

## **Producing Video For Mobile and Social Media (JMC:3600:0001)**

Tuesday/Thursday 9:30 – 10:45 a.m. W336 AJB

**Instructor:** Dr. Brian Ekdale, E324 Adler Journalism Building, brian-ekdale@uiowa.edu

**Office Hours:** Tuesday 11 a.m. – 12 p.m. & Thursday 2 – 4 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 cameras and Final Cut Pro to create professional content customized for social media sites like YouTube and Facebook. You will also learn how to use smartphone cameras and editing software to make shareable videos for mobile apps like Instagram and Snapchat. 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.

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

**Technology:** You are required to own and bring to class:

- A 320 GB or larger external hard drive
- A 16GB or larger Class 10 SD card

## ASSIGNMENTS / GRADING

You will be graded on attendance, participation, one exam covering digital video principles, video pre-production, video exercises, and video 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 (170 points):

- Attendance / Participation: 40 pts
- Video Checklist Exercise: 40 pts
- Digital Video Principles Exam: 20 pts
- Story Pitches (4 @ 5 pts each): 20 pts
- Outlines/Storyboards (2 @ 10 pts each): 20 pts
- Green Screen Exercise: 15 pts
- Animation Exercise: 15 pts

### Video Stories (230 points):

- First-Person Story: 40 pts
- Audio Agnostic Story: 40 pts
- Facebook Live: 25 pts
- Mobile Story: 25 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

**Attendance:** Attendance and participation are very important in this course. You are expected to attend every class period, arriving on time and staying until class is dismissed. Attendance is required during in-class work sessions, unless you are explicitly given permission to work outside of the classroom.

**Excused absences:** Excused absences will be granted only if (a) you have a legitimate reason for missing class (e.g. documented illness, family emergency, religious holiday, etc.) and (b) you let Brian know via email about your absence prior to the start of the class period you are missing. Failure to give prior notification or a less-than-legitimate reason will result in an unexcused absence. Everyone receives one “grace” absence. Each additional unexcused absence will result in an automatic 4-point deduction from your participation grade.

**Makeup Work:** Quizzes and assignments completed in class cannot be made up. If you miss class, it is your responsibility to learn what was covered that day and acquire notes from your fellow classmates. 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, we are required to report academic misconduct the College of Liberal Arts & Sciences.

**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 office 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 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, but I will only provide support for the software I teach.

**Checkout Procedure:** You will reserve equipment using Checkout@UIowa: <http://checkout.uiowa.edu/>. Visit the site to read the full list of guidelines.

**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 (Boot Camp)

Tuesday, 8/21 – Introductions

Thursday, 8/23 – Photography Basics

- Read: Elliot Hook. “The Ultimate Guide to Learning How to Use Your First DSLR.” *Digital Photography School*.
- Assigned: Video Checklist Exercise

Tuesday, 8/28 – Videography Basics

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

Thursday, 8/30 – Final Cut Pro Refresher / Work on Video Checklist

Tuesday, 9/4 – Lighting/Color Basics

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

Thursday, 9/6 – Audio Basics

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

Tuesday, 9/11 – Work on Video Checklist

Thursday, 9/13 – Principles Exam / Revise Video Checklist

- Due (end of class): Video Checklist Exercise

### Part 2: First-Person Video (YouTube)

Tuesday, 9/18 – Principles of First-Person Video

- Watch: Sunny Lenarduzzi. (2017, February 7). “How to Make YouTube Videos for Beginners”
- Assigned: First-Person Story

Thursday, 9/20 – Intermediate Final Cut Pro X

- Due (start of class): First-Person Story Pitch

Tuesday, 9/25 – Becoming the Story

- Due (start of class): First-Person Outline/Storyboards
- Assigned: Green Screen Exercise

Thursday, 9/27 – In Class: Green Screen Exercise

Tuesday, 10/2 – Production Day: First-Person Story

- Due (end of class): Green Screen Exercise

Thursday, 10/4 – In Class: Revise First-Person Story

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

### **Part 3: Audio Agnostic Video (Facebook)**

Tuesday, 10/9 – Principles of Audio Agnostic Video

- Read: Christina Newberry. (2017, May 2). “Silent Video: How to Optimize Facebook Video to Play Without Sound.” *Hootsuite*.
- Assigned: Audio Agnostic Story

Thursday, 10/11 – Advanced Final Cut Pro X (Graphics and Animation)

- Due (start of class): Audio Agnostic Pitch

Tuesday, 10/16 – Guest lecture: KC McGinnis, freelance photo/videojournalist

- Due (start of class): Audio Agnostic Outline/Storyboards
- Assigned: Animation Exercise

Thursday, 10/18 – In Class: Revise Animation Exercise

- Due (end of class): Animation Exercise

Tuesday, 10/23 – Production Day: Audio Agnostic Video

Thursday, 10/25 – In Class: Revise Audio Agnostic Video

- Due (end of class): Audio Agnostic Story

### **Part 4: Live and Mobile Video (Instagram/Snapchat)**

Tuesday, 10/30 – Principles of Live Video

- Read: The Marketer’s Guide to Facebook Live. (2018). Hubspot.
- Assigned: Facebook Live

Thursday, 11/1 – Principles of Mobile Video

- Read: Eddie Shleyner. (2018, June 25). “Instagram Stories: How to Use It Like a Pro and Build Your Audience.” *Hootsuite*.
- Assigned: Mobile Story
- Due (start of class): Facebook Live Pitch

Tuesday, 11/6 – Facebook Live

- Due (start of class): Mobile Story Pitch
- Due (during class): Facebook Live

Thursday, 11/8 – Facebook Live

- Due (during class): Facebook Live

Tuesday, 11/13 – Introduction to Final Project

- Assigned: Final Project

Thursday, 11/15 – Revise Mobile Story / Final Project Pitch Meetings

- Due (start of class): Final Project Pitch
- Due (end of class): Mobile Story

## **THANKSGIVING BREAK**

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

Tuesday, 11/27 – Final Project Work

Thursday, 11/29 – Final Project Work

Tuesday, 12/4 – Revise Final Project

Thursday, 12/6 – Revise Final Project

Finals Week (day/time TBA) – Screening in E254 Adler

- Due: Final Project

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

**Administrative Home:** 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 other policies. These policies vary by college (<https://clas.uiowa.edu/students/handbook>).

**Electronic Communication:** Students are responsible for official correspondences sent to their UI email address (uiowa.edu) and must use this address for all communication within UI (Operations Manual, III.15.2).

**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 should then discuss accommodations with the course instructor (<https://sds.studentlife.uiowa.edu/>).

**Nondiscrimination in the Classroom:** UI is committed to making the classroom a respectful and inclusive space for all people irrespective of their gender, sexual, racial, religious or other identities. Toward this goal, students are invited to optionally share their preferred names and pronouns with their instructors and classmates. 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 at [diversity@uiowa.edu](mailto:diversity@uiowa.edu) or [diversity.uiowa.edu](http://diversity.uiowa.edu).

**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 the UI email address.

**CLAS Final Examination Policies:** The final exam schedule for each semester 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 final exam information. No exams of any kind are allowed the week before finals. (<https://clas.uiowa.edu/faculty/teaching-policies-resources-examination-policies>.)

**Making a Complaint:** Students with a complaint should first visit with the instructor or course supervisor and then with the departmental executive officer (DEO), also known as the Chair. Students may then bring the concern to CLAS (<https://clas.uiowa.edu/students/handbook/student-rights-responsibilities>).

**Understanding 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, definitions, and the full University policy, see <https://osmrc.uiowa.edu/>.