

## Communication 330/430/L

MWF 10:30am – 12:20pm

Spring 2025

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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 6		
8		
10		
13		
15		
17		
20	HOLIDAY	MLK
22		
24		
27		
29		
31		
Feb 3		
5		
7		
10		
12		
14		
17	HOLIDAY	President's Day
19	Work Day	Ash Wednesday
21	Project 1 due	
24		
26		
28		
Mar 3		

5	Work Day	
7	Project 2 due	
10		
12		
14		
17	HOLIDAY	Spring Break
19	HOLIDAY	Spring Break
21	HOLIDAY	Spring Break
24	Work Day	
26	HOLIDAY	Prince Kuhio Day
28	Project 3 due	
31		
Apr 2		
4		
7		
9	Work Day	
11	Project 4 due	
14	Guided research	
16	Guided research	
18	HOLIDAY	Good Friday
21	Research Project due	Class presentations
23		
25		
May	Project 5 due	Wed, April 30, 11am - 1pm Or Thurs, May 1, 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 and Nondiscrimination Statement

Chaminade University of Honolulu is committed to providing a learning, working and living environment that promotes the dignity of all people, inclusivity and mutual respect and is free of all forms of sex discrimination and gender-based violence, including sexual assault, sexual harassment, gender-based harassment, domestic violence, dating violence, and stalking. As a member of the University faculty, I am required to immediately report any incident of sex discrimination or gender-based violence to the campus Title IX Coordinator.

## Nondiscrimination Policy & Notice of Nondiscrimination

Chaminade University of Honolulu does not discriminate on the basis of sex and prohibits sex discrimination in any education program or activity that it operates, as required by Title IX and its regulations, including in admission and employment. Inquiries about Title IX may be referred to the University's Title IX Coordinator, the U.S. Department of Education's Office for Civil Rights, or both and contact information may be found at the [Chaminade University Title IX Office Contact Information and Confidential Resources website](#). On-campus Confidential Resources may also be found here at [CAMPUS CONFIDENTIAL RESOURCES](#).

The University's Nondiscrimination Policy and Grievance Procedures can be located on the University webpage at: <https://chaminade.edu/compliance/title-ix-nondiscrimination-policies-procedures/>.

To report information about conduct that may constitute sex discrimination or make a complaint of sex discrimination under Title IX, please refer to the [Campus Incident Report form](#). Chaminade University of Honolulu prohibits sex discrimination in any education program or activity that it operates. The NOTICE of NONDISCRIMINATION can be found here: [Notice of Nondiscrimination](#).

## CUH Alert Emergency Notification

To get the latest emergency communication from Chaminade University, students' cell numbers will be connected to Chaminade's emergency notification text system. When you log in to the Chaminade portal, you will be asked to provide some emergency contact information. If you provide a cellphone number, you will receive a text from our emergency notification system asking you to confirm your number. You must respond to that message to complete your registration and get emergency notifications on your phone.

## Assessment for Student Work

With the goal of continuing to improve the quality of educational services offered to students, Chaminade University conducts assessments of student achievement of course, program, and institutional learning outcomes. Student work is used anonymously as the basis of these assessments, and the work you do in this course may be used in these assessment efforts.

## 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'ohe pau ka 'ike i ka hālau ho'okahi ('Olelo No'eau 203) All knowledge is not taught in the same school

## Student with Disabilities Statement

Chaminade University of Honolulu offers accommodations for all actively enrolled students with disabilities in compliance with Section 504 of the Rehabilitation Act of 1973, the Americans with Disabilities Act (ADA) of 1990, and the ADA Amendments Act (2008).

Students are responsible for contacting Kokua Ike: Center for Student Learning to schedule an appointment. Verification of their disability will be requested through appropriate documentation and once received it will take up to approximately 2–3 weeks to review them. Appropriate paperwork will be completed by the student before notification will be sent out to their instructors. Accommodation paperwork will not be automatically sent out to instructors each semester, as the student is responsible to notify Kokua Ike via email at [ada@chaminade.edu](mailto:ada@chaminade.edu) each semester if changes or notifications are needed.

## Kōkua 'Ike: Tutoring & Learning 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 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 on Account > TutorMe. For more information, please contact Kōkua 'Ike at [tutoring@chaminade.edu](mailto: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 Honesty**

Academic honesty is an essential aspect of all learning, scholarship, and research. It is one of the values regarded most highly by academic communities throughout the world. Violations of the principle of academic honesty are extremely serious and will not be tolerated.

Students are responsible for promoting academic honesty at Chaminade by not participating in any act of dishonesty and by reporting any incidence of academic dishonesty to an instructor or to a University official. Academic dishonesty may include theft of records or examinations, alteration of grades, and plagiarism, in addition to more obvious dishonesty.

Questions of academic dishonesty in a particular class are first reviewed by the instructor, who must make a report with recommendations to the Dean of the Academic Division. Punishment for academic dishonesty will be determined by the instructor and the Dean of Academic Division and may include an "F" grade for the work in question, an "F" grade for the course, suspension, or dismissal from the University.

For the most up to date information, please refer to the Academic Honesty Policy on the Chaminade University Catalog website.

## 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.

## How This Course Meets the Credit Hour Policy

There are three components to the amount of time students will spend in this course:

1. Seat time (this is the amount of time students are physically in the classroom)
2. Time spent on key assessments, including study time (e.g., projects, essays, mid-terms, finals)
3. Additional time each week (e.g., reading, studying, homework)

### Seat time

The class and lab combined are scheduled for 300 minutes per week. Over a 15 week semester, this is 75 hours.

### Key assignments

There are two categories of key assignments: video projects and research assignments.

Video projects are expected to require an average of 10 hours. There are 5 projects required, totalling an expected 50 hours.

The research assignment is expected to require 10 hours.

### Additional time

Reading, studying, homework unrelated to key assignments, and self-guided study is expected to equal seat time, totalling 75 hours.

Total

210 hours of engagement