



**ETEC 581.001: Digital Video & Audio Production  
and Applications for Instructional Settings  
COURSE SYLLABUS: Summer II, 2010**

**Instructor:** Jason Lee Davis, PhD – Associate Professor  
**Office Location:** Main Campus - Young Education North, 106  
**Office Hours:** [Instructor Schedule](#)  
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**Faculty WebPage URL:** <http://www.JDavis.us/> or <http://faculty.tamuc-commerce.edu/jdavis/>

**Class WebPage URL:** <http://faculty.tamuc-commerce.edu/jdavis1/etec/525/105/>

**Courseware URL:** <http://online.tamuc-org/>



### COURSE INFORMATION

**Delivery Format:** Traditional, meets in Sowers Education South, #125 (ETEC Advanced Lab)

**Semester Credit Hours:** 3 SCH

**Materials – Textbooks, Readings, Supplementary Readings:**

*Textbook(s) Required:* N/A

*Textbook(s) Optional:* (Study Guide recommended for students seeking Tech Apps Certification)

TEXES Review Study Guide for Technology Applications 8-12

ISBN: 1-933049-58-8

ID: 819-1197

...available from the [Region 4 Educated Solutions On-line Store](#) (\$40.00)

Built-in software help files and other on-line resources will be utilized. The class will utilize Adobe Premiere Pro video editing software; so, if you run across any cheap books on related topics at a discount computer book store, you might pick-up one or two just for reference.

**Course Description:** This course is concerned with digitizing video and audio for use in multimedia and web applications. Emphasis is on advanced knowledge and skills for digital video/audio production, compression, and digitizing from traditional media.

**Student Learning Outcomes:**

1. The learner will demonstrate an understanding of basic digital terminology, principles, and concepts and their relation to the production and delivery of instructional video content.

2. The learner will demonstrate an understanding of the various process and equipment used in the recording and production of video and audio information.
3. The learner will demonstrate the ability to produce video content appropriate for utilization in instructional applications.

## COURSE REQUIREMENTS

### Instructional Activities / Methods / Activities Assessments

**Vocabulary Activity – 10%:** Students are to examine the Test Framework in the [139 Tech Apps 8-12 Preparation Manual](#) and the [Technology Applications Standards](#) relating to digital video & audio (Standard X), and identify 5 unfamiliar or misunderstood terms directly related to audio, video, or multimedia technology and production. A master vocabulary list will be generated from student contributions. Details will be discussed in class.

**Multimedia Projects – 60%:** Students will be required to produce a number of multimedia components designed for instructional delivery. The theme and content of the project will be assigned by the instructor. Video and audio production activities may be included in the multimedia project. The project will culminate with presentation of the completed project to the class. The details of the project will be discussed in class.

**Participation – 30%:** All students must contribute in classroom discussions and activities. All students must be active as individuals and as participants within their respective project development teams, if assigned.

Timely submission of assignments: Projects and assignments **MUST** be completed and submitted by the designated due dates. Full credit cannot be earned by late or incomplete assignments.

Assignments lose up to 5% of their possible value each hour late if submitted after the posted due date/time. (e.g. Assignments can lose all of their value at 20 hours past due.) Further, **late project submissions may be rejected** at the instructor's discretion.

### Grading

Vocabulary Activity:	10%	A	90-100%
Multimedia Projects:	60%	B	80-89%
Participation:	30%	C	70-79%
		D	60-69%
		F	59% or less

## TECHNOLOGY REQUIREMENTS

This course is delivered in a traditional format so that expensive, highly specialized equipment and software purchases are not required of students. All required technology is provided in the Educational Technology Advanced Laboratory in Sowers Education South, 125. If you have access to appropriate technology you would like to utilize for class projects, you may discuss this possibility with the instructor.

## ACCESS AND NAVIGATION

This course will have supplemental materials available online on the class homepage:

<http://faculty.tamu-commerce.edu/jdavis1/etec/525/105/>

## COMMUNICATION AND SUPPORT

### *Interaction with the Instructor*

The instructor is available in class and during office hours immediate following the scheduled class time. The instructor may also be contacted via email at [Jason\\_Davis@tamu-commerce.edu](mailto:Jason_Davis@tamu-commerce.edu)

## COURSE AND UNIVERSITY PROCEDURES/POLICIES

### Course Specific Procedures:

#### *Academic Honesty Policy*

Texas A&M University-Commerce does not tolerate **plagiarism** and other forms of academic **dishonesty**. Conduct that violates generally accepted standards of academic honesty is defined as academic dishonesty. "Academic dishonesty" includes, but is not limited to, plagiarism (the appropriation or stealing of the ideas or words of another and passing them off as one's own), auto-plagiarism (duplicate submission of single work for credit in multiple classes), cheating on exams or other course assignments, collusion (the unauthorized collaboration with others in preparing course assignments), and abuse (destruction, defacing, or removal) of resource material. All works submitted for credit must be original works created **by the scholar** uniquely for the class. Works submitted are subject to submission to TurnItIn, or other similar services, to verify the absence of plagiarism. Consequences of academic dishonesty may range from reduced credit on the plagiarized assignment to petition for removal from the academic program or institution, depending on the circumstances and extent of the violation; however, in typical instances, an automatic F in the course is considered appropriate.

Web resources for reference regarding what constitutes plagiarism and how to avoid it include:

<http://www.plagiarism.org/>

<http://www.unc.edu/depts/wcweb/handouts/plagiarism.html>

<http://www.indiana.edu/~wts/pamphlets/plagiarism.shtml>

Any works referenced should be properly cited in accordance with APA 5<sup>th</sup> or 6<sup>th</sup> edition style.

#### *Scholarly Expectations*

Work submitted at the graduate level is expected to demonstrate higher-order thinking skills and be of significantly higher quality than work produced at the undergraduate level.

#### *Late Work*

Projects and assignments **MUST** be completed and submitted by the designated due dates. Full credit cannot be earned by late or incomplete assignments. Assignments lose up to 5% of their possible value each hour late if submitted after the posted due date/time. (e.g. Assignments can lose all of their value at 20 hours past due.) Further, **late project submissions may be rejected** at the instructor's discretion. As this project incorporates peer review activities requiring that all projects be available at the beginning of the review period, one student will not be permitted to hold up the progress of the entire class and may be taken "out of the loop" if necessary to ensure the forward progress of the class. You will have plenty of notification and time to complete course assignments. If you know you are going to be out of town and unable to access a computer, plan ahead. If there is a chance you might lose power, Internet access, or your available technology fail at the last minute, plan ahead.

#### *Attendance*

All students must be active participants in class activities. Regular class attendance is *very* important. Class participation requires that students be present. Class discussions and group activities that take place during class cannot be made up. If you do miss a class, it is your responsibility to notify the instructor in advance, to contact class members to find out what occurred in that class and to make up that work, and then to check with your instructor for any additional assignments.

#### *Cell Phones/Electronic Communication Devices*

The classroom is NOT the place to make and receive personal phone calls. This distractive activity is extremely disrespectful of the instructor and other students and is disruptive to the classroom environment. Cell phones may not be used during lectures, recording sessions, and organized class activities and should be turned OFF upon entering the classroom. Emergency exceptions must be approved by the instructor prior to the beginning of class. Violation may result in significant loss of participation credit.

### **University Specific Procedures:**

#### *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)  
[Student Disability Resources & Services](#)

#### *Student Conduct/Citizenship*

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. (See *Code of Student Conduct from Student Guide Handbook*).

<b>COURSE OUTLINE / CALENDAR</b>
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The following course schedule is maintained on our class public website at:  
<http://faculty.tamu-commerce.edu/jdavis1/ETEC/581/105/ETEC581-105-sch.htm>

	DATE		ACTIVITIES	ASSIGNMENTS DUE & NOTES
W E E K 1	Mon	July 12	Introduction, Digital Concepts and Digitization, Examples	
	Tue	July 13	Research Vocabulary Terms, Software Intro	5 Vocabulary Terms & Definitions
	Wed	July 14	Project Planning	
	Thur	July 15	9:30am-2:30pm ETSSC Leadership Conference feat. Dr. Steve Murdock	Students will attend the Leadership Conference in the Rayburn Student Center.
W E E K 2	Mon	July 19	Project Production	
	Tue	July 20	Project Production	
	Wed	July 21	Project Production	
	Thur	July 22	Project Production	
W K 3	Mon	July 26	Project Production	
	Tue	July 27	Project Completion	Project Presentations

\* Class will meet 9:00am to 1:00pm in EdS 125, except on Thursday, July 15, the class will meet from 9:30am to 2:30pm in the RSC.

Schedule Rev. 06/25/2010