

## **Video Production (JMC:3650:0001)**

Tuesday/Thursday 11 a.m. – 12:15 a.m.

W332 AJB

**Professor:** Brian Ekdale (he/him/his), brian-ekdale@uiowa.edu, E324 AJB

**Drop-in Hours:** Tues 9 – 11 a.m. & Thurs. 12:30 – 1:30 p.m. or by appointment

**Drop-in Zoom Link:** <https://bit.ly/ekdale>

**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.

**SJMC DEI Statement:** The School of Journalism and Mass Communication is dedicated to equity, anti-racism and social justice. A fuller statement of this commitment can be found [here](#). We strive to serve our students well in this regard, and consider diversity, equity, and inclusion as social resources that inform our learning environment. We train our students to achieve cultural competency across the diversity of groups that inhabit our global society. Among other things, this involves enhancing students' ability to communicate effectively with people from different backgrounds and

experiences. In our classes, we discuss these themes through the concepts of media representations, bias and resulting stereotypes, and the effects of discrimination and structural inequalities as they pertain to all aspects of the media, from foundational concepts to advanced professional and graduate training. In accord with the First Amendment of the U.S. Constitution, and the dictates of academic freedom, we support an open discussion of all relevant viewpoints, even those with which we disagree. We encourage conversation that is based on facts and documentation, and on a mutual respect for one another.

**Course DEI Statement:** In accordance with the School's commitment to equity, anti-racism and social justice, we will be watching video stories that capture and celebrate the life experiences of marginalized and vulnerable communities. You will also be required to provide captions for all of your video projects to ensure your content is accessible to a wider audience. If you have other 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 (120 points):**

Professionalism & Participation: 40 pts  
Video Checklist: 40 pts  
Digital Video Principles Exam: 20 pts  
Story Pitches (4 @ 5 pts each): 20 pts

#### **Video Projects (280 points):**

Green Screen Exercise: 25 pts  
Motion Graphics Exercise: 25 pts  
First-Person Story: 40 pts  
Audio Agnostic Story: 40 pts  
Live Video Exercise: 25 pts  
Mobile Video Exercise: 25 pts  
Final Project: 100 pts

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

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		

## COURSE POLICIES

**COVID-19 Health & Safety:** This is the University’s message on vaccines and masks: “The University of Iowa strongly encourages students, faculty, and staff to be vaccinated against COVID-19. The university also encourages students, faculty, and staff to wear a face mask while on campus, and strongly encourages the use of face masks in all classroom settings and during in-person office hours.”

I will be wearing a mask during in-person classes. I believe covering my face is a simple, small step I can take to combat our ongoing public health crisis and to ensure everyone in this course feels that their health and safety are valued.

These are extraordinary times, and we have been asked to do extraordinary things. If you find yourself overwhelmed or in a difficult mental state this semester, please let me know, so we can work together to figure out a way forward. Please let me know if you have additional COVID-related questions or concerns.

**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 me know via email about your absence prior to the start of the class period you are missing.
- 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.

**Makeup Work:** If you miss class, 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.

**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 to 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. We have access to audio recorders,

cameras, microphones, tripods and other accessories. This is high-quality, expensive equipment, and you are responsible for maintaining it when you check it out.

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 responsible for maintaining equipment and returning it in working order. Failure to do so will result in charges to your UBill to pay for replacements and, potentially, loss of equipment checkout privileges. Contact Nicole Linderholm with question or concerns at [cprodunit-checkout@uiowa.edu](mailto:cprodunit-checkout@uiowa.edu) or 319-335-0587.

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

Tuesday, 1/18 – Introductions

Thursday, 1/20 – Image & Composition

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

Tuesday, 1/25 – Motion & Movement

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

Thursday, 1/27 – Adobe Premiere Refresher / Work on Video Checklist

Tuesday, 2/1 – Lighting & Color

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

Thursday, 2/3 – Audio

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

Tuesday, 2/8 – Work on Video Checklist

Thursday, 2/10 – Principles Exam / Revise Video Checklist

- Due (start of class): Principles Exam
- Due (end of class): Video Checklist Exercise

### Part 2: First-Person Video

Tuesday, 2/15 – Principles of First-Person Video

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

Thursday, 2/17 – First-Person Story Pitch Meetings

Tuesday, 2/22 – Green Screen Exercise, Production Day

Thursday, 2/29 – Green Screen Exercise, Post-Production Day

- Due (end of class): Green Screen Exercise

Tuesday, 3/1 – Work on First-Person Story

Thursday, 3/3 – Revise First-Person Story

- Due (end of class): First-Person Story

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

Tuesday, 3/8 – Principles of Audio Agnostic Video

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

Thursday, 3/10 – Audio Agnostic Story Pitch Meetings

### **SPRING BREAK**

Tuesday, 3/22 – Work on the Motion Graphics Exercise

Thursday, 3/24 – Revise Motion Graphics Exercise

- Due (end of class): Motion Graphics Exercise

Tuesday, 3/29 – Audio Agnostic Story Work Day

Thursday, 3/31 – Audio Agnostic Story Work Day

- Due (end of class): Audio Agnostic Story

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

Tuesday, 4/5 – Principles of Live and Mobile Video

- Watch: *Exemplars posted on ICON*
- Assigned: Live Story & Mobile Story
- Guest Speaker: Mary Mathis, Freelance photographer, videographer and audio journalist

Thursday, 4/7 – Live and Mobile Stories Pitch Meetings

Tuesday, 4/12 – Live Stories, Day 1 (on Facebook)

Thursday, 4/14 – Live Stories, Day 2 (on Facebook)

- Assigned: Final Project

Tuesday, 4/19 – Introduce Final Project; Work on Mobile Story

Thursday, 4/21 – Revise Mobile Story / Final Project Pitch Meetings

- Due (start of class): Final Project Pitch

- Due (end of class): Mobile Story

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

Tuesday, 4/26 – Work on Final Project

Thursday, 4/28 – Work on Final Project Work

Tuesday, 5/3 – Revise Final Project

Thursday, 5/5 – Revise Final Project

Finals Week

- Monday, 5/9, 12:30–2:30pm – Final Screening
- Wednesday, 5/11, 12pm
  - Due: Final Project



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

Information for CLAS Undergraduates Spring 2022

### **Attendance and Classroom Expectations**

Students are responsible for attending class and for knowing an instructor's attendance policies, which vary by course and content area. All students are expected to attend class and to contribute to its learning environment in part by complying with University policies and directives regarding appropriate classroom behavior or other matters.

### **Absences**

Students are responsible for communicating with instructors as soon they know that an absence might occur or as soon as possible in the case of an illness or an unavoidable circumstance. Students can use the CLAS absence form to help communicate with instructors who will decide if the absence is excused or unexcused; the form is located on ICON within the top banner under "Student Tools." Delays by students in communication with an instructor could result in a forfeit of what otherwise might be an excused absence

(<https://clas.uiowa.edu/students/handbook/attendance-absences>).

### **Absences: Illness, Unavoidable Circumstances, and University Sponsored Activities**

Students who are ill, in an unavoidable circumstance affecting academic work, or who miss class because of a University sponsored activity are allowed by UI policy to make up a missed exam.

Documentation is required by the instructor except in the case of a brief illness. Students are responsible for communicating with instructors as soon as the absence is known

(<https://opsmanual.uiowa.edu/students/absences-class#8.1>).

### **Absences: Holy Days**

Reasonable accommodations are allowed for students whose religious holy days coincide with their classroom assignments, tests, and attendance if the student notifies the instructor in writing of any such religious Holy Day conflicts *within the first days of the semester and no later than the third week*. (See the UI Operations Manual, <https://opsmanual.uiowa.edu/students/absences-class#8.2>).

### **Absences: Military Service Obligations**

Students absent from class due to U.S. veteran or U.S. military service obligations (including military service-related medical appointments, military orders, and National Guard Service obligations) must be excused without penalty. Instructors must make reasonable accommodations to allow students to make-up exams or other work. Students must communicate with their instructors about the expected possibility of missing class as soon as possible. (For more information, see

<https://opsmanual.uiowa.edu/iv-8-absences-class%C2%A0-0>).

### **Academic Misconduct**

All undergraduates enrolled in courses offered by CLAS have in essence agreed to the College's Code of Academic Honesty. Academic misconduct affects a student's grade and is reported to the College which applies an additional sanction, such as suspension. Outcomes about misconduct are communicated through UI email (<https://clas.uiowa.edu/students/handbook/academic-fraud-honor-code>).

### **Academic Accommodations for Students with Disabilities**

The University is committed to providing an educational experience that is accessible to all students. If a student has a diagnosed disability or other disabling condition that may impact the student's ability to complete the course requirements as stated in the syllabus, the student may seek accommodations through Student Disability Services (SDS). SDS is responsible for making Letters of Accommodation (LOA) available to the student. The student must provide a LOA to the instructor as early in the semester as possible, but requests not made at least two weeks prior to the scheduled activity for which an accommodation is sought may not be accommodated. The LOA will specify what reasonable course accommodations the student is eligible for and those the instructor should provide. Note that accommodations are not granted retroactively but from the time of the student's request to the instructor onward. Additional information can be found on the SDS website.

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

Course lectures and discussions are sometimes recorded or live-streamed. These are only available to students registered for the course and the intellectual property of the faculty member. These materials may not be shared or reproduced without the explicit written consent of the instructors. Students may not share these recordings with those who are not enrolled in the course; likewise, students may not upload recordings to any other online environment. Doing so is a breach of the Code of Student Conduct and could be a violation of the Federal Education Rights and Privacy Act (FERPA); also see <https://dos.uiowa.edu/policies/code-of-student-life/>.

### **Communication: UI Email**

Students are responsible for all official correspondences sent to their UI email address (uiowa.edu) and must use this address for any communication with instructors or staff in the UI community (Operations Manual, III.15.2). Emails should be respectful and brief, with complex matters addressed during the instructor's drop-in hours, for example. Faculty are not expected to answer email after business hours or during the weekends.

### **Complaints about Academic Matters**

Students with a complaint about a grade or a related academic issue should first visit with the instructor and then with the course supervisor (if one is assigned), and next with the Chair of the department or program offering the course. If not resolved, students may bring their concerns to the College of Liberal Arts and Sciences: <https://clas.uiowa.edu/students/handbook/student-rights-responsibilities>.

### **Final Examination Policies**

The final exam schedule is published during the fifth week of the fall and spring semesters or on the first day of summer classes; students are responsible for knowing the date, time, and place of their final exams. Students should not make travel plans until knowing this information. A student with exams scheduled on the same day and time or who have more than two final exams on the same day should visit this page for how to resolve these problems by the given deadline:

<https://registrar.uiowa.edu/makeup-final-examination-policies>. No exams may be scheduled the week before finals; some exception, however, have been made for labs, language courses, and off-cycle courses (<https://registrar.uiowa.edu/final-examination-scheduling-policies>).

### **Free Speech and Expression**

The University of Iowa supports and upholds the First Amendment protection of freedom of speech and the principles of academic and artistic freedom. We are committed to open inquiry,

vigorous debate, and creative expression inside and outside of the classroom. Visit Free Speech at Iowa for more information on the University's policies on free speech and academic freedom (<https://freespeech.uiowa.edu/>).

### **Home of the Course**

The College of Liberal Arts and Sciences (CLAS) is the home of this course, and CLAS governs the course's add and drop deadlines, the "second-grade only" option (SG0), and other undergraduate policies and procedures. Different UI colleges may have other policies or deadlines. See <https://clas.uiowa.edu/students/handbook>. Questions? Contact CLAS at [clasps@uiowa.edu](mailto:clasps@uiowa.edu) or 319-335-2633.

### **Mental Health**

Students are encouraged to be mindful of their mental health and seek help as a preventive measure or if feeling overwhelmed and/or struggling to meet course expectations. Students are encouraged to talk to their instructor for assistance with specific class-related concerns. For additional support and counseling, students are encouraged to contact University Counseling Service (UCS). Information about UCS, including resources and how to schedule an appointment, can be found at [counseling.uiowa.edu](http://counseling.uiowa.edu). Find out more about UI mental health services at: [mentalhealth.uiowa.edu](http://mentalhealth.uiowa.edu). Student Health can also address related concerns (<https://studenthealth.uiowa.edu/>). These visits are free to students. After hours, students are encouraged to call the Johnson County Community Crisis Line at (319) 351-0140 or dial 911 in an emergency.

### **Non-Discrimination Statement**

The University of Iowa prohibits discrimination in employment, educational programs, and activities on the basis of race, creed, color, religion, national origin, age, sex, pregnancy, disability, genetic information, status as a U.S. veteran, service in the U.S. military, sexual orientation, gender identity, associational preferences, or any other classification that deprives the person of consideration as an individual. The university also affirms its commitment to providing equal opportunities and equal access to university facilities. For additional information on nondiscrimination policies, contact the Director, Office of Institutional Equity, the University of Iowa, 202 Jessup Hall, Iowa City, IA 52242-1316, 319-335-0705, [oi-e-ui@uiowa.edu](mailto:oi-e-ui@uiowa.edu). Students may share their pronouns and chosen/preferred names in MyUI, which is accessible to instructors and advisors.

### **Sexual Harassment**

The University of Iowa prohibits all forms of sexual harassment, sexual misconduct, and related retaliation. The Policy on Sexual Harassment and Sexual Misconduct governs actions by students, faculty, staff and visitors. Incidents of sexual harassment or sexual misconduct can be reported to the Title IX and Gender Equity Office or to the Department of Public Safety. Students impacted by sexual harassment or sexual misconduct may be eligible for academic supportive measures and can learn more by contacting the Title IX and Gender Equity Office. Information about confidential resources can be found here. Watch the video for an explanation of these resources.