

# MCJ 118 Corporate Video

## Spring 2008 SYLLABUS

Schedule #37855 &amp; #37867

Lecture: TTh 2:00 – 3:50p, SA 154

<b>Instructor:</b> Candace Egan	<b>Phone:</b> 278-5070
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<b>Office Hours:</b> MW 1:00p-2:45p, TTh 1:00p-1:45p	

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<b>Department Hours:</b> M-F 8:30-12, 1:00-5:00	

### CATALOG DESCRIPTION

Prerequisites: MCJ 113 and 115 or equivalents, with B or better. Advanced study of the planning, organization, and execution of video field-production techniques as used in corporate video and documentary program production; single-camera, film-style video techniques and postproduction. (2 lecture, 2 lab hours, 3 Units.)

### COURSE PURPOSE AND OBJECTIVES

The purpose of this course is to explore the production of video for use in the corporate (and non-profit) organizational environment. Through a combination of lecture, lab activities and service-learning assignments you will gain experience in planning and creating corporate media.

### Goals

The goals of the course are to:

- introduce you to the production responsibilities and processes involved in corporate media production.
- prepare you to work effectively with clients.
- provide you with practical experience in creating corporate video.
- expand your knowledge and skills in shooting and editing video.

### Student Learning Outcomes

- To understand production roles and responsibilities for producing corporate video.
- To understand production steps used to produce a corporate video.
- To understand script approaches and their application for corporate projects.
- To prepare written proposals, scripts, reports, budgets and relevant documentation.
- To communicate effectively with clients, crew and talent.
- To produce a project that meets the client's objectives.
- To tailor a project to the target audience.
- To capture quality video and sound using digital field production equipment.
- To use video, sound and graphics to effectively convey the meaning of the script.
- To use editing techniques that produce an effective and professional quality finished video.
- To understand the importance of professional quality video to nonprofits who are otherwise unable to afford such a service.
- To provide a finished video project for a nonprofit organization with professional packaging, ready for distribution.

## COURSE REQUIREMENTS

### Courseware:

Access to Blackboard course site <http://blackboard.csufresno.edu/>

- For directions on getting started with Blackboard go to [http://www.csufresno.edu/digitalcampus/students/student\\_training.htm](http://www.csufresno.edu/digitalcampus/students/student_training.htm)
  - If you have problems contact the help desk (daily until 10p) at 278-7000

### E-mail:

Campus e-mail is required. Get a FREE account at <http://email.csufresno.edu>

### Textbook:

- *Corporate Media Production*. By Ray DiZazzo.

Optional reference books (For serious editors).

- *The Focal Easy Guide to Final Cut Pro 5*. By Rick Young.
- Final Cut Pro 5 for Mac OS X : Visual QuickPro Guide. By Lisa Brenneis. Peachpit Press. Available Barnes & Noble and Amazon.com.

### Assignments and Handouts

Provided in the Blackboard course Website.

### Supplies:

- Mini DV videotapes (ALWAYS HAVE A BLANK TAPE WITH YOU)
- DVD-R blank disks

### Software:

Access to-

- Internet Browser
- Microsoft Word 2000+

### Hardware:

- External firewire hard drive and firewire cable (USB 2.0 drive may also work, but a firewire drive will definitely work.) Minimum specs – 7200 RPM and 8 MB cache. **NOTE: Each group will need one drive which can be shared by all team members for production of the project.**

### Computers:

Every student is required to have his/her own computer or have other personal access to a workstation (including a modem and a printer) with all the recommended software. The minimum and recommended standards for the workstations and software are available from Information Technology Services (<http://www.csufresno.edu/ITS/>) or the University Bookstore. Students are presumed to have 24-hour access to a computer workstation and the necessary communication links to the University's information resources.

## EQUIPMENT AND FACILITIES

MCJ will provide cameras, editing facilities and accessory equipment; however, with instructor's permission you may use your own camera equipment and/or editing system. Your own equipment must be of sufficient quality to produce professional work for clients to be approved by the professor.

Field equipment is to be checked out and returned during posted times in SA 150. Access to edit systems is available when the edit lab (SA150) student assistants are on duty and during open lab times in Music 232. After hours access to the Speech Arts edit booths will be available by contacting campus police at 278-2132. Your name will be on their access list and you will need to show them your campus ID card.

You are responsible for the condition of video field equipment and its timely return. Anyone failing to return equipment checked out to them at the stipulated time or returning it in damaged condition is subject to a reduction in points or final grade. **Note:** You are responsible for repairs or replacement costs of damaged or lost equipment.

### Fees

- There are no additional fees associated with this course.

### Student Responsibilities

1. Read assigned readings prior to class.
2. Read campus email messages related to class a minimum of twice a week.
3. Check the Blackboard course Web site for updates and assignments at least twice per week.
4. Review assignments on the Blackboard course Web site by the dates they are given, as noted in the syllabus.
5. Complete assignments on time.
6. Contribute to class and group discussions.
7. Be prompt.
8. Participate and complete your fair share of work for the group project.
9. Communicate any problems in completing work or your responsibilities to the group ASAP. Work with group to resolve problems quickly.
10. Be respectful to clients and their staff and patrons.

### COURSE ASSIGNMENT

Detailed assignment information, grading criteria, and deadlines are posted in the Blackboard course site.

**Client Project:** 700 points max.

In a production team, produce a promotional video package for a nonprofit client. The project consists of the following components:

1. **Project Proposal** (up to 50 points) – includes: project overview and description of videos, project purpose and goals, description of target audience, production and distribution formats, targeted length, project deliverables, production team responsibilities, client responsibilities, budget estimate, production timeline.
2. **Script** (up to 120 points) – includes: content outline (30 points) and shooting script (90 points).
3. **Production Plan** (up to 50 points) – includes: team assignments, production schedule (project research, client meetings, scriptwriting, planning and preparation, shooting, post-production, client review, duplication, packaging and distribution, etc.), production equipment list, talent information (name, contact info., role, schedule), location information (address, directions, contact info., permission letter, description and usage, dates.), additional production assistance (crew, makeup, costumes, sets, etc.), supplies and materials (source, cost, purpose, acquisition

date).

4. **Status Reports** (up to 20 points each) – two written reports providing an overview of work completed, in-progress and to be done.
5. **Video Package** (up to 300 points) – includes: two videos; one at 1:30 to 2 minutes compressed for the Web (100 points) and one a minimum 5 minutes or longer on DVD (200 points) with appropriate labeling and packaging suitable for use by the client.
6. **Project Budget** (up to 30 points) – Itemized budget showing proposed and actual time and expenses.
7. **Project Notebook** (up to 40 points) – includes: project proposal, production plan, shooting and editing scripts, status reports, project budget, appearance releases, location permission, music releases, and any other project documents.
8. **Audience Survey** (up to 30 points) – includes survey of sample audience members and summary of responses.
9. **Client Evaluation** (up to 40 points) – completion of evaluation forms by client.

## EXAM

**Mid-term:** 200 points

Take-home exam covering topics covered prior to the exam.

## ATTENDANCE

Students are expected to be present and actively participate at class meetings and activities.

Maximum 100 points – Five (5) points will be awarded for attendance on **specified class days** (See course schedule). Fifteen (15) points for final exam meeting.

- Roll will be taken at the beginning of class. Tardiness will result in the loss of your attendance points for that day.

## EXTRA CREDIT

Extra credit points will be given for completion of the assignments below. Detailed assignment information is posted in the Blackboard course site.

- Project DVD Package (up to 30 points) – An enhanced DVD that includes: custom menus, both videos, additional content (i.e photo gallery, etc.), printed disk label, graphically designed and printed jewel case insert.

## GRADING SCALE

900 – 1000	= A
800 – 899	= B
700 – 799	= C
600 – 699	= D
599 and below	= F

## POINTS SUMMARY

Course Assignment	= 700
Exam	= 200
Attendance	= 100

NOTE: Every effort will be made to maintain objectivity in grading, however the very nature of the course, and the field of video production, involves subjective appraisal by the instructor and the client.

## SAFETY INFORMATION

In case of an emergency (earthquake, bomb threat, fire, etc.), please keep in mind the evacuation assembly point (Amphitheater entrance by parking lot D), as this will be the place where we will meet. Refer to the posted evacuation maps located in the hallways and at stairwells in multi-story buildings for the exact location. The Office of Environmental Health and Safety (278-7422) can assist with planning for the evacuation of individuals likely to need assistance. The University Police Department Emergency Procedures Manual can be downloaded at: <http://www.csufresno.edu/police/emergency.htm>.

## CLASSROOM POLICIES

### 1. Honor Code:

The Honor Code of the university states, “Members of the CSU Fresno academic community adhere to principles of academic integrity and mutual respect while engaged in university work and related activities.” Students will produce their own work and will take responsibility for reporting academic dishonesty to the instructor or a campus official.

**Cheating and Plagiarism.** The university policy on cheating and plagiarism will be enforced. “Cheating is the actual or attempted practice of fraudulent or deceptive acts for the purpose of improving one's grade or obtaining course credit; such acts also include assisting another student to do so...[Cheating includes] any and all actions by a student that are intended to gain an unearned academic advantage by fraudulent or deceptive means.” **Course assignments must be your own work.** Work in group assignments must be clearly credited for each team member. References to the work of others must be identified. Penalties for cheating and plagiarism range from a 0 or F on a particular assignment, through an F for the course, to expulsion from the university. For more information on the University's policy regarding cheating and plagiarism, refer to the Class Schedule (Legal Notices on Cheating and Plagiarism) or the University Catalog (Policies and Regulations).

2. **Copyright policy:** Copyright laws and fair use policies protect the rights of those who have produced the material. The copy in this course has been provided for private study, scholarship, or research. Other uses may require permission from the copyright holder. The user of this work is responsible for adhering to copyright law of the U.S. (Title 17, U.S. Code). To help you familiarize yourself with copyright and fair use policies, the University encourages you to visit its copyright web page:  
<http://www.lib.csufresno.edu/libraryinformation/campus/copyright/copyrtpolicyfull.pdf>.

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improperly use copyrighted material placed on the web site.

3. **Policy on Attendance.** Regular attendance is essential to your achieving the objectives of this course. Attendance will be taken on specified class days listed in the class schedule and points will be awarded to those present when role is taken. **(100 points is equivalent to one grade level.)**

Students participating in a **MANDATORY** university activity during a class meeting when attendance was taken must provide written notification from the coach, professor or advisor explaining their absence. A one page summary of what was covered in the missed class is required in order to receive attendance points for that day.

4. **Policy on Lateness.** Arriving late for class is disrespectful, disruptive and unprofessional. Students who are late to class will not receive attendance points for that day.
5. **Policy on Missed or Late Work.** Requests for makeup exams and extensions to assignment due dates must be made **IN WRITING, in advance** and approved by the instructor in order to be eligible for full credit. (Exceptions may be made for emergencies and very special circumstances.) A written request for extending an assignment due date must include: a status report describing completed and uncompleted work, an explanation why the work will not be done when due, and the requested revised due date.

Unexcused work turned in late or after an extended deadline may be subject to a 10% points deduction.

A written request for taking an exam prior to the scheduled date must include: an explanation as to why the exam can not be taken when scheduled and the proposed date for taking the exam.

6. **Students with Disabilities.** If you are a student with a disability and have special needs, be sure to identify yourself to the university and the instructor at the start of the semester so that reasonable accommodations for learning and evaluation within the course can be made. For assistance, contact Services for Students with Disabilities at 278-2811.
7. **Disruptive Classroom Behavior.** You are expected to conduct yourself in a professional manner showing the utmost courtesy and respect to the instructor, guest speakers, visitors, and other students in the class. The intention for this class is to create a community of learners in a positive, insult-free zone. A student who is unable to conduct himself or herself in a courteous and respectful manner will be asked to remove himself or herself from the classroom. Removal from the class is a serious step that must be reported to the Vice President for Student Affairs. (See the university policy on “Disruptive Classroom Behavior” listed in the California State University, Fresno Schedule of Courses.)
8. **Policy on Electronic Devices.** Personal use of cell phones; pagers; radios; tape, disc or MPEG3 player/recorders during class time is inappropriate and disruptive to the learning environment. Students using these devices during class will be asked to leave, will lose that day’s attendance points, and risk not being able to turn in assignments due that day, resulting in a deduction in points for late work.

Computers, cell phones, MP3 players, pagers and other communications devices are to be turned off and **out-of-sight** during exams. If any such device is **seen by the instructor** during an exam, that student will receive an **automatic F** for the exam.

9. **Subject to change:** Due to unforeseen circumstances, the instructor may be required to change, modify, add, or delete course assignments, materials, or projects. Notification of changes will be posted in the **Announcements** area of the Blackboard course Web site and by email to each student's campus email account.

**TENTATIVE COURSE SCHEDULE**

<b>Week 1</b>		<b>Location</b>
1/15 – [1]	<b>Topic:</b> Intro to course/Personality Spectrum and Video Experience Survey	SA154
1/17 – [2]	<b>Topic:</b> Corporate Media: Uses, Players, Media Groups <b>Reading for today:</b> Ch. 1, 2, 3, pp. 1-16..	SA154
<b>Week 2</b>		
1/22 – [3]	<b>Activity:</b> Team Formation/Client Project Overview w/ Chris Fiorentino/ Team Meeting <b>Assignment given:</b> Client preferences survey (Due today) <b>Attendance taken</b>	SA154
1/24 – [4]	<b>Topic:</b> Production Process, Program Needs Analysis, Client Relations, Project Proposal <b>Attendance taken</b>	SA154
<b>Week 3</b>		
1/29 – [5]	<b>Topic:</b> Planning and preproduction, Client Meeting Simulation. <b>Reading for today:</b> Ch. 4 & 5, pp. 17-26, Ch. 6, pp. 29-33, <b>Attendance taken</b>	SA154
1/31 – [6]	<b>Activity:</b> Client meetings in class <b>Assignment given:</b> 1) Project Proposal (Draft Due 2/7, Final Due 2/12) <b>Attendance taken</b>	SA154
<b>Week 4</b>		
2/5 – [7]	<b>Topic:</b> <b>Reading for today:</b> Ch. 15, pp. 87-108. <b>Attendance taken</b>	SA154
2/7 – [8]	<b>Topic:</b> Guest Speaker: Corporate Video Production – Bob Tyrcha/Proposal review in class <b>Assignment due:</b> 1) Proposal – Draft <b>Attendance taken</b>	SA154
<b>Week 5</b>		
2/12 – [9]	<b>Activity:</b> Client proposal meeting at client’s office <b>Assignment due:</b> 1) Proposal – Final (To client, copy to professor) <b>Reading for today:</b> Ch. 6, 7, 8, pp. 27-51.	Client’s Office
2/14 – [10]	<b>Topic:</b> Creating the script <b>Assignment given:</b> 2) Script (Content outline draft due 2/19, final outline due 2/21; Script draft due 3/4, final due 3/6) <b>Reading for today:</b> Ch. 10, 11, 13, pp. 56-67 and 74-78. <b>Attendance taken</b>	SA154

<b>Week 6</b>		
2/19 – [11]	<b>Activity:</b> Content outline draft review <b>Assignment due:</b> 2) Content outline draft <b>Attendance taken</b>	SA154
2/21 – [12]	<b>Activity:</b> Content outline meeting with client at Client’s Office <b>Assignment due:</b> 2) Content Outline (To client, copy to professor) <b>Reading for today:</b> Ch. 12, 14, pp. 68-73 and 79-86. <b>Attendance taken</b>	Client’s Office
<b>Week 7</b>		
2/26 – [13]	<b>Activity:</b> Team Meeting <b>Attendance taken</b>	SA154
2/28 – [14]	<b>Activity:</b> Production plan review <b>Assignment due:</b> 3) Production Plan <b>Reading for today:</b> Ch. 20, 21, 22, 23. <b>Attendance taken</b>	SA154
<b>Week 8</b>		
3/4 – [15]	<b>Activity:</b> Draft script review <b>Assignment due:</b> 2) Script – draft <b>Attendance taken</b>	Client’s Office
3/6 – [16]	<b>Activity:</b> Script review meeting with client at Client’s Office <b>Assignment due:</b> 2) Script – Final (To client, copy to professor)	SA 154
<b>Week 9</b>		
3/11 – [17]	<b>Topic:</b> Directing Corporate Video/Guest Speaker: Directing – _____ <b>Reading for today:</b> Ch. 19, Ch. 24, Ch. 25. <b>Attendance taken</b>	SA154
3/13 – [18]	<b>Activity:</b> Shooting and Editing Refresher <b>Reading for today:</b> Ch 17, 18, pp. 125-138, Ch. 26, 27, 28, pp. 213-230. <b>Attendance taken</b>	SA154
3/17-3/21	<b>SPRING BREAK</b>	
<b>Week 10</b>		
3/25 – [19]	<b>Activity:</b> Production Day	
3/27 – [20]	<b>Turn in Take-Home MID TERM EXAM</b> <b>Activity:</b> Project Q & A/Production Day (You may leave after Q & A at approx. 2:15 pm.) <b>Attendance taken</b>	SA 154
<b>Week 11</b>		
4/1 – [21]	<b>Activity:</b> Production Day	

4/3 – [22]      **Activity:** Status Report #1 – Production progress discussion      SA 154  
**Assignment due:** 4) Status Report #1  
**Attendance taken**

**Week 12**

4/8 – [23]      **Activity:** Production Day

4/10 – [24]      **Activity:** Production Day

**Week 13**

4/15 – [25]      **Activity:** Production Day

4/17 – [26]      **Activity:** Production Day

**Week 14**

4/22 – [27]      **Topic:** Project evaluation and audience feedback/Sign-up for 4/29 review      SA154  
 session/Status Report #2 – Post-production progress discussion  
**Reading for today:** Ch. 30, pp. 236-240.  
**Assignment due:** 4) Status Report #2  
**Attendance taken**

4/24 – [28]      **Activity:** Production Day

**Week 15**

4/29 – [29]      **Topic:** Video package review with professor      SA150  
**Assignment due:** 5) Video Package – draft version  
**Attendance taken**

4/29 – 5/2      **Activity:** Client review meeting      Client's  
 Office or  
 edit booth

5/1 – [30]      **Activity:** Production Day

**Week 16**

5/5 – 5/13      **Activity:** Audience showing and survey administration

5/6 – [31]      **Assignments due:** 5) Video Package – final version, 6) Project Budget      SA154  
 (turned in within project notebook), 7) Project Notebook  
**Attendance taken**

**Finals Week**

5/15      **Final Period (3:30p-5:30p):** Project Showcase      SA154  
**Assignments due:** 8) Audience Survey and 9) Client Evaluation  
**Attendance taken**

1-14-08