

Communication 330/430/L

MWF 10:30am – 12:20pm

Spring 2023

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General

Welcome to Comm 330/430! In this class, we move into the industrial level of video production equipment. The concepts are tougher, the equipment more complex, and my expectations are higher than when you took Introduction to Broadcasting. Throughout the semester, we will explore camera operation & theory, editing operation & theory, critique & analysis of media, and technical research.

Some of the projects we develop will become packages in a magazine-style television to be aired locally. These projects should form a solid beginning for your demo reel, a job-landing essential.

Video production is a team effort. If you pursue a career in “the trade,” you’ll find your social skills as valuable as your technical knowledge. Therefore, you will be working in teams throughout the semester. You will also be evaluating the performance and involvement of your teammates on each assignment.

Learning Outcomes

Upon completion of the B.A. undergraduate program in Communication, students will be able to:

- Communicate effectively, persuasively and ethically using oral, written, and technological platforms in interpersonal, small group, public, intercultural, and technological settings.
- Apply the principles and laws of freedom of speech and press, including the right to monitor and criticize power, in order to promote service, justice and peace.
- Actualize professional ethical principles in the pursuit of truth, accuracy, and diversity.
- Locate, evaluate, incorporate, and properly cite multiple resources in visual and oral performances, papers, and communication campaigns.

Students in the Mass Media track will also be able to:

- Use contemporary technologies and methodologies to critique, analyze, and produce media for distribution via traditional, current, and emerging communication platforms.

Upon completion of this course, students will be able to:

- Work both independently and cooperatively to complete video projects.
- Use professional equipment to record both video and audio while adhering to technical and aesthetic standards.
- Utilize professional editing software to complete video projects.
- Research technical subjects and make presentations on the findings.

Attendance, daily grades, and due dates

Attendance is important since many class periods will be dedicated to practical exercises. There can be no makeup for daily grades awarded in this fashion. With a University approved excuse, the points for missed in-class exercises will be waived.

Assignments are due at the beginning of the class period. Late assignments lose 10 points per school day.

Grading

Grades will follow a 10% spread. All assignments carry a point value. Your grade will reflect the percentage of possible points you achieved.

Quizzes

Expect these often. 10 points each.

Exams

There will be at least 3 major exams covering the concepts and theories we've covered to date. There may be additional exams, depending on how well I feel the class as a whole has demonstrated mastery of the materials.

Projects

35 points each. Choose from the list below.

Deliverables:

- Either a storyboard or a typed 2-column script;
- Output file using .h642 high bitrate at the same settings as the Premiere sequence;
- Adobe Premiere project file;
- All raw materials used.

Research Project

You will be assigned a research topic related to the technology of video production. An example may be "select a replacement camera for the JVC units utilized in this class" or "explain why 4K devices that utilize 4:1:1 color subsampling are a waste of money." You will then lead a class discussion on that topic. 20 points each.

Shooting Assignments

Throughout the semester, we may be called on to document various university events.

Equipment Use

As always, there are more students than units of equipment. Checkout of cameras will be carefully regulated. Note that you are required to use our cameras for every assignment. If any failure to abide by checkout procedures occurs, cameras will be made available only during class times.

The Lab will be available to you for extended hours. Contact Security for admission.

Video Content

A portion of your grade for each project comes from the quality of the footage that you shoot. Projects must include video shot during the course of the class with an approved camera. You may include some video from other sources; however, **all projects must include original video footage.**

Tentative schedule

Date*	Comm 330	Notes
Jan 9		
11		
13		
16	HOLIDAY	MLK
18		
20		
23		
25		
27		
30		
Feb 1		
3		
6		
8		
10		
13		
15		
17		
20	HOLIDAY	President's Day
22		
24	Project 1 due	
27		
Mar 1		Ash Wednesday
3		
6		

8		
10	Project 2 due	
13		
15		
17		
20	HOLIDAY	Spring Break
22	HOLIDAY	Spring Break
24	HOLIDAY	Spring Break
27	HOLIDAY	Prince Kuhio Day
29	Work Day	
31	Project 3 due	
Apr 3		
5		
7	HOLIDAY	Good Friday
10		
12		
14	Project 4 due	
17	Guided research	
19	Guided research	
21	Research Project due	Class presentations
24		
26		
28		
May	Project 5 due	Tues, May 2, 11am - 1pm
	Final Exam	Available online during finals week

*Athletes or students with other university-approved conflicts, talk to me asap to arrange alternate due dates.

Projects – Comm 330

You will work on 5 projects this semester. You may choose from any of the projects listed below, in any order you want. However, you may only do each specific project once. TRT (Total Run Time) will be counted from first to last frame of video, excluding any slate.

In addition to your tape, submit either a storyboard or a typed 2-column script. Neatness counts!

Name	Description	Length
Chaminade commercial	A commercial targeted at local parents, encouraging them to keep their kids close to home.	Exactly :30
Product commercial	Pick a product, real or imagined, and promote it.	Exactly :30 or exactly :60
PSA	Pick your favorite non-profit organization or invent one. Create a public service announcement for them.	Exactly :30
Service Learning PSA	As above, but done in cooperation with an actual non-profit, destined for air. +10 points	
Music video	You know what this is.	1 – 5 minutes
Reality show	Create a segment from a reality-themed show. Use an existing one or invent your own.	1 – 5 minutes
News package	Do a news package. Serious or not.	1:45 – 2:15
How-to	Teach us in a step-by-step manner how to do something.	1 – 5 minutes
Movie Trailer		:30 – 2:00
Documentary		1 – 5 minutes
Infomercial	Demonstrate and try to sell us the most amazing product of its kind.	3 – 7 minutes
Video Art	Wow us... confuse us... express yourself. Create the next <u>Andalosan Dog</u> .	1 – 5 minutes
Freeform	You've been wanting to do something all semester... here's your chance!	1 – 5 minutes

University Boilerplate

Catalog Course Description

COM 330/L Intermediate Video Production (3/1)

Fundamentals of scripting, single camera field production, use of professional equipment, and editing are developed through a series of practical exercises. Concurrent enrolment in COM 330 and COM 330L is required. Offered spring semester. Prerequisite: COM 250/COM 250L

Title IX Compliance

Chaminade University of Honolulu recognizes the inherent dignity of all individuals and promotes respect for all people. Sexual misconduct, physical and/or psychological abuse will NOT be tolerated at CUH. If you have been the victim of sexual misconduct, physical and/or psychological abuse, we encourage you to report this matter promptly. As a faculty member, I am interested in promoting a safe and healthy environment, and should I learn of any sexual misconduct, physical and/or psychological abuse, I must report the matter to the Title IX Coordinator. If you or someone you know has been harassed or assaulted, you can find the appropriate resources by visiting Campus Ministry, the Dean of Students Office, the Counseling Center, or the Office for Compliance and Personnel Services.

Marianist Values

This class represents one component of your education at Chaminade University of Honolulu. An education in the Marianist Tradition is marked by five principles and you should take every opportunity possible to reflect upon the role of these characteristics in your education and development:

1. Education for formation in faith
2. Provide an integral, quality education
3. Educate in family spirit
4. Educate for service, justice and peace
5. Educate for adaptation and change

Native Hawaiian Values

Education is an integral value in both Marianist and Native Hawaiian culture. Both recognize the transformative effect of a well-rounded, value-centered education on society, particularly in seeking justice for the marginalized, the forgotten, and the oppressed, always with an eye toward God (Ke Akua). This is reflected in the 'Olelo No'eau (Hawaiian proverbs) and Marianist core beliefs:

1. Educate for Formation in Faith (Mana) E ola au i ke akua ('Olelo No'eau 364) May I live by God
2. Provide an Integral, Quality Education (Na'auao) Lawe i ka ma'alea a kū'ono'ono ('Olelo No'eau 1957) Acquire skill and make it deep
3. Educate in Family Spirit ('Ohana) 'Ike aku, 'ike mai, kōkua aku kōkua mai; pela iho la ka nohana 'ohana ('Olelo No'eau 1200) Recognize others, be recognized, help others, be helped; such is a family relationship
4. Educate for Service, Justice and Peace (Aloha) Ka lama kū o ka no'eau ('Olelo No'eau 1430) Education is the standing torch of wisdom

5. Educate for Adaptation and Change (Aina) 'A'ohē pau ka 'ike i ka hālau ho'okahi ('Ōlelo No'eau 203) All knowledge is not taught in the same school

Disability Access

If you need individual accommodations to meet course outcomes because of a documented disability, please speak with me to discuss your needs as soon as possible so that we can ensure your full participation in class and fair assessment of your work. Students with special needs who meet criteria for the Americans with Disabilities Act (ADA) provisions must provide written documentation of the need for accommodations from Kōkua 'Ike: Center for Student Learning by the end of week three of the class, in order for instructors to plan accordingly. If a student would like to determine if they meet the criteria for accommodations, they should contact the Kōkua 'Ike Coordinator at (808) 739-8305 for further information (ada@chaminade.edu).

Tutoring and Writing Services

Chaminade is proud to offer free, one-on-one tutoring and writing assistance to all students. Tutoring and writing help is available on campus at Kōkua 'Ike: Center for Student Learning in a variety of subjects (including, but are not limited to: biology, chemistry, math, nursing, English, etc.) from trained Peer and Professional Tutors. Please check Kōkua 'Ike's website (<https://chaminade.edu/advising/kokua-ike/>) for the latest times, list of drop-in hours, and information on scheduling an appointment. Free online tutoring is also available via TutorMe. Tutor Me can be accessed 24/7 from your Canvas account. Simply click Account – Notifications – TutorMe. For more information, please contact Kōkua 'Ike at tutoring@chaminade.edu or 808-739-8305.

Cell phones, tablets, and laptops

Out of consideration for your classmates, please set your cell phone to silent mode during class. Students are encouraged to bring laptops or tablets to class as the instructor will assign online activities and readings that will require the use of a laptop or tablet. Laptops and tablets should not be misused, such as checking distracting websites. Use your best judgment and respect your classmates and instructor.

Attendance Policy

Students are expected to attend regularly all courses for which they are registered. Student should notify their instructors when illness or other extenuating circumstances prevents them from attending class and make arrangements to complete missed assignments. Notification may be done by emailing the instructor's Chaminade email address, calling the instructor's campus extension, or by leaving a message with the instructor's division office. It is the instructor's prerogative to modify deadlines of course requirements accordingly. Any student who stops attending a course without officially withdrawing may receive a failing grade.

Unexcused absences equivalent to more than a week of classes may lead to a grade reduction for the course. Any unexcused absence of two consecutive weeks or more may result in being withdrawn from the course by the instructor, although the instructor is not required to withdraw students in that scenario. Repeated absences put students at risk of failing grades.

Students with disabilities who have obtained accommodations from the Chaminade University of Honolulu Tutor Coordinator may be considered for an exception when the accommodation does not materially alter the attainment of the learning outcomes.

Federal regulations require continued attendance for continuing payment of financial aid. When illness or personal reasons necessitate continued absence, the student should communicate first with the instructor to review the options. Anyone who stops attending a course without official withdrawal may receive a failing grade or be withdrawn by the instructor at the instructor's discretion.

Academic Conduct Policy

From the 2019-2020 Undergraduate Academic Catalog (p. 39):

Any community must have a set of rules and standards of conduct by which it operates. At Chaminade, these standards are outlined so as to reflect both the Catholic, Marianist values of the institution and to honor and respect students as responsible adults. All alleged violations of the community standards are handled through an established student conduct process, outlined in the Student Handbook, and operated within the guidelines set to honor both students' rights and campus values.

Students should conduct themselves in a manner that reflects the ideals of the University. This includes knowing and respecting the intent of rules, regulations, and/or policies presented in the Student Handbook, and realizing that students are subject to the University's jurisdiction from the time of their admission until their enrollment has been formally terminated. Please refer to the Student Handbook for more details. A copy of the Student Handbook is available on the Chaminade website.

For further information, please refer to the Student Handbook:

<https://chaminade.edu/wp-content/uploads/2019/08/NEW-STUDENT-HANDBOOK-19-20-Final-8.20.19.pdf>

Credit Hour Policy

The unit of semester credit is defined as university-level credit that is awarded for the completion of coursework. One credit hour reflects the amount of work represented in the intended learning outcomes and verified by evidence of student achievement for those learning outcomes. Each credit hour earned at Chaminade University should result in 45 hours of engagement. This equates to one hour of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work each week for approximately fifteen weeks for one semester, 10 week term, or equivalent amount of work over a different amount of time. Direct instructor engagement and out-of-class work result in total student engagement time of 45 hours for one credit.

The minimum 45 hours of engagement per credit hour can be satisfied in fully online, internship, or other specialized courses through several means, including (a) regular online instruction or interaction with the faculty member and fellow students and (b) academic engagement through extensive reading, research, online discussion, online quizzes or exams; instruction, collaborative group work, internships, laboratory work, practica, studio work, and preparation of papers, presentations, or other forms of assessment. This policy is in accordance with federal regulations and regional accrediting agencies.