

Approval Chart for Curriculum Changes

A = Approve I= Information Item¹ R= Advise & Respond²

Course Number **JMC 360** or Degree Plan(s) _____
 State the requested change and reason. A memo may be attached if more space is necessary.

The course title will change from Television Field Production to Advanced Video Production. Changes to the course description and goals occur in conjunction with updating JMC 260 Television Studio Production. We are combining the field and studio production elements from both courses into JMC 260 with the new title Broadcast Production. Both courses included production for news and commercial scenarios, but we will combine broadcast news production elements from both courses into JMC 260 and commercial video production elements into JMC 360 as Advanced Video Production.

New course number: JMC 361

Circle the number that corresponds to the requested change. Degree plan changes are on the second page.

		COUNCIL ³								
	Change to a Course	Dept./School	College Academic	Deans	TEC	UGEC	UUAC	GRAD	Provost	President
1.)	Title (description unchanged)	A	A	A			I		I	I
2.)	Description (not affecting content)	A	A	A			I		I	I
3.)	Content (substantive change)	A	A	A			I		A	A
4.	Number of hours (lecture, lab, contact)	A	A	A			A		A	A
5.	Course number within the hundred	A	A	I			I		I	I
6.	Course number beyond the hundred	A	A	A			A		A	A
7.	Prerequisites	A	A	A			I		I	I
8.	Course fee(s)	A	--	A			--		A	I
9.	From U to G or G to U	A	A	A			A		A	A
10.	Cross list with another department: U or G level	A	A	A			A		A	A
11.	Department of record	A	A	A			A		A	A
12.	Open or close a course	A	A	A			A		A	A
13.	New course — See website for application and process. This change includes combining or splitting a course(s).	A	A	A			A		A	A

Note: When an academic unit does not have a council, the UGEC and/or UUAC will serve as its academic council, depending on the nature of the issue.

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		COUNCIL ³							
		Dept./School	College Academic	Deans	TEC	UGEC	UUAC	GRAD	Provost
Change to a Degree Plan									
1.	University Requirements — Change in approved course content ⁶	A	A	A		A			A
2.	University Requirements — Add or drop a required course from the University Requirements chart ⁶	A	A	A		A			A
3.	University Requirements — Add or drop a course from a menu within the University Requirements ⁶	A	A	A		A			A
4.	University Requirements — Change hours within a menu on the University Requirements chart ⁶	A	A	A		A			A
5.	Major — Revision of major ^{4,5}	A	A	A		A			A
6.	Major — Adopt or change admission requirements	A	A	A		A			A
7.	Major — Add ^{4,5}	A	A	A		A			A
8.	Major — Discontinue (proposed by the department or college)	A	A	A		A			A
9.	Major — Discontinue (proposed by the Provost)	See below.							
10.	GPA — Revise major or cumulative requirement	A	A	A		A			A
11.	Minor — Revise course selection	A	A	A		I			I
12.	Minor — Add	A	A	A		A			A
13.	Minor — Discontinue (proposed by the department or college)	A	A	A		A			A
14.	Minor — Discontinue (proposed by the Provost)	See below.							
15.	Degree — Add	A	A	A		A			A
16.	Degree — Discontinue (proposed by the department or college)	A	A	A		A			A
17.	Degree — Discontinue (proposed by the Provost)	See below.							
18.	Any change to a graduate degree program	A	A	A		A			A

		COUNCIL ³						
		Provost	Department	Dean	TEC	UUAC	Graduate	Faculty
Provost-Proposed Change								
1.	Major/Graduate Program — Discontinue (proposed by the Provost)	A	R	R		A		A
2.	Minor — Discontinue (proposed by the Provost)	A	R	R		A		A
3.	Degree — Discontinue (proposed by the Provost)	A	R	R		A		A

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COUNCIL³

	Change to the Catalog Information	Dept./School	College Academic	Deans	UGEC	UUAC	GRAD	Provost	Faculty	President
1.	General requirements for graduation including course requirements that are common to all majors for all degrees ⁷	--	--	--	A			A	A	A
2.	Admission requirements	--	--	--	A			A	A	A
3.	Policies governing academic probation and suspension	--	--	--	A			A	A	A
4.	Requirements for graduating with honors	--	--	--	A			A	A	A
5.	Other academic policy changes	--	--	--	A			A	--	A

¹ Councils may request additional information about “Information” items. These items are approved as “Consent Agenda.”

² The Dean and Department should respond to the Provost’s recommendation to close a program in writing. Advise & Respond (R) requires that the voting body should receive the written responses at least one week prior to the vote.

³ All courses that meet University Requirements for general education must go through UGEC. Courses or degrees offered only to students seeking teacher certification must go through the Teacher Education Council. All undergraduate changes must go before the UUAC. All graduate degree plan changes must go through the Graduate Council.

⁴ A minimum of 30 hours is required for a major. A maximum is specified for each degree (e.g., BA, BS). The university minimum for elective hours is 6, unless the requirements of external accrediting bodies make it impossible.

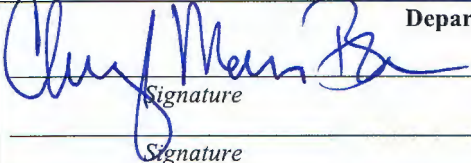
⁵ Program or course changes that apply to any major that includes Teacher Certification will be reviewed by the college, the Teacher Education Council (TEC), and then the UUAC.

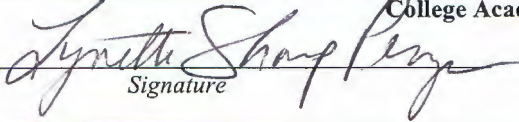
⁶ Courses that satisfy ACU’s University Requirements (General Education) will normally have lower-level numbering, be free of prerequisites and co-requisites, appeal to more than one or two majors, and “not narrowly focus on those skills, techniques, and procedures specific to a particular occupation or profession” (SACS 2.7.3). Departments may request exceptions to the first three criteria.

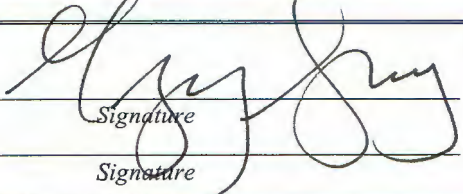
⁷ The UUAC approved the clarification that “general requirements for graduation” means the enumerated items in the “General Requirements for Bachelor’s Degrees” section of the catalog.

Revised 10-16-13

Curriculum/Catalog Changes Signature Page

Department/School Chair(s)	
 Signature	<u>3-17-15</u> Approval date
_____ Signature	_____ Approval date

College Academic Council(s)	
 Signature	<u>3-27-15</u> Approval date
_____ Signature	_____ Approval date

Dean(s)	
 Signature	<u>4/6/15</u> Approval date
_____ Signature	_____ Approval date

Teacher Education Council	
_____ Chair's signature	_____ Approval date

General Education Council	
_____ Chair's signature	_____ Approval date

Undergraduate Academic Council	
_____ Chair's signature	_____ Approval date

Graduate Council	
_____ Chair's signature	_____ Approval date

Provost	
_____ Signature	_____ Approval date

Faculty	
_____ Chair of faculty senate	_____ Approval date

President	
_____ Signature	_____ Approval date

JMC 360 Television Field Production

Proposed Changes

Course Title

Current

Television Field Production

Proposed

Advanced Video Production

Course Description

Current

(3-0-3), spring. A course in television field production including the operation of professional ENG cameras and linear and non-linear editors. Students will produce program segments suitable for airing on local stations, or for video and Web distribution. Prerequisites: JMC 260.

Proposed

(3-0-3), spring. Active study of the theory and application of commercial video techniques, emphasizing digital filmmaking, motion graphics, compositing, research and production management. Prerequisite: JMC 260.

JMC 360 Advanced Video Production

*Tuesdays & Thursdays
1:30 - 2:50 p.m.*

Spring 2016

Don Morris 108A

Instructor Nathan Gibbs
Email nathan.gibbs@acu.edu
Phone 325-794-6416
Mail ACU Box 27892
Office Don Morris 315, MWF 1 - 3 p.m. and by appointment

Course description

(3-0-3), spring. Active study of the theory and application of commercial video techniques, emphasizing digital filmmaking, motion graphics, compositing, research and production management. Prerequisite: JMC 260.

Required materials

Video Production: Putting Theory into Practice, 1st ed., 2010. Dawkins, Wynd.
Shut Up & Shoot Freelance Video Guide, 2nd ed., 2011. Artis.

Course goals

The goal of this course is to learn leadership roles in planning client projects, apply communication theory to create effective audiovisual messages, demonstrate professional multimedia skills, and evaluate emerging issues in video production.

By the conclusion of the course, the student should be able to effectively:	Assessment
perform leadership roles in production management.	Production roles Client proposal Exams
translate storyboards and scripts into effective visual messages.	Commercial recreation Promotional video Exams
apply creative thinking to solve visual and technical challenges.	Motion graphics Effects compositing FilmFest
demonstrate professional shooting and editing skills.	Demo reel
evaluate emerging technology and production techniques	Client proposal

Course audience

This course is a core requirement for Multimedia majors in the Department of Journalism and Mass Communication and a menu option for Digital Entertainment Technology majors in the School of Information Technology and Computing. Students in English, Theater or Art

will also find this course a useful way to expand their knowledge and improve their skills in digital filmmaking and commercial video production.

Departmental mission

Our mission is to engage students in critical and creative thinking in the classroom, in the laboratory and through mentoring relationships, leading them to become exceptional, ethical and agile communicators in a rapidly changing media environment, embracing technology, valuing diversity and embodying Christ-centered service.

College mission

The mission of the College of Arts and Sciences is to educate students for worldwide Christian service and leadership through programs of study and other learning experiences that blend a liberal arts education with professional and career education.

University mission

The mission of Abilene Christian University is to educate students for Christian service and leadership throughout the world.

Christian perspective

The ACU mission has special significance in the field of Journalism & Mass Communication. As technologies develop and become more integrated into every aspect of our lives, we are becoming a more visual society. We must never underestimate the communicative power of images.

The role of the Christian mass media practitioner will be discussed and evaluated throughout the semester. Every student has a responsibility to herself and to God to use her talents and to reflect high moral standards before the public. The teacher and students will apply biblical principles and Christian ethics to the field of journalism and to the study of visual communication.

Digital imaging technology offers the ability to manipulate images in a way that can be undetectable to the viewer. As you take and produce visual images in this class, truthfulness and good taste are always a definite part of the assignment. Students should maintain high ethical standards in every aspect of their work for this course.

Multicultural perspective

A Christian honors the differences God created in each of us. Those who control the flow of images in the mass media have a responsibility to their audience to illustrate messages in a fair and truthful manner, without bias or prejudice, and with careful consideration to creating imagery that does not reinforce societal stereotypes. See the university-wide perspective on diversity at <http://www.acu.edu/academics/cas/jmc/about/policies/diversity.html>.

Racial and sexual harassment statement

Racial and sexual harassment is a violation of the code of conduct as described in Section 2-02 of the ACU Student Guide and will not be tolerated during class or class-related activities. Harassment is any action, including a joke or suggestion that creates an

intimidating, hostile or degrading environment and would have such an effect on a reasonable person of the alleged victim's status. Violations of this section will be referred to Campus Life.

Disability statement

Appropriate accommodations will be provided for students with documented disabilities. Students seeking reasonable accommodations for any recognized disability must submit requests in writing to the instructor by the end of the second week of the semester. This documentation must come in writing from ACU's Alpha Academic Services, which can be contacted at Ext. 2667. *The ability to consistently meet deadlines is an essential requirement of most media and media related professions. Thus, in JMC courses where meeting deadlines is an inherent element of instruction, extended time for some types of testing or other assignments may not always be an option.*

Use of technology in class

Please remain focused on class activities during class. Computers and phones provide the distractions of the Web, social media, games, and texting. Avoid use of computers and mobile devices during class unless instructed to engage with technology. Students who must be reminded of this policy may have devices confiscated until the end of the class period.

Attendance

The university attendance policy will be enforced. As a general rule, you should attend every class. A student with four or more absences will be penalized one letter grade at the end of the semester. A student who misses six or more classes for any reason may be dropped.

Please review the JMC Attendance and Grade Policies on the JMC website (<http://www.acu.edu/academics/cas/jmc/majors/requirements.html>). Students are responsible for anything missed when they are gone. This includes assignment deadlines. The instructor does not accept late work. The only *possible* exceptions would be well-documented emergencies, such as your hospitalization.

Academic integrity

Your work should be your own. Your creative energy and ability is God's gift, and misrepresenting your work dishonors God, yourself, your instructor, and all media professionals. Your career stands on your reputation in media professions, and we will act on that principle in this class. Examples of unacceptable behavior include:

- ☐ Presenting another person's writing as your own.
- ☐ Cheating on assignments, quizzes or tests by copying answers.
- ☐ Unauthorized collaboration between students on assignments, quizzes or tests.
- ☐ Using material you wrote previously, either for another class or independently, and submitting it for a class assignment.

This list is not exhaustive but is meant to remind students of common temptations in the context of this course. Academic dishonesty is grounds for an F in this course. If you have

any question about whether a behavior or practice is acceptable for a given assignment, you should ask ahead of time. Ignorance is not an excuse.

Students should review the department's Academic Integrity statement at

<http://www.acu.edu/academics/cas/jmc/about/policies/integrity.html>.

Class format and student responsibilities

Class sessions will include lecture, discussion and hands-on exercises. The class works best when all students have completed readings ahead of time, regularly participate in discussion, and actively participate during in-class exercises.

Three quizzes and one final exams will provide a traditional way to demonstrate recall, comprehension and application of readings, lectures, class discussion and exercises. Students will rotate through production roles of varying importance and it is the student's responsibility to attend class when assigned production roles. Being absent on days when production roles are graded will result in a zero for that project. The final project will allow students to demonstrate fulfillment of course goals in planning and executing broadcast productions.

Tests, assignments and grading

Midterm Exam (30 points): A midterm exam will be given on March 6 and will account for 15% of the final grade.

Final Exam (30 points): The final exam will be given on May 8 at 2 p.m. and will account for 15% of the final grade.

Peer reviews (10 points): Written peer reviews will be assigned for five projects: client proposal, commercial recreation, motion graphics, effects compositing and promotional video. Your task is to describe how production elements in a classmate's project were either successful or unsuccessful in conveying the overall message. These reviews will be shared anonymously with the individual to provide feedback for how each project could have been improved. The teacher will assess whether your reviews are constructive and articulate for a total of 5% of the final grade.

Management roles (20 points): Client projects are successful when those in leadership roles are competent in their own role and the roles of those helping complete the production. The roles of producer (10 points, 5% total) and director (10 points, 5% total) will be assessed for a total of 10% of the final grade.

Production roles (20 points): Client projects are successful when team members are proficient in their understanding of equipment and vocabulary necessary to take direction from those in leadership roles. The roles of director of photography (10 points, 5% total), audio engineer (5 points, 2.5% total) and editor (5 points, 2.5% total) will be assessed for a total of 20% of the final grade.

Project 1: Client proposal (10 points): Meet with a client and perform a needs assessment. Prepare a budget for client proposal including staffing, equipment, location, timeline and licensing. The project will be assessed for 5% of the final grade.

Project 2: Commercial recreation (10 points): Teams will select and reproduce a 30-second commercial. The producer will oversee planning, scheduling, script and location. Director will create storyboard and manage production. Director of photography will manage lighting and shooting. Audio engineer will capture audio. Editor will build the final video and assist on set as grip. The project will be assessed as a team for a total of 5% of the final grade.

Project 3: Effects compositing (10 points): Light and shoot a subject using green screen. Insert them into another scene. Attention should be given to matched lighting, keying quality and color correction. The project will be assessed for a total of 5% of the final grade.

Project 4: FilmFest (20 points): Create a short video for submission to ACU FilmFest. Teams will fulfill roles of producer, director, director of photography, audio engineer and editor. Expectations include storyboard, script, and lighting. The project will be assessed as a team for a total of 10% of the final grade.

Project 5: Motion graphics (10 points): Design and animate the introduction of a television program. Attention should be given to style, legibility, flow and energy. The project will be assessed for a total of 5% of the final grade.

Project 6: Promotional video (20 points): Create a two-minute video promoting a client's brand. Teams will fulfill roles of producer, director, director of photography, audio engineer and editor. Expectations include storyboard, script, lighting, motion graphics and music. The project will be assessed as a team for a total of 10% of the final grade.

Demo reel (10 points): Create a one-minute highlight reel of clips that feature your best work. Attention should be given to energy and editing. The project will be assessed for a total of 5% of the final grade.

Extra credit: The teacher may offer credit for doing additional projects. Point values given are at the discretion of the teacher depending on the scope of the project. All extra credit projects must be approved in advance by the instructor.

Your grade is based on the following:

Projects	80 points	40%
Exams	60 points	30%
Production roles	40 points	20%
Demo reel	10 points	5%
Peer reviews	10 points	5%
	<i>200 points</i>	<i>100%</i>

The following grading scale will be used in this class.

A	92-100
B	83-91
C	74-82
D	65-73
F	Below 65

Course schedule

This schedule provides a guide for the semester. The teacher reserves the right to alter the schedule as necessary as the course progresses. Any such changes will be announced in class. The readings listed should be completed by the time you come to class that day. Additional readings may be assigned and will be announced in class.

	Topic	Readings, Assignments
Week 1	Theory of video	SS: 1, 2, 4 - VP: 1, 2
Week 2	Pre-production, storyboards	SS: 3 - VP: 3
Week 3	Production roles	Project: Client proposal
Week 4	Location scouting	SS: Chapters 5, 6 VP: Chapter 4
Week 5	Green screen	Project: Commercial
Week 6	Compositing	VP: Chapter 5, 9
Week 7	Editing	Project: Effects compositing
Week 8	Review, Midterm Exam	
Week 9	Spring Break	
Week 10	Screening	Project: FilmFest
Week 11	Motion graphics	VP: Chapter 6
Week 12	Lab	Project: Motion graphics
Week 13	Licensing	
Week 14	Screening	Project: Promotional video
Week 15	Lab	
Week 16	Final exam: Dec. 10, 12 p.m. – 1:45 p.m.	Demo reel