free): [http://www.cybercollege.com/tvp\\_ind.htm](http://www.cybercollege.com/tvp_ind.htm)

Required reading modules will be listed on course outline, available online at MyLeoOnline.

**Course Description:** A study of the processes and user interactions of communication technologies. The course covers the foundation of technologies used for audio and video production and the foundation of digital content distribution. Topics include personal computer and Internet historical developments, broadband, satellites, fiber optics, video gaming and virtual reality.

**Technology Requirements:** Students will be required to access online resources and will be required to use audio and video production equipment for training purposes.

### **Student Learning Outcomes—the course is designed:**

- To provide an understanding of the terms, concepts and skills of content creation via audio, video and film through traditional and digital media.
- To provide an understanding of historical developments, current activities and future possibilities in communication technologies.
- To acquaint the student with basic techniques and technologies of audio and video production for electronic communication--in such areas as on-air talent, spot production, entertainment program and film production—and to understand how these relate to ‘digital media’ content production and distribution.
- To introduce the student to methods and principles of content creation for broadcasting and related industries, including ‘digital media’ and podcasting applications.
- To provide students with an understanding of computer and Internet technology, both historically and as used today as a form of media and communication.

## COURSE REQUIREMENTS

**Exams:** There will be four regular exams consisting of short answer and/or multiple choice/True-False questions. Keep notes and accumulate knowledge of what we cover in order to be prepared for exams. No make-up exams will be given except in a dire emergency and then only if the instructor is contacted in advance. Documentation verifying the cause of the absence is required; make-up format includes essay and listing. No make up is possible for the Final. Test dates are listed on the outline; plan accordingly. Daily work and Quizzes over assigned reading may be announced or unannounced. You are expected to have read assigned chapters before the day they are to be discussed in class--see outline. Missed in-class quizzes or daily work may not be made up regardless of reason.

**Tests and Quizzes:** These will cover assigned reading, class lectures, and class-related videos. You should make your own handwritten notes in a Blue Book (no photocopies, no shared work) over the assigned reading and bring them to every class--these may be a component of the grade of each 'Daily Quiz' or 'Chapter Quiz.' Students may be given the chance to watch selected videos outside class time—at scheduled times in the video editing lab—and take a quiz at the end of watching those videos. Further guidelines will be provided. Quizzes any class day over assigned reading will affect your participation grade—each 'Daily Quiz' grade less than 70 reduces your Quizzes grade by 10 points. You must read assigned chapters before the day they are to be discussed in class. **How to be prepared for tests:** (a) take notes and be engaged in class, (b) read the assigned reading and make highlights and notes, (c) study the class content. **Scantrons and pencils:** Students must provide **unwrinkled**, green Scantron sheets and pencils for Tests and Quizzes.

**Projects:** Work for the class is designed with a 50-50 lecture/lab approach. You will attend two class meetings each week and sign up for a weekly project shift, and must sign in and sign out for your shift, and must complete and submit the week's assignment during your shift time. You are responsible for yourself in meeting standard university academic expectations, including submitting required preproduction and project materials by deadline. Work early instead of waiting until deadline—no project work will be accepted late for credit except in extraordinary situations, and at the discretion of the instructor. Project content is submitted into the course MyLeoOnline site. Project descriptions and due dates will be listed on the course MyLeoOnline.

**COURSE GRADING:**

Four sectional exams.....(100 points each).....	400
Weekly Audio Projects.....(5 @ 20 points each).....	100
Audio Mid Term Project.....	100
Weekly Video Projects.....(5 @ 20 points each).....	100
Video Final Project.....	100
Class Attendance & Participation, Quizzes, Assignments...	200

We are inviting media-industry speakers to campus this fall to engage with our students. These events are tentatively scheduled for 6 p.m., Thursdays, Sept. 26, Oct. 24 and Nov. 21 in Room 126 of the Journalism Building. You're required to attend at least one of these events, with grades for this part of the class assigned this way: 3 events attended, 100%; 2 events attended, 83%; 1 event attended, 66%; no events attended, 0. Event attendance and related report is 50% of the Class Attendance & Participation, Quizzes, Assignments grade.

**GRADE REQUIREMENTS:** Points required for:

"A"—900+    "B"—800-899    "C"—700-799    "D"—600-699    "F"—599 or less.

<b>COMMUNICATION AND SUPPORT</b>
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**Faculty / Student Commitment:**

- To accomplish the course objectives, the instructor will be in class on time, and prepared to guide each student's learning. Students should also be in class on time, committed to benefiting from the class time by being prepared, arriving on time, and staying involved the full class time.
- If at any time you are doing your part to do well in this course, but are having

difficulty, please arrange a time and speak with me in my office. I cannot discuss your course status, grades or other information about your work or activities in the course just before class, during class time (including breaks), or immediately after class—nor can I discuss or respond to any of these issues via phone or email.

- The keys to success in this class: Commit to learning the material we cover, read the required reading, take good notes in class and while reading, study the material as we go through it, ask questions in class about things you do not understand, and do the assigned work and turn it in on time.

## COURSE AND UNIVERSITY PROCEDURES/POLICIES

**Attendance:** See [www.time.gov](http://www.time.gov) for the correct time—the time that shows on your watch or cell phone may not be accurate. Students arriving late are marked absent. Class begins at the scheduled starting time. Arriving late or leaving at any time, even if you return, will result in being marked absent. **There are no excused or unexcused absences. You are required to attend all class meetings.** Points related to attendance are based on missing in-class work as noted above, plus deductions of 10 points each time from your attendance grade starting with the 3<sup>rd</sup> late / absence. Excuse reports not required for this class except as noted above. If you have an emergency reason to arrive late or leave early you should discuss this with the instructor in advance. Very occasionally, an emergency break might be needed. If this occurs, feel free to leave without penalty, and simply remind me to mark it at the end of that class. **If you do not remind me that day, it would remain marked as an absence.** You should have no more than one of these per semester. The participation component of the Participation & Attendance grade is the instructor's subjective assessment of each student's involvement and contribution during class times--affected by but not limited to such issues as violating stated course policies, any inappropriate talking during class, disrupting class, late arrivals, not taking notes during lectures, and quality of short assignments. Children or other guests are never allowed in classes.

**IMPORTANT: STUDENTS WHO MISS MORE THAN SIX CLASSES MAY FAIL AUTOMATICALLY OR BE DROPPED FROM THE COURSE.** Your lab / production time schedule is also included in attendance. Late arrivals are counted absent.

### UNIVERSITY ATTENDANCE POLICY

**13.99.99.R0.01 Class Attendance** – “Students are responsible for learning about and complying with the attendance policy stated in the catalog, Student’s Guidebook, and/or faculty syllabus. Faculty members will provide details on requirements and guidelines for attendance in their classes in their course syllabi.” Students are responsible for reviewing remaining university attendance policy elements. **Academic Honesty:** If you turn in work that is plagiarized, or take any action that violates TAMU-Commerce Academic Honesty policies, you will fail the course. All TAMU-Commerce students are responsible for knowing the standards of academic honesty. Please refer to the Student’s Guide Handbook for the University Academic Honesty Policy. Plagiarism is the use of someone else’s work as your own and/or failing to properly cite sources. Work submitted will be checked via an Internet search including [www.turnitin.com](http://www.turnitin.com) for each submission. Using a report you did not create or having someone else do any of your work violates Academic Honesty guidelines. Undergraduate students at Texas A&M University-Commerce are expected to maintain high

standards of integrity and honesty in all of their scholastic work. Faculty and staff are expected to uphold and support student integrity and honesty by maintaining conditions that encourage and enforce academic honesty. Conduct that violates generally accepted standards of academic honesty is defined as academic dishonesty (see definitions). In addition, F-1 and J-1 international students must comply with the Student Exchange Visitor Program regulation related to their visa status. Full details are found in Undergraduate Academic Dishonesty Policy 13.99.99.R0.03

**Classroom Policies:** Students are expected to keep up with assigned reading and be prepared to answer questions in class--be sure you have done all required reading by the date noted on the course outline. **IMPORTANT NOTE: Turn off** cell phones before class time. You may not use any electronic device in the classroom without specific permission from the instructor through a signed form completed during office hours. Any electronic device (computer, cell phone, iPad, etc.) brought to class must be turned off and stored off your desktop during class. If you are found texting, browsing the Internet, Snapchatting, etc. **you will lose 100 points from your course point total for each occurrence and will be counted absent for the day.** Students are expected to arrive to class on time and stay the entire class session to be counted present.

**Deadlines:** Work not turned in on time will be late regardless of the reason—it is your responsibility to meet the deadline regardless of technical or other problems. Deadlines are always at the beginning of class in which anything is due. Work submitted incomplete will be marked as not submitted. Loose pages must be stapled before class time in order to be counted as submitted.

**Behavior:** “Students are expected at all times to recognize constituted authority, to conform to the ordinary rules of good conduct, to be truthful, to respect the rights of others, to protect private and public property, and to make the best use of their time toward an education.” -- Texas A&M University System Student Rights and Obligations “All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment.” (See Student’s Guide Handbook, Policies and Procedures, Conduct) -- Texas A&M University-Commerce Procedures, 12.01.99.R0.05 Guidelines for Content and Distribution of Syllabi: Roles and Responsibilities of Faculty

Anyone who persists in disruptive behavior will be permanently removed from class.

A few other words and restatements on classroom behavior:

- Take notes. You will have a low grade if you do not participate in class.
- Turn off cell phones and similar devices when you come into class and put them away.
- You **may NOT bring** drinks or food into classroom since we meet in a computer lab. **No food or drinks are to be taken into any production area.**

### *ADA Statement*

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an

accommodation, please contact: **Office of Student Disability Resources and Services, Texas A&M University-Commerce, Gee Library 132, Phone (903) 886-5150 or (903) 886-5835 Fax (903) 468-8148 [StudentDisabilityServices@tamu-commerce.edu](mailto:StudentDisabilityServices@tamu-commerce.edu)**

**EARLY INTERVENTION FOR FIRST YEAR STUDENTS:** Early intervention for freshmen is designed to communicate the University's interest in their success and a willingness to participate fully to help students accomplish their academic objectives. The university through faculty advisors and mentors will assist students who may be experiencing difficulty to focus on improvement and course completion. This process will allow students to be knowledgeable about their academic progress early in the semester and will provide faculty and staff with useful data for assisting students and enhancing retention. Grade reports will be mailed by the end of the sixth week of the semester.

**COURSE EVALUATION APPEAL:** Students with concerns regarding their courses should first address those concerns with the instructor in order to reach a resolution. Students who are unsatisfied with the outcome of that conversation or have not been able to meet individually with their instructor, whether in-person, by email, by telephone, or by another communication medium, should then schedule an appointment with the Department Head or Assistant Department Head by completing a Student Grievance Form (available in the main office, HL 141). Students should also consult University Procedure 13.99.99.R0.05 ("Student Appeal of Instructor Evaluation").

**CAMPUS CONCEALED CARRY STATEMENT:** Campus Concealed Carry - Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in Texas A&M University-Commerce buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and A&M-Commerce Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations. For a list of locations, please refer to (<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedure/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf>) and/or consult your event organizer). Pursuant to PC 46.035, the open carrying of handguns is prohibited on all A&M-Commerce campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.

## COURSE OUTLINE / CALENDAR

Available at your MyLeoOnline login. You are responsible for knowing how to properly use the D2L system—seek help from the instructor and the classroom technology office if needed.

**NOTE: You should check this site weekly. It contains important course information and the assigned reading.** Demonstrating through class quizzes that you are not reading will cause a failing grade, as low as zero, on the Class Attendance & Participation, Quizzes, Assignments grade.

Keep up with class requirements: **Reminder--**Work early instead of waiting until deadline—no project work will be accepted late for credit except in extraordinary situations.