PURDUE UNIVERSITY
REQUEST FOR ADDITION, EXPIRATION, OR REVISION OF AN UNDERGRADUATE COURSE
(10000-40000 LEVEL)

DEPARTMENT: Communication
EFFECTIVE SESSION: Fall, 2013

INSTRUCTIONS: Please check the items below which describe the purpose of this request.

☑ 1. New course with supporting documents
☐ 2. Add existing course offered at another campus
☐ 3. Explication of a course
☐ 4. Change in course number
☐ 5. Change in course title
☐ 6. Change in course credit/type
☐ 7. Change in course attributes (department head signature only)
☐ 8. Change in instructional hours
☐ 9. Change in course description
☐ 10. Change in course prerequisites
☐ 11. Change in semesters offered (department head signature only)
☐ 12. Transfer from one department to another

PROPOSED:
Subject Abbreviation: COM
Course Number: 13000
Course Title: Introduction to Media Production

EXISTING:
Subject Abbreviation
Course Number

TERMS OFFERED
Check All That Apply:
☒ Fall ☑ Spring ☑ Summer

CAMPUS(ES) INVOLVED:
☒ Calumet
☐ Cont Ed
☒ Ft. Wayne
☒ Indianapolis
☐ N. Central
☒ Tech Statewide
☒ W. Lafayette

Abbreviated title will be entered by the Office of the Registrar if omitted. (Max Characters Only)

CREDIT TYPE
1. Fixed Credit: Cr. Hrs.
2. Variable Credit Range: Minimum Cr. Hrs. (Check One) To Or Maximum Cr. Hrs.
3. Equivalent Credit: Yes ☐ No ☑

COURSE ATTRIBUTES: Check All That Apply
1. Pass/Not Pass Only
2. Satisfactory/Unsatisfactory Only
3. Repeatable
4. Credit by Examination
6. Fees: § Coop § Lab § Rate Request
   Include common to explain fee
7. Variable Title
8. Honors
9. Full Time Privilege
10. Off Campus Experience

Schedule Type
Lecture: Minutes Per Mgr. 50
Recitation: Meetings Per Week
Presentation:
Laboratory: 165.
Lab Prep: 1
Studio:
Distance:
Clinic:
Experiential:
Research:
Ind. Study:
Prac/Observ:

% of Credit Allocated

COURSE DESCRIPTION (INCLUDE REQUISITES/RESTRICTIONS):
Introduction to basic audiovisual production techniques and equipment including (but not limited to) basic camera functions, audio recording, lighting, digital editing, web design, and basic production positions and organization.

* COURSE LEARNING OUTCOMES:*
1. Be aware of and skillful in the use of new technologies relevant to your major
2. Demonstrate a basic understanding of the terminology of mediated and public communication
3. Identify and analyze the form, structure, and techniques of mediated or public texts in their entirety, and consider how they function in a larger context

Calumet Department Head:
Date:

Calumet School Dean:
Date:

Ft. Wayne Department Head:
Date:

Ft. Wayne School Dean:
Date:

Indianapolis Department Head:
Date:

Indianapolis School Dean:
Date:

North Central Faculty Senate Chair:
Date:

Vice Chancellor for Academic Affairs:
Date:

West Lafayette Department Head:
Date:

West Lafayette College/School Dean:
Date:

West Lafayette Registrar:
Date:

OFFICE OF THE REGISTRAR
Course Number: COM 1XXX 1300

Course Title: Introduction to Media Production

Proposed by: Department of Communication

Pre-Requisites: None

COURSE DESCRIPTION

Provide a description of the course (this description may exceed the Bulletin word limit).

Introduction to foundational audio/visual production techniques and equipment including (but not limited to) basic camera functions, audio recording, lighting, digital editing, web design, and basic production positions and organization.

COURSE RATIONALE

Explain the purpose for developing this new course.

This is a 100-level course that will be targeted at students in the Media Production Minor, the Media and Public Communication major, and any future journalism courses offered by the communication department. Currently our students do not encounter courses in digital production techniques until the 300-level (COM 33100 - Audio Production & COM 33200 - Television Studio Production) which disadvantages them when seeking production related internships and in developing the skills necessary to gain employment in the field. In order to address the basic skills necessary to teach a course in the specific skills required for either Audio or Television production, students need to build from a base of information that is not currently available in the Communication curriculum.
COURSE FIT WITHIN DEPARTMENTAL CURRICULUM

Explain how this course will complement or add to the current departmental curriculum.

This course will act as a prerequisite for 300- and 400-level courses and allow students to build on the foundational skills necessary to succeed in subsequent coursework. Currently COM 332 - Television Production functions as our introductory production course. There are two problems inherent with this in terms of our curriculum. The first has to do with the orientation of COM 332 itself. Because it is our introductory course, more attention is paid to basic skills such as camera function and lighting than is paid to medium specific skills like understanding the grammars of specific types of programming and executing a live production. The second problem has to do with the structure of courses. COM 332 is an upper-level course which means that students are not likely to get exposed to this material until their junior year. This hurts a student's ability to prepare for other production courses and it inhibits enrollment in courses for which 332 is a prerequisite. Adding this course into our curriculum and making it the prerequisite for courses such as COM 331 - Audio Production, COM 332 - Television Production, COM 333 - Film Production, COM 334 - Journalism for the Electronic Mass Media, and COM 337 - Advanced Digital Video Production will allow the instructors in these courses to build upon the skills that students already have.

Other universities with similar programs also follow a similar model. At Butler University, this course is called CME 106 - Survey of Digital Media Production and is required for their production minor. At Southern New Hampshire University, it is COM 244 Digital Video Production: Level I and the course description states "This course introduces the student to video aesthetics, and techniques, as well as providing student with hands-on production experience. Video will be approached as a creative visual communication tool for the exploration of abstract concepts, creative endeavors and the human condition. Skills covered in the class will include the fundamental of all stages of production, use of the camera as a visual tool, audio, lighting, and editing in a digital non-linear environment. Students attend lectures and technical demonstrations, view work of various video and film directors, complete production planning and coordination, and produce creative projects." Their course is also required for their production minor. Metropolitan State College of Denver has COM 243 - Introduction to Media Production which is also required for their production minor and described as "This course is a survey of basic media production. Basic production techniques, terminology, equipment characteristics, media selection, and the advantages and disadvantages of each are studied." Enrollment may vary, but like the current course in Television Studio Production, it should be capped at 12. Given the hands on nature of this type of course, instructors will be required to work with students one on one in order to insure that they grasp the complexities and nuances of the course material.
COURSE REQUIREMENTS

Provide an overview of the assignments and readings students will be required to complete in this course as well as any other requirements (e.g., attendance and participation). Be specific and indicate the percentage weighting of each type of assignment or work required that will determine students’ grades.

Two Tests = 40%
These exams should evaluate student comprehension of the language and grammars of production work. The exams will reflect a combination of multiple choice questions used to gauge the student's ability to comprehend concepts specific to production contexts and essays which ask students to describe the nuances of particular techniques.

Skills Activities = 30%
As the students in this course encounter specific language, skills, or techniques, activities such as camera tests and lighting scenerios need to be designed in order to assess their ability to apply their knowledge.

Final Project = 20%
This project should be designed to test a student's ability put their knowledge of the techniques to which they are introduced into practice to design and complete a project of their own design. The range of these types of project could encompass a journalistic photograph portfolio or a short video project.

Participation = 10%
This course requires teamwork and interaction. Production is not an individual activity. Students should be required to actively partake in the course. Therefore, attendance, participation in discussions, and participation in classroom activities are a vital part of student assessment.

FACULTY QUALIFIED TO TEACH COURSE

Provide the names of faculty who are able to teach the course. If the course is a graduate course, indicate whether or not the faculty member is eligible to teach graduate courses.

Dr. Assem Nasr
Dr. Art Herbig
Potential Limited Term Lecturers and Continuing Lectures from Surrounding Production Facilities
COM 199 - Introduction to Media Production
Mondays 1:30-2:20pm & Wednesdays 1:30-2:20pm, 6-8:45pm

Professor: Art Herbig
Office: Neff 230M
Office Hours: Wednesdays 3-5 or By Appointment
E-mail: herbiga@ipfw.edu

Catalog Description of the Course
Introduction to basic audio/visual production techniques and equipment including (but not limited to) basic camera functions, audio recording, lighting, digital editing, web design, and basic production positions and organization.

Goals and Measurable Objectives of the Course
- Be aware of and skillful in the use of new technologies relevant to your major
- Demonstrate a basic understanding of the terminology of mediated and public communication
- Identify and analyze the form, structure, and techniques of mediated or public texts in their entirety, and consider how they function in a larger context

Course Expectations
To complete the course successfully, each student is expected (1) to attend class regularly and promptly, (2) to read and be prepared to discuss the required readings as assigned, (3) participate in written, verbal and visual exercises, (4) complete all course assignments, (5) produce a final project that merits the completion of the course.

Required Materials
- 6 Sony Mini DV Tapes (The use of other types or brands of tape will result in a forfeiture of a student’s grade in the course)
- Netflix Subscription (for viewing of materials at home)
- One ITB External Hard Drive (For Storing and Editing Materials)

Other Required Readings
Throughout the semester other readings may be made available using Blackboard on an as needed basis. In these cases, students will be made aware of the readings in class and will be responsible for the material during exams and class discussions. These readings can be retrieved at http://elearning.ipfw.edu/.

Attendance
Students are expected to attend class regularly and promptly. When a student does not attend class, the absence is excused only if the absence is caused by illness, religious observance, participation in University activities at the request of University authorities, or compelling circumstances beyond the student's control and verifiable in proper and authoritative documentation. Students claiming excused absence must demonstrate to the instructor that their failure to attend was on account of one of the four acceptable causes. Such demonstration shall take the form of a document signed by a person in a position to make an authoritative determination as to the validity of the cause of absence claimed by the student. Within the document, the cause of absence claimed by the student must be specifically affirmed by the writer. Documents related to any absence must be presented to the instructor within five calendar days of the student's return to school from that absence. The instructor reserves the right to verify the content and authority of documents, and will report any falsified documents to the university and any other relevant authorities.

Faculty-Initiated Withdrawal: A basic requirement of this course is that you will participate in class and conscientiously complete all course requirements. If you are not making satisfactory progress in fulfilling the course requirements, you may be withdrawn from this section. Withdrawal may have academic, financial, and financial aid implications. Withdrawal will take place after the refund period, and if you are
withdrawn from the course you will not be eligible for a tuition refund. If you have questions about the faculty-initiated withdrawal policy at any point during the semester, please contact me.

Evaluation
In order to evaluate the students’ comprehension of the course material, the assignments that are given in this course will be used to assess both mastery and progress. Failure to complete any single assignment can result in a forfeiture of the student’s entire grade. In computing final course grades, student performance on assignments will be weighted as follows:
Development Projects: 40%
Final: 15%
Final Project: 20%
Participation: 10%
Midterm: 15%

Grading
Grading in this course often represents an assessment of qualitative work, students should follow all assignment guidelines and directions. Each student should realize that failure to complete aspects of an assignment will represent large point deductions. Simply completing all of the assignment requirements will be considered average and thus be considered having earned a C. The ways in which a student exceeds the parameters of the assignment to display critical insight or mastery will be considered good or excellent and thus a B or even an A. Each student should be mindful of the fact that grades are not given, they are earned. Earning high marks in this course will require that students apply the material they have learned using their own critical skills.

Review of Grades
Students wishing to review their grade for a specific assignment will wait until 48 hours after the grade has been returned to them. They may then submit a written argument detailing the reasons they believe a higher grade should be considered, referencing specific portions of their assignment to be considered. The student should also recommend the grade (s) he believes (s)he deserves.

A Note on Emails
The instructor will respond to email once daily, during the afternoon hours. Emails will be answered in the order that they are sent. Emails requesting information that was given in class or in the syllabus will not be answered. Students should consider email correspondence as an extension of office hours, with the same level of respect, thoughtfulness, and clarity of goals that (s)he would use during office hours. Emails failing to do so will be ignored. The instructor will never email course notes.

Class Participation
As indicated above, students are expected to attend class regularly and to read and be prepared to discuss required course readings. Television Production is a performance course which in turn requires attendance. In addition to these expectations, students are also required to participate in discussions. Regular attendance and adherence to class assignments will comprise this portion of your grade.

Academic Integrity
It is expected that each student will behave honorably throughout this course. Academic dishonesty, including cheating, fabrication, facilitating academic dishonesty, and plagiarism will not be tolerated.

Proper Student Comportment
It is expected that students in this class will comport themselves with prudence, courtesy, and dignity in all course related activities. As a member of this class, it is your responsibility to engage in several constructive behaviors during each class meeting you attend. You should always (1) give your full attention to class activities, (2) make a genuine effort to understand the matters treated in class lectures and discussions, (3) take part in class discussions (when called upon to do so), and (4) cultivate your own thinking about the course materials. At the same time, it is your responsibility to omit any behavior that might prove distracting or discourteous. For example, you should never (1) move about the classroom without permission or instruction, (2) interfere with the person, property, or seat of another student, (3) talk
or communicate with anyone without permission or instruction, (4) obstruct class with irrelevant questions, state questions, or discussion of matters outside the purview of the course, (5) openly disregard class activities, or (6) arrive in class more than ten minutes late or depart early without permission or instruction. Any student behavior which—in the judgment of the instructor—requires correction or intervention during the class period will be considered a disruption of class.

Academic Assignments and Religious Observances
During this course, students will not be penalized for participation in religious observances. Students will be allowed to make up academic assignments that are missed due to such absences. Any student planning to miss class for a religious observance should notify the instructor in writing within 10 calendar days of the first day of class. It is the student's responsibility to make arrangements with the instructor regarding make-up examinations, class participation assignments, and alternate proposal submission dates.

Documented Disabilities
If you have a disability and need assistance, special arrangements can be made to accommodate most needs. Contact the Director of Services for Students with Disabilities (SSD) located in Walb Student Union, room 113, telephone: 481-6658, as soon as possible to work out the details. Once your doctor has provided you with a letter attesting to your needs for modification, bring the letter to me and the SSD. For more information, please visit the web site for SSD.

Services for Students with Disabilities Office -- Walb Union 113
Director – Eric Wagenfeld MA, LLPC, NCC -- 481-6658
Accomodations Specialist – Julie Schrader Gettys -- 481-6657

Incompletes
In this course, the mark of "I" will be granted only to a student who meets both of the following criteria: (1) the student has satisfactorily completed a major portion of the work of the course and (2) the student has been unable to complete some small portion of the work of the course because of illness or other circumstances beyond the student's control. Examples of reasons for the inability to complete course work that will not qualify a student for an "I" mark include the following: employment or volunteer commitments, social responsibilities, travel plans, and unexpected difficulties in satisfying course requirements.

Tape Recording of Lectures
Unauthorized reproduction of class lectures and other class proceedings through tape recording or any other means is an infringement of common-law copyright. No person may reproduce the class lectures and proceedings of this class without prior written permission from the instructor.

<table>
<thead>
<tr>
<th>Percentage of Points to Grade Breakdown</th>
<th>Grade</th>
</tr>
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<tbody>
<tr>
<td>93-100%</td>
<td>A</td>
</tr>
<tr>
<td>90-92%</td>
<td>A-</td>
</tr>
<tr>
<td>87-89%</td>
<td>B+</td>
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<tr>
<td>83-87%</td>
<td>B</td>
</tr>
<tr>
<td>80-82%</td>
<td>B-</td>
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<tr>
<td>77-79%</td>
<td>C+</td>
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<tr>
<td>73-77%</td>
<td>C</td>
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<tr>
<td>70-72%</td>
<td>C-</td>
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<tr>
<td>60-69%</td>
<td>D</td>
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<tr>
<td>Below 60%</td>
<td>F</td>
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REQUIRED COURSE ASSIGNMENTS

Developmental Projects (30% of Grade)
Throughout the semester projects will be assigned to assess the progress that the student has made in the course. These assignments can include (but are not exclusive to) in class interviews, quizzes, broadcast presentations, camera operation, or media editing. These assignments are designed to measure the distances that students have traveled in the course material and will be employed without warning. Students may be placed into teams or asked to stand alone, but each assignment will reflect the material that is currently being covered by the readings, discussions, and practice in the course. Developmental projects cannot be made up because they are a product of time spent in the classroom though more opportunities will be offered than will be necessary to complete this requirement. Missing repeated projects will result in the loss of a significant portion of a student’s grade.

Final Project (20% of Grade)
The students in this course will be required to complete a final project of their own design. This project will represent what the student has learned in the course and will be graded based on how it reflects a mastery of skills such as lighting, framing, editing, and organizing a production. In the past, these projects have ranged from student created commercials, sketch comedy, news segments, in-studio reports, or even field reporting, but any suitable material will be considered as a possible project. These projects must take audio/visual form and should conform to the grammars of the specific genre of production. There are three parts to this project; the first is a proposal that the student submits to the instructor (in this instance, the instructor framed as the executive producer). That project will be approved, amended, or rejected based on the producer’s discretion. Once approved, there is no changing the project so students should carefully plan their projects in this pre-production phase. The proposal itself will be used in grading the project and ways in which the student had deviated from the project they proposed will result in point deductions. The second part of the project is the completion of the proposed project. This is to be turned into the professor on a DVD. Finally, the student with present their project to the class on the day that it is due taking time to note any flaws that still exist and how the student would fix those flaws given the opportunity to redo their project. There is no means for making up this project seeing as it is a semester long work that will be turned in at the end.

Exams (40% of Grade)
Both examinations will be cumulative and offered during the scheduled examination period. Please note specifically that previously made travel plans are not an acceptable excuse for changing the date of the final examination. Examination items will be drawn from all course materials (including lectures, audio/visual materials, and required readings) which have been covered up to the time of each examination. It is the responsibility of the student to be informed of the date and time of the final examination. The examination will be graded objectively; that is, for any examination item (essay question, short answer question, multiple choice question, true/false question, or the like), responses will be awarded points to the degree that they correspond to a predetermined ideal or correct answer. A missed examination may be made up only if the student demonstrates that absence from the examination was due to excused absence (as defined above under Attendance). Requests for make-up examinations will be considered for approval only if they are presented to the instructor within three calendar days of the student’s return to school from the excused absence at stake in the request.

Participation (10% of Grade)
The criteria for what a student receives for the participation portion of their grade is left to the discretion of the instructor. Unwillingness to participate in classroom discussions, lack of attendance, and disruptiveness are just a few of the ways in which points will be deducted from this area. Television work is largely completed in groups and this part of the student’s grade is designed to assess how that student contributed to a productive and efficient working environment.

*****The instructor reserves the right to modify the course schedule or syllabus throughout the semester.*****
# COURSE CALENDAR

<table>
<thead>
<tr>
<th>Week</th>
<th>Materials</th>
<th>Assignments</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Introductions &amp; Syllabus</td>
<td>Read Introduction</td>
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<td></td>
<td>Goals &amp; Expectations</td>
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<td>2</td>
<td>Video Production</td>
<td>Read Chapter One</td>
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<td></td>
<td>Production Crew</td>
<td>Read Chapter Two</td>
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<tr>
<td>3</td>
<td>Organizing the Production</td>
<td>Read Chapter Three</td>
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<tr>
<td></td>
<td>Organizing the Production</td>
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<tr>
<td>4</td>
<td>Production Techniques</td>
<td>Read Chapter Four</td>
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<td></td>
<td>Production Techniques</td>
<td>Initial Project Proposals Due</td>
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<tr>
<td>5</td>
<td>The Camera</td>
<td>Read Chapter Six</td>
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<td></td>
<td>The Camera</td>
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<td>6</td>
<td>Using the Camera</td>
<td>Read Chapter Seven</td>
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<td>Using the Camera</td>
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<td>7</td>
<td>Shooting People and Objects</td>
<td>Read Chapter Eight</td>
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<td></td>
<td>Shooting People and Objects</td>
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<tr>
<td>8</td>
<td>Midterm</td>
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<td></td>
<td>Project Status Reports</td>
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<td>9</td>
<td>Audio for Video</td>
<td>Read Chapter Ten</td>
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<td>Audio for Video</td>
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<td>10</td>
<td>Lighting for Video</td>
<td>Read Chapter Eleven</td>
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<td>Lighting for Video</td>
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<td>11</td>
<td>Writing the Script</td>
<td>Read Chapter Five</td>
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<td></td>
<td>Working with Talent</td>
<td>Read Chapter Nine</td>
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<td>12</td>
<td>The Background</td>
<td>Read Chapter Twelve</td>
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<td></td>
<td>Graphics</td>
<td>Read Chapter Thirteen</td>
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<tr>
<td>13</td>
<td>Playback</td>
<td>Read Chapter Fourteen</td>
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<td></td>
<td>Editing</td>
<td>Read Chapter Fifteen</td>
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<td>14</td>
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<tr>
<td>15</td>
<td>Distribution</td>
<td>Read Chapter Sixteen</td>
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<tr>
<td></td>
<td>Workshop</td>
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<tr>
<td>16</td>
<td>Workshop</td>
<td>Final Projects and Presentations Due</td>
</tr>
</tbody>
</table>

****The instructor reserves the right to modify the course schedule or syllabus throughout the semester.****