



RTV 420 Multimedia Portfolio, Spring 2018
Dr. Tony DeMars ~ Faculty Office: PAC 121/JOUR 126
Office Phone: (903) 468-8649 / 886-5229 ~ E-mail: Tony.DeMars@tamuc.edu
Email sent to any other e-mail address will not be read
Office Hours: MW (PAC) 12:30-1:30 pm & 3:30 – 4:30 pm
(JOUR) TR 12:45 – 1:45 & Tues. 3:15 – 4:00 pm

COURSE INFORMATION

Text: *Multimedia Foundations: Core Concepts for Digital Design (2nd)*, Costello, Youngblood & Youngblood *and* selected online reading assignments, as noted on the course outline.

Classroom Technology: Any electronic device (computer, cell phone, smart phone, iPad, etc.) brought to class must be turned off and stored off your desktop during class. Do not log in to classroom computers unless instructed to do so for class purposes. If you are found using any device, you will lose 100 points from your course grade for each occurrence. You may not use any of your own communication technology during class.

Required materials: Students may be responsible for providing their own media, such as DVD-R, flash drive, SD card, and blank DVD labels as the need arises. Students must use assigned online resources, including web sites and cloud storage.

Course Description: Multimedia Portfolio. Three semester hours. The course explores the Internet, particularly the World Wide Web, as a new medium of communication, as it relates to the mass media industry. Students will develop a greater appreciation for the applications and implications of computer-mediated communication, explore cultural, social and economic issues of interactive media, and learn or improve upon basic practical skills in video and audio production and editing and web-based tools for interactive media production.

Student Learning Outcomes--Through readings, instruction, practice, and projects, students will:

1. Develop skills in and/or learn the relationship of multimedia to audio and video production;
2. Apply existing skills and/or develop new skills in audio and video production;
3. Learn skills and techniques in publishing traditional media content to the Web; and
4. Learn basic web page design using HTML/CSS, WordPress and/or BlueGriffon.

COURSE REQUIREMENTS

Grading policies:

Projects: The class is organized to produce content as an online portfolio that demonstrates your multimedia skills. Each student will submit produced content and/or do other required pre-production work as dictated by the individual components of the portfolio project. Assigned 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. Carefully read and follow the provided directions for each component of the project. Project work requires submission of scripts and/or storyboards, shooting and editing, creation of audio, video and other multimedia materials, in-class presentations and discussion, and/or arranging of guests. Missing any part of a project will affect the final project grade. Scripts must be submitted complete, typed, and in the assigned format to be counted as being submitted. **You must work alone when working on any component of your portfolio, except when specifically approved in writing by the instructor or as specified by a particular project.** You are also graded based on technical work training and skills.

THE GRADED PROJECT WORK FOR RTV 420 CONSISTS OF:

- A series of pre-production, mock-up and prototype web pages created by different means
 - Written content, audio, video, graphics and still image creation to support the project
 - A final Interactive Web Page incorporating your own images and multimedia content
- Further project guidelines at found www.tonydemars.com.**

Project Requirements: A ‘passing quality’ multimedia portfolio final project must be completed and accepted for the student to receive a ‘B’ or better course grade, regardless of points accumulated. Specific project criteria are provided in class and/or via the course web site. Project work not turned in on time will be late regardless of the reason—please do not ask me for ways to resolve your deadline problems; it is your responsibility to meet the deadline regardless of technical or other problems. Grading criteria of projects will be made available on the course web site. Ask in class if you are ever in doubt. Projects must be complete to be accepted. Any late project accepted will be graded for credit only (no points). REMEMBER—no late work! See the week-by-week outline list and assignment guide for due dates.

GRADES:

Your final course grade will be based on:

1. Four tests, 150 points each for a total of 600 points.
2. Pre-production project work at 100 points.
3. A Technical Skills Production Grade worth 100 points.
3. A final online Multimedia Portfolio and class presentation worth 200 points.

GRADING SCALE: A = 900-1000 points B = 800-899 points C = 700-799 points

D = 600-699 F = 599 points or less. WARNING: It is not my practice to round up. There is no curve. The inflation of your grade beyond what you earn comes from the one dropped grade.

TESTS:

There will be five closed book tests during the semester, four tests and a final, as listed on the course outline. Your four best grades are counted. That means you may take all five tests and drop your lowest grade, or miss one test without penalty. Each of the first four tests will cover material from the lectures and readings for that segment of the course. The fifth test, during the final exam period, will be comprehensive. Because you can skip one of the tests, no make-up tests will be given**, except for an official university function*. That means if you skip the first test and then are legitimately sick for the final, you’re out of luck. Best approach is to take all the tests. If extraordinary circumstances arise, see me about it immediately. *NOTE: Advance arrangements are required to be accommodated for official university functions. Test must be taken in advance of scheduled test date.

Other grading issues: Approximately 50-75 short answer and some possible discussion questions over sections of material covered in the class, as Sectional Exams and a comprehensive Final Exam. **No make-ups for exams except for rare, unavoidable, unexpected events and only if the instructor is contacted in advance. Make-ups exams would involve fill in the blank and essay type questions. Since you may miss one test without penalty, there is no guarantee of ever being able to make up missed work, regardless of cause. Any accepted late work has significant grade penalty. For authorized university functions you must make arrangements with the instructor in advance to be allowed any make-up work. For undeclared majors and RTV majors and minors, Practicum is required to be enrolled in this class. If you are not enrolled in and receive a grade for an RTV Practicum course at the end of the semester, your course grade will be an 'F.' Grades will not be discussed with students during class time. Schedule a time to come get grade reports, look at tests, quizzes or class work that is kept on file and not returned. There will be a grade reduction on any quiz, test or exam for which you arrive late. More grade details below.

Incompletes: A grade of "X" is given only rarely in cases of documented emergency or special circumstances late in the semester, provide that you have a passing grade and all work completed to date at the time of the incomplete request. A grade contract must be completed. The instructor makes no guarantee of allowing an incomplete regardless of the reason.

COURSE COMMUNICATION AND SUPPORT

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 the instructor in his 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 e-mail.
- 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.
- In High School and sometimes junior college, the teacher is often expected to 'bail out' students who don't keep up their responsibilities. In contrast, this is a University course, where the professor establishes and guides criteria for the student to achieve and then assigns a grade based on graded demonstrations of learning.

COURSE AND UNIVERSITY PROCEDURES/POLICIES

Attendance and participation: Not being present for the full class from start to end means you are counted absent. See 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. Points related to attendance are

based on missing in-class work as noted above, plus deductions of 10 points each time from your point total starting with the 3rd hour late / absence. Absence reports are 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. Note: Very occasionally, an unexpected emergency break might be needed. If this occurs, feel free to quietly 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 expect to have no more than one of these per semester. A major component of the Studio 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 newscast work, violating stated course policies, any inappropriate talking during class—including production times, disrupting class, late arrival, and not taking notes in class. Children or other guests are not allowed in classes.

IMPORTANT: STUDENTS WHO ARE MARKED ABSENT FROM MORE THAN SIX CLASSES MAY FAIL AUTOMATICALLY OR BE DROPPED FROM THE COURSE.

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 not crediting others’ work. Work submitted will be checked via an Internet search including www.turnitin.com for each submission. Using work you did not create or having someone else do any of your work violates Academic Honesty guidelines. Someone else writing, shooting or editing for you is plagiarism.

Courtesy Rules regarding Cell Phone and Computer Use

Cell phones: As a courtesy to your teacher and to your classmates, please make sure at the beginning of each class period that your cell phones are silenced and put away. Any texting or similar behavior in taking out your phone without explicit advance approval during class will result in you being counted absent for the day and loss of 100 points to your course grade each time.

Laptops and tablets may only be used in class on days we will need to work on computers.

I will let you know ahead of time what days you can use a laptop or tablet. All other days, you should take notes by hand. Studies show that students who take notes by hand remember more and have a deeper understanding of the material than students who use a computer to take notes.

No use of any electronic device during class. Any electronic device (computer, cell phone, iPod, iPad, etc.) brought to class must be turned off and stored off your desktop during class.

Each time you check your phone, your phone rings, you check or send a text, you load a web page, you handle any ‘phone charging functions’ or any other activity that has not been approved, up to 100 points is subject to being deducted from your grade. **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.

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:

- No leaving during class, unless ill. Go to the bathroom and/or get a drink before class.
- Take notes. You will need these to have content to study for tests.
- You may bring drinks or food into class, but use good manners while eating or drinking, and remove all trash when you leave. You MAY NOT have food or drinks in the editing rooms or in the TV studio at any time. You will receive a 100 point course grade reduction for each instance of violating this policy. Damage to any equipment will be at your expense.

Changes to syllabus: I maintain the right to make changes as needed, in my judgment, from the stated plans contained in the syllabus for this class. Such changes will be announced to the class.

ACCOMMODATIONS FOR DISABILITIES: 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 Room 132. Phone (903) 886-5150 or (903) 886-5835. Email: StudentDisabilityServices@tamuc.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/rulesProcedures/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.

Unlike previous classes you may have had with me, nothing will be added to the online course calendar during the semester. That means your indication of what to study will only come from your own notes taken while doing the assigned reading and from notes you should take from what is covered in class. That also means you must pay attention to instructions in class. For questions regarding anything you miss in class, you must meet with the professor during regular office hours. LINKS indicated in the hard copy of this document below will be found in the online outline. I will not respond to emails outside normal work hours. Most class-related communication must occur individually between the student and the instructor during scheduled office hours.

TENTATIVE COURSE OUTLINE / CALENDAR – also at www.tonydemars.com

Week 1 (1/16-19): READING: Chapter 1

YOU MUST HAVE YOUR OWN COPY of the required textbook for the course. On each exam, you must bring it with you, and your exam grade is zero if you don't have either a hard copy or e-book. PROJECT: Start with LinkedIn: Create or update a LinkedIn account. It must include a headshot or other appropriate identifying image and a bio. Begin making connections in your field.

You must set up a flash drive containing a folder named YourLastName RTV 420 S18. The flash drive must be named YourName and must have your initials on its exterior. It must be submitted in an approved box. Bring it to every class. Create a subfolder inside that main folder called Assignments. Start with a Doc file that is named YourLastName 420 Assets List. You will update this each time you add anything to your flash drive. Assignment #1a: Select a media-related field for which your portfolio will be created: make a Doc page making a statement of the two or three most likely **media related** jobs you imagine yourself applying for after graduation, ALSO email this to the instructor by 1/19. Assignment #1b: Based on 1a, using only a Doc file create a Needs Analysis. The online version of the outline provides examples of a Needs Analysis. No Name drives will not be graded. Flash drive must be submitted in an approved box your name on it.

Week 2 (1/22-26)— READING: Chapter 2. Needs Analysis due in Assignments folder by Monday. Assignment #2: Create a one-page résumé. See Career Development for assistance.

Week 3 (1/29-2/2) READING: Chapter 3

Doc file created Résumé due in Assignments folder by Monday.

Assignment #3: Come in for Adobe Audition training or certification. Start planning for at least four different audio pieces of at least two different types that you record, to be used in your web site. Those can be spot production pieces, narrations, sports play by play, audio explanations, etc. You must create and submit scripts into you're the appropriate folder before doing productions.

Assignment #4: Make a 'shot list' that describes 10 or more stil images you can create that would work well to represent you in your online portfolio. Using a smart phone or camera, you will then create 10 or more images that would work well witin your portfolio web site. Shot list due in your Assignments folder before Thursday class time. Start plans to get some of those shots.

Week 4 (2/5-9) READING: Chapter 4

Assignment 4b: Create a folder named Images, inside your main folder. By Wednesday, place at least 5 images in it you create that would be good for your web site. Name each file icon a 2-3 word title / slug that adequately describes it.

Thursday: Exam #1 over Chapters 1-4 and class content so far.

Assignment #5: Come in for Video Camera training or certification. Watch tutorial and take quiz. Start compiling or creating video productions for your web site. Submit scripts to the appropriate folder for each planned new production. Create a Video folder an Audio folder, a Written Work & Articles folder and a Graphics folder inside your RTV 420 S18 folder. Start compiling the correct media into the appropriate folder. Any new media content you create must start with a script that goes into the same folder as its media content. Always name each file with proper descriptions of what they are. Create WordPress account named YourLastNamePortfolio.

Week 5 (2/12-16) READING: Chapter 10-Photography

Assignment #5: Review your initial shot list and images. Compare your work to what the chapter says anout photography. Add at least 5 more images by Friday. At least half of the 10 due by this week must put you in the 'workplace environment' in the media type your site is about.

Week 6 (2/19-23) READING: Chapter 5

Beginning overview of HTML/CSS/Javascript. Initial overview of BlueGriffon.

MEDIA CONTENT TO BE IN YOUR WEB SITE: (a) images you create, (b) graphics you create, (c) audio content you create or have created, (d) video content you create or have created, (e) short written materials including written media content, like newspaper articles, (f) slide shows, podcast content, social media content etc. as dictated by your multimedia experience.

Week 7 (2/26-3/2) READING: Chapter 8

Continue HTML Reading and training. Assigned WordPress theme must be established this week. Choose from one of these: <https://www.codeinwp.com/blog/free-portfolio-wordpress-themes/> Remember that your site must have at least five different pages. HTML Quiz Thursday.

Week 8 (3/5-9) READING: Chapter 6 and assigned Online Portfolios

Test 2 Thursday Chapters 5, 6, 8, 10, HTML and class content. CONTINUE to create media content for your online portfolio; be sure to continue to update your Assets List.

Week 9 (3/19-23) READING: Chapter 7

You must come in for a scheduled review with the instructor of your work so far. You must sign up for Adobe Photoshop basic training / review.

Week 10 (3/26-30) READING: Chapter 9

Guidelines about Portfolio Presentations. They're not 'ad-lib' --> Required Presentation Guidelines are here (link online). WordPress Dashboard and Web Site knowledge demonstrations at scheduled times. No show or late = zero grade. Canva, Bannerfans and other free tools; Adobe Photoshop.

Week 11 (4/2-6) READING: Chapter 11

CONTINUE to create media content for your online portfolio; be sure to continue to update your Assets List. Site scripts, text pieces due. **You must continue to add new assets on your own.**

Week 12 (4/9-13) READING: Chapter 12

Test 3 Thursday: Chapters 7, 9, 11, 12 and class notes. Web site must have at least five pages. Mock up / rough version of initial web site due by Friday. Send URL via email to instructor and within a document file to save as an independent file inside your your RTV 420 S18 folder. Blue Griffon based project work—must bring project flash drive to Tuesday class.

Week 13 (4/16-20) READING: Chapter 13 and online about podcasting. Continue Blue Griffon work in class.

Week 14 (4/23-27) READING: Chapter 14 and online about app development. Final web site due by class time Thursday. -- use flash drives and BlueGriffon?

Final presentation outline due as email attachment to the instructor by 10 pm Sunday 4/29

Week 15 (4/30-5/4) READING: Online link (linked on online course outline)

Test 4 Tuesday: 30-minute Chapters 13, 14, online reading, html and class notes.. Begin Final Portfolio presentations. Thursday: complete Final Portfolio presentations.

Finals Week: Comprehensive Final Exam, Tues. May 8, 1:15 pm
