

LEE CAPLIN SCHOOL OF JOURNALISM & MEDIA
DIG 4552 - Advanced Multimedia Production
Tuesday and Thursday: 3:00pm – 7:00pm
Summer B 2024 – ACII 242 (Media Hub)

[https://gatorjbonecapstoneblog.wordpress.com/
gatorjbone.com/](https://gatorjbonecapstoneblog.wordpress.com/gatorjbone.com/)

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Meeting ID: 954 612 5685/Passcode: dig4552

Required Software/Equipment

NO BOOK is required for this class. However, **ALL STUDENTS** are required to purchase the **Adobe Creative Cloud**. This suite of software will be essential to complete all the assignments in the course. **You are required to have the programs for the SECOND week of class.** There is a significant educational discount for students:

https://www.adobe.com/creativecloud/buy/students.html?sid=1XGJD51C&mv=search&ef_id=CjwKCAjwxeV3BRBBEiwAiB_PWCOQNqHGUAu18E3r3RoMdba-8myxmjBX2D3qtqHkUe1ot-gN_1dMqBoCTM4QAvD_BwE:G:s&s_kwid=AL!3o85!3!377751121176!b!g!!photoshop%20download%20for%20students

Other equipment that you will use in this class but do not need to buy (although doing so could make your life a lot easier):

- DSLR that shoots both stills and video
- Lavalier microphone with a mini jack
- Ring light
- Tripod
- Gimbal
- Drone
- Envato Elements (<https://elements.envato.com/>)

Course Description

The goal of this course is to synthesize the various analytical, critical thinking and digital storytelling skills that have been learned by Digital Media majors up to this point in their academic careers (Introduction to Digital Media, Media Theories, Multimedia Production I & II, Social Media and Globalization, Audience Analysis) and put them to use in a project-based setting. This is a senior capstone course; as such, students are expected to be self-motivated and independent.

Course Objectives

The face-to-face classroom experience will function like an integrated broadcast and multimedia newsroom and/or advertising agency. The professor will function as the news director. The students will serve as producers, reporters, writers, videographers, video/audio editors and content creators. Just as in any newsroom or advertising agency, students are expected to be professional inside and outside the classroom. Students should have a clear concept of the importance of working as part of a production team.

Students are expected to have a **strong proficiency** in the following areas of digital media production:

- Digital video production
- Digital audio production
- Digital photography and editing
- Non-linear digital video editing
- Using infographics/data visualization to communicate complex ideas/data sets
- Effectively combining above elements within a web-based platform

Student Learning Outcomes

- 1) A strong comprehension of fundamental concepts in digital/new media
- 2) The ability to tell stories using multiple digital media storytelling techniques
- 3) A strong familiarity with at least one online platform used for multimedia storytelling (YouTube)
- 4) Thinking critically, creatively, and independently about the prospects, promises and pitfalls of digital media
- 5) Writing correctly and clearly in forms and styles appropriate for communications professions, audiences, and purposes they serve

Grades

Your final grade will be based on a combined score from your performance on the projects. The expectations and grading rubrics for each project are as follows:

Participation/Attendance:	30%
Single-Camera Interview	20%
30-Second video commercial (promo)	30%
Chroma Key/Virtual Set feature report	20%

Judging, like judging multimedia in the industry, is not an exact science. This class is unlike typical general education courses that might use multiple-choice exams to measure your knowledge objectively. Although there is objective scoring in the class, most multimedia assignments get grades that are subjective. That means that you or someone else may have a different opinion of the merit of your projects. But as in the industry itself, the person in charge sets the standard. In this case, it is the instructor. You can rely on your instructor to know what the standards in the industry are, and to apply them here. Please note that subjective does not mean unfair. Within the class, the same standards are applied to everyone.

The instructor retains the right to modify this course syllabus for any reason throughout the semester provided that:

- a. Fair and adequate notice is given to enrolled students either by email, or online publishing.
- b. Modifications to the syllabus are not arbitrary or capricious.
- c. Students are not unfairly disadvantaged by mid-semester changes to grading standards, attendance standards, or performance measures.

Class Attendance

ATTENDANCE IS MANDATORY! One (1) unexcused absence will be allowed during the semester. Your grade will be lowered by one-third a letter grade for every unexcused absence beyond one. Excused absences will only be granted for sickness, injury, immediate family emergency (all of which require notification with 24 hours and documentation) and religious holidays. Showing up for class more than 15 minutes late will be considered an absence. The instructor reserves the right to not give a student a quiz/test if they come to class late.

Ethical Conduct & Plagiarism

Academic Honesty: Students must follow the Standards of Conduct described in the student handbook. (http://www.fiu.edu/~sccr/standards_of_conduct.htm). Students are expected to use all resources, including software and computers only in authorized ways. Participants in this course are also reminded that materials may not be pasted or paraphrased from printed, electronic or any other sources without appropriate citations and credits. Failure to do so constitutes plagiarism and will result in penalties as set forth by university policies. **The instructor may ask the students to produce their project files and/or demonstrate knowledge of the projects.**

SINGLE-CAMERA INTERVIEW

The following assignment is designed to help you to master your skills at conducting an interview, as well as:

- How the single camera system works.
- Performance development.
- Selecting talent.
- Video and audio editing for single camera productions.
- Principles of audio.
- Lighting on location.
- How to select locations.
- What equipment is needed for field production.
- Directing single camera productions.
- Personnel needed for single-camera productions.\The operation of various audio and video support equipment.
- Location set preparation.
- How to get permission to use field locations and talent.
- Evoking viewer emotion through camera angle, location, and editing.

ASSIGNMENT: You will research, plan, conduct and record a single-camera interview.

- **Arrange to interview a faculty member, staff member, or administrator from either campus (BBC or MMC). Be sure of the date, time, and place with the person you will be interviewing. You can also interview someone off campus, but not a family member.**
- **Arrange for a pre-interview time and request a resume, if available.**
- **At the pre-interview, discuss possible topics and set the time for the actual interview.**
- **Based on the interview topic, develop a list of ten possible interview questions and a short introduction.**
- **Record the interview, as demonstrated by the techniques you have learned in class.**
- **Edit your interview in Adobe Premiere Pro and upload your finished project to your OneDrive group folder.**
- **The interview should include an animated open, and a lower-third for the host & guest.**
- **The edited interview should be between five to seven minutes long.**

CHROMA KEY/VIRTUAL SET

The following assignment is designed to help the students learn the disciplines, techniques and procedures used by the On-Air Talent, Producers, Editors, and Camera Operators during the television production process. They will learn key terms used in both the television and in the radio industry.

Skills:

- Acquaint the student with the fundamentals of good speech.
- Show you how to self-evaluate your speech patterns, as well as the speech patterns of talent used in your productions.
- Illustrate the dynamics of an ever-changing language.
- Familiarize yourself with job expectations for both television and radio on-air positions.
- Permit hands-on practice for both television and radio on-air positions.
- Set up an effective chroma key effect in the editing process.
- Help produce a marketable demo (resume) reel.

Knowledge:

- Working with clients and/or News Directors as to providing alternative ways of production video, without doing a full EFP (electronic field production).
- Creative visual storytelling, without the use of interviews.
- Editing principles in both Adobe Premiere Pro and Adobe After Effects.
- Selecting talent, crew, and animated virtual sets.

ASSIGNMENT:

The students (in groups of two) will record, edit, shoot and produce a chroma key/virtual set news/feature report to potentially air on Caplin News.

- **All copy must be approved by the instructor before beginning production.**
- **The report should be around 45 seconds to one minute total running time (trt).**
- **The news/feature report will be shot on the chroma key screen inside the television studio. This will be completed either during or outside class time.**
- **The students may appear as talent in your production or select someone through an audition process.**
- **The students will go out and shoot b-roll to accompany the standup, which should be on the screen the entire time.**
- **The package must include a lower-third graphic with the name of the talent.**
- **This assignment will be edited in both Adobe Premiere Pro and Adobe After Effects and uploaded to your OneDrive group folder.**

30-SECOND VIDEO COMMERCIAL (PROMO)

The following assignment is designed to help you to master your skills at writing, producing, directing, editing, and shooting a 30-second video promo (spot), as well as:

- Meeting with clients
- Effective script writing and the approval process.
- Evoking viewer emotion through camera angle, location, and editing.
- Selecting talent and performance development.
- Video and audio editing for single camera productions.
- Selecting locations and set preparation.
- Equipment and personnel needed for field production.
- Directing single camera productions.
- Personnel needed for single-camera productions.
- Operation of various audio and video support equipment.
- Getting permission to use field locations and talent.

ASSIGNMENT:

The students will research, plan, conduct and record a single-camera 30-second video promo (spot) that promotes some aspect of FIU. You may also do a promo outside of the university (your own business, a place you work for, public service, etc.).

- **Your promos should contain the five steps of persuasion (getting attention, holding attention, creating the need, satisfying the need, and call to action).**
- **All ideas and scripts must be approved before you go out to shoot.**
- **This assignment will be edited in both Adobe Premiere Pro and Adobe After Effects and uploaded to your OneDrive group folder.**

WEEKLY OVERVIEW

Week 1

6/18 & 6/20

- Introduction and syllabus review
- **HEADSHOTS IN TV STUDIO (6/20)**
- Single-Camera Interview Lecture

Week 2

6/25 & 6/27

- Discuss ideas for Single Camera Interview
- How to create a Promo Presentation
- **NO CLASS – THURSDAY, JUNE 27th**
- **HEADSHOTS DUE FRIDAY, JUNE 28th (upload to OneDrive folder)**

Week 3

7/2 & 7/4

- Demonstration of equipment
- Green Screen Demonstration
- **NO CLASS – TUESDAY, JULY 4th**

Week 4

7/9 & 7/11

- Discuss and review Single-Camera Interview project
- Review Promo scripts (due in class 7/9)
- **Shoot Green Screen in the TV Studio, Thursday, July 11th (2:30pm start time)**
- **SINGLE-CAMERA INTERVIEW DUE FRIDAY, JULY 12th (upload to OneDrive folder)**

Week 5

7/16 & 7/18

- Review first draft of both assignments
- **PROMO DUE BY FRIDAY, JULY 19th (upload to OneDrive folder)**

Week 6

7/23 & 7/25

- **CHROMA KEY PROJECTS DUE BY THE END OF TUESDAY, JULY 23rd (upload to OneDrive folder)**
- **GROUP PHOTO IN THE TV STUDIO – THURSDAY, JULY 25th**
- **GROUP PRESENTATIONS OF ALL PROJECTS – THURSDAY, JULY 27th (LAST DAY OF CLASS).**
- **EMAILS WITH INDIVIDUAL CONTRIBUTIONS ARE DUE THIS WEEK.**