

## **Producing Video For Mobile and Social Media (JMC:3650:0001)**

Monday/Wednesday 11 a.m. – 12:15 a.m.

W332 AJB / Online

**Instructor:** Dr. Brian Ekdale, Associate Professor, brian-ekdale@uiowa.edu

**Drop-in Hours (via Zoom):** Mon. 9 a.m. – 10:30 a.m. & Wed. 12:30 – 2 p.m. or by appointment

**DEO:** Dr. David Ryfe, david-ryfe@uiowa.edu, E305B Adler Journalism Building

**Course Description:** This course is designed to help you create high-quality videos for social media and mobile platforms. You will learn how to use DSLR and mobile cameras to create professional videos that could be shared on social media sites like YouTube, Facebook, and Instagram. Throughout the semester, we will discuss current industry trends and preferred practices for designing, directing, and editing compelling video stories for multiple digital platforms.

**SJMC Learning Outcomes:** The School of Journalism and Mass Communication is committed to your academic and professional success. In line with this commitment, we have identified particular learning outcomes that every student should obtain by the time they earn a JMC degree. We regularly assess the curriculum to determine whether students are achieving these outcomes.

This course contributes to these learning outcomes by helping you develop the abilities to access, analyze, evaluate, and create video content to be distributed across multiple media platforms and to communicate effectively with the highest, professionally-accepted standards in all work.

Achieving these outcomes means:

- You will demonstrate an ability to create and disseminate media messages in various forms.
- You will demonstrate an ability to gather factual story elements and to evaluate and express them in logical, narrative forms for multiple distribution outlets.
- You will demonstrate an ability to apply above concepts in a manner that is sensitive to audiences across all media.
- You will demonstrate an ability to produce media that serve the needs and interests of diverse communities and reflect their voices and experiences.

In addition to the SJMC Learning Outcomes identified above, I have identified the following learning outcomes that every student should obtain by the time he or she finishes the semester:

- You will improve upon the narrative and technical skills in visual media learned in Introduction to Multimedia Storytelling.
- You will demonstrate proficiency at planning, producing, and editing video for distribution on social media and mobile devices.

**Diversity, Equity, and Inclusion:** The School of Journalism and Mass Communication is dedicated to equity, anti-racism and social justice. To this end, we will be watching video stories that capture and celebrate the life experiences of marginalized and vulnerable communities. If you have suggestions for me on how to make the course or my teaching more equitable, inclusive and anti-racist, please reach out to me. If you feel more comfortable doing so anonymously, please contact David Ryfe, director of SJMC.

**Text:** There is no required text for this course. You can find course readings and video exemplars on ICON.

**Technology:** You are required to own:

- A 320 GB or larger external hard drive (for editing video projects)
- A 16GB or larger Class 10 SD card (to use with the DSLR cameras)

### ASSIGNMENTS / GRADING

You will be graded on professionalism, participation, one exam, story pitches, several small exercises, and four major story assignments. Grading of assigned work in this course corresponds with the ways in which digital video professionals are evaluated.

Specifics details and requirements for each assignment will be provided during the semester. There are 400 points possible.

**In-Class Work and Participation (150 points):**

- Professionalism & Participation: 40 pts
- Video Checklist: 40 pts
- Digital Video Principles Exam: 20 pts
- Story Pitches (4 @ 5 pts each): 20 pts
- Title Exercise: 15 pts
- Motion Graphics Exercise: 15 pts

**Video Stories (250 points):**

- First-Person Story: 50 pts
- Audio Agnostic Story: 50 pts
- Facebook Live: 50 pts
- Final Project: 100 pts

This course will use the +/- system with the following grade distribution for total points:

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A+	388-400	B+	348-359	C+	308-319	D+	268-279	F	0-239
A	372-387	B	332-347	C	292-307	D	252-267		
A-	360-371	B-	320-331	C-	280-291	D-	240-251		

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### COURSE POLICIES

**\*waves hands\* All This:** These are extraordinary times, and we are being asked to do extraordinary things. I don't know what the rest of the semester will look like, but I seek to make the most of a difficult situation. That said, I recognize that this semester will be particularly challenging for some of you. I will try my best to be understanding and accommodating. If you find yourself struggling to

keep up or in a difficult spot, please let me know, so we can work together to figure out a way forward.

**Accommodations:** If you have an SDS or a TALA accommodation, please meet with me during drop-in hours or by making an appointment by the end of the second week of the semester. For more information, please see the section titled Accommodations for Disabilities under The College of Liberal Arts and Sciences: Policies and Resources page at the end of the syllabus.

**Course Modalities:** This course has been designated as “hybrid,” meaning there are both in-person and online components. Online days will take place synchronously over Zoom, while in-person days will take place in W332 AJB with half of the class scheduled to attend Monday and the other half scheduled to attend Wednesday. In the schedule, the modality is listed beside each class period. Here is a more detailed explanation of each modality:

- **Online:** Class meets online during our regularly scheduled time. Online instruction and discussion will take place synchronously. Everyone is expected to attend.
- **Individual Meetings:** Individual meetings will occur online, synchronously during our regularly scheduled time. Meetings will be scheduled in advance so you know when to sign in to Zoom. You are expected to sign in at least 5 minutes before your scheduled time.
- **In-Person A/B:** In-person meetings will take place in 332 AJB. Check the list on ICON to see if you should attend during the “A” or “B” period. During in-person class periods, I will be available on Zoom for those not in attendance, but be prepared to wait as I may be helping another student. Attendance for in-person meetings is optional.
- **Extended Drop-in Hours:** During the final two weeks of the semester, class time will convert into extended drop-in hours as you work on your final project. I will be available on Zoom during this time, but attendance is optional.

**Professionalism & Participation:** The success of any course depends on the professionalism and participation of its students. To that end, you will be graded on your attendance, preparedness, contribution, and cooperation:

- Attendance means showing up. Simply put, you should be in class on time for the full time. If you have a legitimate reason for missing class (e.g. documented illness, family emergency, religious holiday, etc.) and want your absence excused, you must let Brian know via email about your absence prior to the start of the class period you are missing. If your absence is related to COVID-19, I will receive a report from the university with this information and will follow-up with you to discuss how to proceed.
- Preparedness means doing the necessary work prior to the start of class. You should engage with the assigned readings/exemplars before class and come prepared to discuss and ask questions.
- Contribution means sharing your ideas. Each of you offers a unique perspective based on your beliefs, upbringing, and areas of expertise. When you share your thoughts, opinions, and ideas, it provides an opportunity for all of us to learn and grow.
- Cooperation means working well with others during group exercises and class discussions. If working with partner(s) on a class exercise, you must prove yourself to be dependable. Also, our class should be a place where everyone feels comfortable sharing their views, even if those views are uncommon or unpopular. At the same time, you must always be aware of

how your words and actions affect those around you. Intolerance, antagonism, and demagoguery have no place in the healthy exchange of ideas.

**Zoom Guidelines:** Most of our time together will be online. Therefore, please abide by the following guidelines for meeting via Zoom:

- Sign in with your name as indicated in the first day of class. If your preferred name changes during semester, please send me a private message so I can note that change in my records.
- Please enable your video when possible. It is helpful for me to see you during class. If you have limited bandwidth, no working webcam, or are in an environment with a lot of visual distractions, please let me know via email.
- Please mute your microphone when you are not talking and do what you can to eliminate background noise (e.g., pause music, turn off the TV, etc.) so we can hear you when you are talking. Occasionally I will call on you, so be prepared to unmute yourself before you speak.

**Zoom Backups:** I will record and make available Zoom videos from online class periods. I am making these video back-ups available for (1) students who miss all or part of a class due to technical difficulties, (2) students who are unable to attend due to excused absences, and (3) students who wish to refresh their memories at a later date. These videos are to be used as a substitute for attending class during our regularly scheduled time. Under no circumstances can these videos be shared with anyone outside of the course. Doing so is a breach of the CLAS Code of Student Conduct and potentially a violation of the Federal Education Rights and Privacy Act (FERPA). For more information, please see the section titled Class Recordings: Privacy and Sharing under The College of Liberal Arts and Sciences: Policies and Resources page at the end of the syllabus.

**Makeup Work:** If you miss class, it is your responsibility to learn what was covered that day by watching the Zoom backup video. Please, do not send me emails asking “What did I miss?” or “Did I miss anything important?” The answers are “Lots” and “Yes.” I am happy to discuss missed materials during my office hours, but I cannot cover the material in the same amount of detail as I can during class.

**In-Person Guidelines:** You must observe the following expectations and procedures from the Office of Student Accountability (OSA) for in-person class periods:

- Wear a face covering (cloth covering, disposable or cloth mask, face shield) in all university buildings, at all times.
- To the extent possible, maintain an appropriate social distance (6 ft. if possible).
- Stay home if you have been exposed to, are diagnosed with, or experience symptoms consistent with COVID-19.

The labs have been rearranged to ensure student and faculty safety. You may not move tables and chairs around. If you fail to adhere to these guidelines, I will ask you to comply. If you refuse to comply, I will ask you to leave. If you refuse to leave, I will cancel class and report you to the OSA. For more information, please see the section titled Classroom Expectations under The College of Liberal Arts and Sciences: Policies and Resources page at the end of the syllabus.

**Late Policy:** Each assignment will have a specific due date/time. Work submitted after the assigned due date/time will be considered late and will be marked down 10% immediately. Late work will be

marked down an additional 10% for each 24-hour period after the original due date. Assignments turned in more than 5 days after the due date will be awarded no points.

**Original Work:** Everything you submit for credit must be original content produced for this course. If you have a relevant job or internship and you want to use content produced in this course for those purposes, you must speak with me in advance to request permission and work out arrangements. You cannot simply repurpose or repost content you have produced for another course or venue. Doing so is considered academic misconduct.

**Academic Misconduct:** Academic misconduct occurs when you (intentionally or unintentionally) present someone else's work as your own. The University of Iowa's Code of Academic Honesty does not directly address audiovisual material, but the principles still apply to our work in this course. With that in mind, academic misconduct includes, but is not limited to:

- Incorporating video footage, images, or sounds created by someone else without obtaining permission from the creator(s), obtaining permission from the course instructor, and providing proper attribution
- Submitting video footage, images, or sounds created by yourself prior to the start of the semester without obtaining permission from the course instructor
- Submitting video footage, images, or sounds created by someone else as your own work

Students are responsible for understanding this policy. If you have questions, please ask me for clarification. Clear evidence of academic misconduct will result in a failing grade for the assignment and possibly the course. Per college policy, I am required to report academic misconduct the College of Liberal Arts & Sciences. For more information, please see the section titled Academic Integrity under The College of Liberal Arts and Sciences: Policies and Resources page at the end of the syllabus.

**Electronic Communication:** As per university policy, you are responsible for all official correspondences sent to your University of Iowa e-mail address (@uiowa.edu).

**Communication with Brian:** I make every effort to respond to student emails within 24 hours. Typically, I respond sooner than that. While I prioritize my interactions with my students, I do have other commitments (e.g., meetings, research, family, sleep, etc.) that may keep me from immediately responding to your emails. I am happy to offer feedback and answer specific questions over email, but I will not answer a barrage of questions or review full drafts of assignments over email. If your email would take me more than 5 minutes to answer, I will advise you to visit my drop-in hours or schedule an appointment.

**Equipment:** Equipment used in this class is available for checkout in the equipment room located on the first floor of the Becker Communication Studies Building. You will have semester-long checkout for the primary equipment used in this course — 1 Canon 60D, 1 H4N audio recorder, 1 lavalier microphone, 1 tripod. Make a plan to check out your equipment during the first or second week of the semester. All equipment must be returned by Monday, December 14.

You must reserve equipment using Checkout@UIowa: <http://checkout.uiowa.edu/>. First, make a reservation using the same process as before. Then, on the main Checkout page, click the link to schedule an appointment to pick up your equipment. Pick up appointments after 1pm are encouraged, but morning appointments may be accommodated.

You are welcome to use your own equipment, but I will only provide technical support and training for the equipment reserved for this course. The same goes for software – you are free to use other software for editing, but I will only provide support for the software provided by SJMC.

**Technology Help Site:** If you need help with hardware or software furnished by SJMC, please reference our help site: <http://multimedia.jmc.uiowa.edu/help/>.

## SCHEDULE

*The schedule is subject to change, including topics, readings, and assignment due dates. Brian will announce any changes to the course schedule in class and on ICON.*

### Part 1: Digital Video Principles

Monday, 8/24 – Introductions (Online)

Wednesday, 8/26 – Image & Composition (Online)

- Read: Norman J. Medoff and Edward J. Fink. (2012). *Portable video news and field production*. Chapter 4: “Framing and Composition”
- Assigned: Video Checklist

Monday, 8/31 – Motion & Movement (Online)

- Read: Kenneth Kobrè (2012). *Videojournalism*. Chapter 10: “Shooting a Sequence”

Wednesday, 9/2 – Lighting & Color (Online)

- Read: Richard Harrington & Mark Weiser (2011). *Professional Web Video*. Chapter 4: “Great Video Needs Great Lighting”

Monday, 9/7 – LABOR DAY (No Class)

Wednesday, 9/9 – Audio (Online)

- Read: Richard Harrington & Mark Weiser (2011). *Professional Web Video*. Chapter 3: “Audio is Half Your Program”

Monday, 9/14 – Work on Video Checklist (In-Person A)

- Watch: LinkedIn Learning, Learning Premier Pro

Wednesday, 9/16 – Work on Video Checklist (In-Person B)

- Principles Exam (open-book, open-note, online)

*Friday, 9/18 @ Noon: Video Checklist DUE*

### Part 2: First-Person Video

Monday, 9/21 – Principles of First-Person Video (Online)

- Watch: *Exemplars posted on ICON*
- Assigned: Title Exercise & First-Person Story

Wednesday, 9/23 – First-Person Story Pitch Meetings (Individual Meetings)

- Watch: LinkedIn Learning, Premiere Pro 2020 Essential Training, #9 (Working with Effects), #10 (Manipulating Clip Speed), #11 (Basic Color Correction) & #12 (Working with Titles)

Monday, 9/28 – Title Exercise Work Day (In-Person B)

Wednesday, 9/30 – Title Exercise Work Day (In-Person A)

*Friday, 10/2 @ Noon: Title Exercise DUE*

Monday, 10/5 – First-Person Story Work Day (In-Person B)

Wednesday, 10/7 – First-Person Story Work Day (In-Person A)

*Friday, 10/9 @ Noon: First-Person Story DUE*

### **Part 3: Audio Agnostic Video**

Monday, 10/12 – Principles of Audio Agnostic Video (Online)

- Watch: *Exemplars posted on ICON*
- Assigned: Motion Graphics Exercise & Audio Agnostic Story

Wednesday, 10/14 – Audio Agnostic Story Pitch Meetings (Individual Meetings)

- Watch: LinkedIn Learning, Creating Titles in Premiere with the Essential Graphics Panel

Monday, 10/19 – Motion Graphics Exercise Work Day (In-Person A)

Wednesday, 10/21 – Motion Graphics Exercise Work Day (In-Person B)

*Friday, 10/23 @ Noon: Motion Graphics Exercise DUE*

Monday, 10/26 – Audio Agnostic Video Work Day (In-Person A)

Wednesday, 10/28 – Audio Agnostic Video Work Day (In-Person B)

*Friday, 10/30 @ Noon: First-Person Story DUE*

### **Part 4: Live and Mobile Video**

Monday, 11/2 – Principles of Live Video (Online)

- Watch: *Exemplars posted on ICON*
- Assigned: Facebook Live Story

Wednesday, 11/4 – Facebook Live Story Pitch Meetings (Individual Meetings)

Monday, 11/9 – Facebook Live, Day 1 (Online)

Wednesday, 11/11 – Facebook Live, Day 2 (Online)

- Assigned: Final Project

Monday, 11/16 – Facebook Live, Day 3 (Online)

Wednesday, 11/18 – Final Project Pitch Meetings (Online)

- Due: Final Project Pitch

## **THANKSGIVING BREAK**

### **Part 5: Final Project**

Monday, 11/30 – Final Project Work (Extended Drop-in Hours)

Wednesday, 12/2 – Final Project Work (Extended Drop-in Hours)

Monday, 12/7 – Revise Final Project (Extended Drop-in Hours)

Wednesday, 12/9 – Revise Final Project (Extended Drop-in Hours)

Finals Week (day/time TBA) – Final Screening (Online)

- Due: Final Project

## **The College of Liberal Arts and Sciences Policies and Procedures**

### **Absences and Attendance**

Students are responsible for attending class and for contributing to the learning environment of a course. Students are also responsible for knowing their course absence policies, which will vary by instructor. All absence policies, however, must uphold the UI policy related to student illness, mandatory religious obligations, including Holy Day obligations, unavoidable circumstances, or University authorized activities (<https://clas.uiowa.edu/students/handbook/attendance-absences>). Students may use the CLAS absence form to aid communication with the instructor who will decide if the absence is excused or unexcused. The form is located on ICON within the top banner under "Student Tools."

### **Academic Integrity**

All undergraduates enrolled in courses offered by CLAS have, in essence, agreed to the College's [Code of Academic Honesty](#). Misconduct is reported to the College, resulting in suspension or other sanctions, with sanctions communicated with the student through UI email. Visit this page for information: (<https://clas.uiowa.edu/students/handbook/academic-fraud-honor-code>).

### **Accommodations for Disabilities**

UI is committed to an educational experience that is accessible to all students. A student may request academic accommodations for a disability (such as mental health, attention, learning, vision, and physical or health-related condition) by registering with Student Disability Services (SDS). The student is then responsible for discussing specific accommodations with the instructor. More information is at <https://sds.studentlife.uiowa.edu/>.

### **Administrative Home of the Course**

The College of Liberal Arts and Sciences (CLAS) is the administrative home of this course and governs its add/drop deadlines, the second-grade-only option, and related policies. Other colleges may have different policies. CLAS policies may be found here:

<https://clas.uiowa.edu/students/handbook>.

### **Classroom Expectations**

Students are expected to comply with University policies regarding appropriate classroom behavior as outlined in the [Code of Student Life](#). This includes the policies and procedures that all students have agreed to regarding the Steps Forward for Fall 2020 in response to the COVID-19 pandemic. Particularly, all students are required to wear a face cover when in a UI building, including a classroom. In addition, the density of seats in classrooms has been reduced. In some instances, this will allow 6 feet or more of distance while other cases, it may be less. Regardless, wearing face coverings and maintaining as much distance as is possible are vital to slowing the spread of COVID-19. In the event that a student disrupts the classroom environment through their failure to comply with the reasonable directive of an instructor or the University, the instructor has the authority to ask that the student immediately leave the space for the remainder of the class period. Additionally, the instructor is asked to report the incident to the [Office of Student Accountability](#) for the possibility of additional follow-up. Students who need a temporary alternative learning arrangement related to COVID-19 expectations should contact [Student Disability Services](#) (<https://sds.studentlife.uiowa.edu/fall-2020/covid-19-temporary-learning-arrangements/>; +1 319 335-1462).

### **Class Recordings: Privacy and Sharing**

Some sessions of a course could be recorded or live-streamed. Such a recording or streaming will only be available to students registered for the course. These recordings are the intellectual property of the faculty, and they may not be shared or reproduced without the explicit written consent of the faculty member. Students may not share these sessions with those not in the class; likewise, students may not upload recordings to any other online environment. Doing so is a breach of the Code of Student Conduct and, in some cases, a violation of the Federal Education Rights and Privacy Act (FERPA).

### **Communication and the Required Use of UI Email**

Students are responsible for official correspondences sent to the UI email address (uiowa.edu) and must use this address for all communication within UI ([Operations Manual, III.15.2](#)).

### **Complaints**

Students with a complaint about an academic issue should first visit with the instructor or course supervisor and then with the Chair of the department or program offering the course; students may next bring the issue to the College of Liberal Arts and Sciences; see this page for more information: <https://clas.uiowa.edu/students/handbook/student-rights-responsibilities>.

### **Final Examination Policies**

The final exam schedule is announced around the fifth week of classes; students are responsible for knowing the date, time, and place of a final exam. Students should not make travel plans until knowing this information. No exams of any kind are allowed the week before finals with a few

exceptions made for particular types of courses such as labs or off-cycle courses:  
<https://registrar.uiowa.edu/final-examination-scheduling-policies>.

### **Nondiscrimination in the Classroom**

The University of Iowa is committed to making the classroom a respectful and inclusive space for people of all gender, sexual, racial, religious, and other identities. Toward this goal, students are invited in MyUI to optionally share the names and pronouns they would like their instructors and advisors to use to address them. The University of Iowa prohibits discrimination and harassment against individuals on the basis of race, class, gender, sexual orientation, national origin, and other identity categories set forth in the University's Human Rights policy. For more information, contact the Office of Equal Opportunity and Diversity (<https://diversity.uiowa.edu/eod>; +1 319 335-0705 or ([diversity.uiowa.edu](https://diversity.uiowa.edu))

### **Sexual Harassment**

Sexual harassment subverts the mission of the University and threatens the well-being of students, faculty, and staff. All members of the UI community must uphold the UI mission and contribute to a safe environment that enhances learning. Incidents of sexual harassment must be reported immediately. For assistance, please see <https://osmrc.uiowa.edu/>.