

Multimedia Production

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“Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof; or abridging the freedom of speech, or of the press; or the right of the people peaceably to assemble, and to petition the government for a redress of grievances.”

- The First Amendment

Course Syllabus

Course Name: Multimedia Production

Course Description: In this upper level production course, students develop their broadcast and print journalism skills by exploring various elements of television and print production. The areas of focus are interviewing, storytelling, sports, weather, news, and other activities that are relevant to the student body. Students will be expected to do electronic news gathering, creating compelling stories, and delivering those stories through various media outlets including the daily show, website, and social media.

Course Materials/Resources:

SD Card (Required): All filming done will need SD cards.

Textbooks: There is no textbook required for this class. However, there will be periodic required reading and directions given in handout form, appropriate websites and reference material.

Software: Adobe CC (Premiere, After Effects, Photoshop, Audition), Celtx

Recommended Student Supplies/Materials:

Headphones, Flash Drive/External Hard Drive (Mac compatible)

Special Course Features:

Post-Secondary Articulated Credit:

Students are eligible to receive free college credit once they reach this level class. The grade qualifications and number of college credit hours available varies by the college with which it is affiliated. This program has articulated credit agreements with the following colleges/universities:

- Ferris State University

Course Requirements: The Multimedia Production core skill areas, proficiencies and their content areas prepare students to advance to post-secondary training and/or career paths that lead toward employment in a number of Visual Communications jobs. Most jobs in this career path require post-secondary education. Students are expected to possess basic computer and Internet skills.

Career Path: The following is a sample list of careers: Journalist, Designer, Print Editor, Digital Media Producer, Motion Graphics and New Media Artist, Multi-Media Artist, Special Effects and Animation, Visual Artist, Cinematographer, Director, Producer, Actor, Stage Manager, Lighting Director, Sound Engineer, Set Designer, Costuming, Editor, Storyboard Artist, Digital Designer, Motion Graphics, Photography.

Ethics & Responsibility: You will be given login information to many sites including email, website, and other accounts. You are to keep this information in the strictest confidence. You are only to post information that is factual and relevant to news. **ANY** violation of this will result in immediate discipline action and the revoking of any privileges you had for Laker Update. As a journalist, it is your responsibility to report accurate and factual information. This is not an outlet for your opinion.

Food & Drink: Food and beverages are NOT allowed in the classrooms. Water is allowed if in a closed container with a screw lid but never next to the computers or near equipment.

Equipment Check-Out: Equipment may be checked out for classroom projects only. You must complete the appropriate form. The person filling out the form is responsible for the care and safety of the equipment. Any damage that occurs, regardless of whose fault it is, the person that checked-out the equipment will be held financially responsible for any and all replacement and/or repair costs.

Do not plan on any outside filming until you have approval from me to check-out equipment. I reserve the right, based on your performance in my class, to not allow you to check out any equipment. Failure to return or properly care for equipment will result in you no longer being able to check out equipment for future projects.

Grading Structure: Your grade is composed from three different sections: content you generate for the media outlet, your performance during the show or your finalized print issue, and your weekly participation. Multimedia Production cannot run without these three areas, so it is up to you to ensure that your show is successful.

Content – 50%

Laker Update

Students will produce a daily announcement show and it will be done as learning and training for students for the weekly bigger show. Students will be expected to create content weekly that will air in the main weekly show. Not all stories will air, stories need to be approved and meet certain standards to air. This will be discussed more during class.

Students will be expected to earn 50 points (content) every two weeks by creating various projects and working as crew for Laker Update (only certain positions qualify for points). Students will use their digital point card to track their points and then submit the card bi-weekly. Due dates for all will be assigned. Please note that just because you submit an assignment for 40 points - doesn't mean you earned 40 points. All projects will be graded and awarded points.

Spectrum

4 issues in print (plus survival guide) (funding needed) other news stories published to the web.

Issue Distribution Dates (note that these are not deadlines, they are days the issue will be ready to distribute): November 5, 2021, January 14, 2022, March 18, 2022, May 20, 2022 (senior issue), June 10, 2022 (Freshman Survival Guide)

Students will be expected to earn 50 points (content) every two weeks by creating printed copy, including photography and layout design. There are multiple ways to complete this requirement and the options can be found on the bi-weekly digital point card. Due dates will be assigned.

Ad Revenue: Students are responsible for selling ad content. This is what will help secure distribution of our media. It is advised that you start early as local businesses are constantly bombarded for money. You will work in groups to secure the advertising and use the form provided. All forms and payments need to be turned in to Mrs. Williamson for credit. This will be revised and amended as the school year unfolds while we are still in a pandemic situation.

Evaluations – 30%

Laker Update

All of your main shows will be evaluated using a google form rubric that can be found on Canvas under the module, Rubrics. This rubric was developed by the Michigan Interscholastic Press Association (MIPA). This is a group grade because it requires effort from the group for its success.

Spectrum

Each final issue of Spectrum will be evaluated using the Spartan Critique developed by the Michigan Interscholastic Press Association (MIPA). This guide can be found on Canvas under the module, Rubrics.

This portion of the grade can cause more stress since it is a group grade. Please remember that we are in a learning environment and that no one is doing their job perfectly and that we all have room to improve it.

Weekly Participation – 20%

Career Readiness

Regular attendance is essential for a successful show. When you are not here, it causes an additional burden on the rest of the team. Just like you would for a real job, when you are absent, you must email me to inform me of the absence BEFORE your class. If your absence is not excused, you will lose participation points for that day. If your absence IS excused, you will have the opportunity to make up that participation grade by selecting one of the “make-up participation” assignments.

Make-up Participation Assignments:

- 1) Come in before school (6:30am) or during lunch to help clean the studio or equipment room.
- 2) Create a how-to-tutorial video for the class archives (how to: dress a mic, interview, etc.)
- 3) Assist someone by filming their video project (this will not count as a-la-carte, no double-dipping).
- 4) Assist the producer by writing additional content for the daily show or newsmagazine.
- 5) Assist in an after school filming event (this will not count as a-la-carte, no double-dipping).

Story Pitch

Twice a month there will be story pitch meetings that we will do together as a class. It will be your responsibility to make sure that you come prepared with two story ideas. You must also complete the story pitch form. Be prepared to fight for your story. Know all the information and be able to tell us why it is important.