

Comm 445 (7696) Advanced Broadcast Production Course Syllabus

Spring Semester 2012 Tuesday & Thursday 11:00 am-12:15 pm
(Comm 345 Prerequisite
3 Credits

Instructor: Rich Lodewyk

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Phone: (701) 231-9768

Office Hours: Tuesday & Thursday 1pm- 2-pm (meetings by appointment only)

NOTE: Please email or call me to set up a time to meet. Email is the best way to communicate with the Instructor.

Course Summary:

Communication 445 provides an opportunity for students to advance their script writing, reporting and production techniques required in broadcast journalism and other broadcast related positions.

Course Objectives:

- Students will build upon basic broadcast writing, shooting and editing video, and reporting skills learned in Comm 345.
- Students will learn how to analyze and critique broadcast reporting and writing.
- Students will become more skilled at using Final Cut Pro Editing Software.
- During the course of the semester, students will learn introductory skills associated with producing television documentaries, PSA's and commercials.

Required Textbook and Media

News Now: Visual Storytelling in the Digital Age Susan C. Green Mark J.
Lodato Carol B. Schwalbe B. William B. Silcock, PH.D. Pearson, 2012

- 2 Sony Mini-DV video tapes (Must be Sony brand)

Suggested materials.

- Headphones (optional)
- Folder (to hand in assignments and scripts)
- Optional: DVD to burn copies of assignments

COMM 445 (SPRING 2011)
TENTATIVE COURSE SCHEDULE
SUBJECT TO CHANGE

DATE	COURSE OBJECTIVES & GOALS	ASSIGNMENTS & ACTIVITIES DUE
Jan 10-Tuesday	Introduction & review of Course Syllabus	Read Chapter 1 News Now
Jan 12- Thursday	Broadcast Script Writing Review & Chapter 2 summary	Read Chapter 2 Elements of Storytelling
Jan 17 - Tuesday	Reporting skills (in-class shooting activity- class competition)	Read Chapter 3 Reporting
Jan 19- Thursday	(in-class voice & editing activity) *Voice delivery practice	Assign: Package # 1 Assignment Read: Chapter 5 & 7 Interviewing & writing for broadcast
Jan 24-Tuesday	Interviewing skill review & new information. Writing for broadcast.	
Jan 26-Thursday	Package # 1 Workday	
January 31-Tuesday	Package # 1 Workday	Due: Package # 1
Feb 2 –Thursday	Final Cut Pro Editing Practice Day Guest Instructors	
Feb 7-Tuesday	Guest Speaker: Video Production Company	

Feb 9-Thursday	Producing a television Commercial In-class discussion & examples	Quiz # 1 Chapter 1,2,3, 5 & 7 Lecture notes/class discussion DUE: take home assignment # 1
Feb 14-Tuesday	Group Assignment TV Commercial Workday # 1	
Feb 16-Thursday	Group Assignment TV Commercial Workday # 2	
Feb 21-Tuesday	Group Assignment TV Commercial Final Workday	
Feb 23-Thursday	Writing, Shooting & Editing for the Web	DUE: GROUP TV COMMERCIAL Read Chapter 10 Writing & Producing for the Web Assign: Package # 2
Feb 28-Tuesday	Package # 2 Workday	Due: Take Home Assignment # 2
March 1-Thursday	Package # 2 Workday	DUE: Package # 2 Read: Chapter 12
March 6-Tuesday	Producing a Documentary (in-class examples, Q&A)	
March 8-Thursday	Producing a Documentary {Prep day & research)	
March 12-16	SPRING BREAK NO CLASSES	

March 20-Tuesday	Public Service Announcements (PSA's) Group PSA Assignment Prep Day	DUE: Documentary Preview Paper
March 22- Thursday	Group PSA Assignment Workday	
March 27-Tuesday	Group PSA Assignment Workday	
March 29-Thursday	Final Group PSA Assignment Workday	
April 3-Tuesday	Mini-Documentary Workday	Due: PSA Group Assignment
April 5-Thursday	Mini-Documentary Workday	
April 10-Tuesday	Producing your career. (Resumes & Resume Tapes/DVD's)	Assign: Package # 3 Quiz # 2 Chapters: 8, 9, 10, &14.
April 12-Thursday	Package # 3 Workday	
April 17-Tuesday	Package # 3 Workday	DUE: Package # 3
April 19-Thursday	Reporter Live Shots In-class examples	
April 24-Tuesday	Reporter Live Shot Activity	Due: Take Home Assignment # 3
April 26-Thursday	Mini-Documentary Workday	
May 1-Tuesday	Mini-Documentary Workday	
May 3-Thursday	Mini-Documentary Final Workday	DUE: Mini- Documentary Assignment
May 7-11 Finals Week	Final Exam Week Mini-Documentary Peer Critique Day	Class Meets May 7 Monday 1- 3pm Peer Critique Day

Grading Scale:

A	90-100 percent	500-450 Pts
B	80-89 percent	449-400 Pts
C	70-79 percent	399-350 Pts
D	60-69 percent	349-300 Pts
F	Below 60 percent	299- 0 Pts

Comm 445 Graded Assignments & Activities:

2- Packages (60 pts each)	120 pts
Nat Sound Package	50 pts
Mini-Documentary	90 pts
2- Quizzes (35 pts each) Chapter reading & lecture notes	70 pts
In class Group TV Commercial/Promo Assignment	40 pts
In class Group PSA assignment	40 pts
Use of Motion template assignment	10 pts
Live Shot Activity	15 Pts
Documentary Proposal paper	15 pts
Various take home assignments 3 total (10 pts each)	30 pts
Final Exam Class meeting time	5 pts
Guest Speaker attendance	5 pts

Total: 500 pts**Comm 445 Assignments Breakdown****Quizzes:** 2 each worth 35 pts (see Quiz dates on course schedule)

Note: Quizzes will be from textbook reading & lectures

Various take home assignments (3 total- 10 pts each) 30 pts

(Students will be given assignments to be completed outside of class.) These assignments will generally be assigned and due the next class period.

Package Assignments

Comm 445 will include three packages. Students will have one week to complete each package assignment. One of the three packages, the topic will be assigned to you as the reporter. Students must realize that outside of class time will be required to complete Comm 445 assignments. Cameras and the video- editing lab will be made available as often as possible. But it is the student's responsibility to rework their schedules to fit the demands of Comm 445.

Important note: Students must receive instructor approval before beginning any assignment in Comm 445.

As a reporter, professionalism must be adhered to at all times when conducting interviews, shooting video and editing. Also make sure to follow the Comm 445 dress code, which is to dress in business casual when on an assignment. Men-nice shirt, jeans

allowed by no holes in the jeans, no T-Shirts or caps. Always wear shoes and socks when completing a broadcast assignment.

Mini-Documentary

Students will produce a 5-7 minute mini-documentary, which they will work on during the second half of the semester. The mini-documentary will include either following a person of interest during various times during a typical week, or giving viewers a detailed glimpse of an organizations activities during a typical week. An example would be a mini-documentary on the NDSU Facilities Department, and what they do for the NDSU campus. Or an example would be to chronicle the life of a NDSU graduate student and detail the pressures they have. Details will follow throughout the semester.

NOTE: These documentaries are scheduled to air on SU TV Channel 84 on campus.

Television PSA & Commercial/Promo Group Activity

Students will work in groups to produce a public service announcement (PSA) and a television commercial or promo. Both these should produce the quality so they can be aired on SU TV Channel 84 on the NDSU campus.

NOTE: These commercials and PSA's could air on SU TV Channel 84.

Video Editing Lab:

Students are not to eat or drink in the video- editing lab. Only drinks with caps or coffee mugs are allowed. The Instructor will discuss more specifically in class what is allowed.

Important note: Only Comm 445 class assignments can be printed using the video-editing lab printer. Do not print other class assignments or internet articles using the video-editing lab printer. Also no other course projects are allowed to be completed using any of the SU TV Studio equipment, cameras, studio, control room and video editing lab.

Important note: Please do not use cell phones during class lecture and discussion time. No texting, or spending time on the internet. Failure to do so could result in being asked to leave the class. During work on class projects/assignments cell phone use is allowed.

Academic Honesty Statement

The academic community is operated on the basis of honesty, integrity, and fair play. [NDSU Policy 335: Code of Academic Responsibility and Conduct](#) applies to cases in which cheating, plagiarism, or other academic misconduct have occurred in an instructional context. Students found guilty of academic misconduct are subject to penalties, up to and possibly including suspension and/or expulsion

American Disabilities Act Statement.

Any students with disabilities or other special needs, who need special accommodations in this course are invited to share these concerns or requests with the instructor and contact the [Disability Services Office](#) as soon as possible.

"Veterans and student soldiers with special circumstances or who are activated are encouraged to notify the instructor in advance."

Late Work:

Late work is not accepted in the world of broadcast journalism and it will not be accepted in Comm 445. The broadcasting industry is one of meeting deadlines. Assignments must be turned in on paper (not emailed to the instructor). They are due no later than the time set for each assignment by the instructor on blackboard and stated in class.

Students must contact the instructor if they don't think they will be able to meet a deadline. Late assignments will result in a letter grade reduction, and no assignment will be accepted after the next class period.

Participation:

Attendance and participation are vital to the learning process in Comm. 445. Students who miss class will miss periodic graded in-class assignments and activities. In Comm 445 if a student misses an in-class group activity without an excused absence they will not receive the points for that assignment or activity.

Also regarding quizzes/assignments: Only students with excused absences will be able to make up quizzes with no point/grade deduction. It is the student's responsibility to notify the instructor of a missed quiz or any assignment within a few days if not sooner. NOTE: Make up quizzes must be taken within a week.

(Provisions will be made for students who miss class due to a serious or prolonged illness during the course of the semester, students participating in university-required activities, or students who must attend funerals). Students who have a prolonged absence due to illness should communicate with the instructor as soon as possible and bring a physician's explanation.) It is not necessary to bring a doctor's slip for a cold, flu or minor illness. But you must notify the instructor of your illness.

Last Updated January 6, 2012