

Communication 3500: Electronic Media Production (Section 001 / 3 credit hours)
Spring 2017. Room: Coleman Hall 1781
MW 1-2:40 p.m.

Instructor: Dr. Scott Walus
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Office: 1810 Coleman Hall
Office Hours: Mon/Wed/Fri 8-9 a.m. / Mon 7-8 p.m.

Required Texts and Materials:

There is no text book to purchase, however, there will be several extremely applicable foundational readings provided to you at the beginning of the semester via a flashdrive, which you will bring to class in the first week. Additionally, bring a notebook and pen as well for in-class writing and storyboarding. You will also need to buy/accrue the following:

- Sign up for a Youtube, Vimeo or other online video hosting site.
- Sign up for WordPress Account
- **A computer with Adobe CS or CC.** Having a computer with this program suite will make your life exponentially easier. It will allow you to work on projects at home (of which there will be many) and ensure that your files will be where you left them. If you cannot get a version of Adobe, Coleman and some other buildings on campus have the required software, however, you are required to purchase an external harddrive formatted for Mac if you choose this option (Multiple students use these computers and the files on these units are routinely wiped in order to save space) and the performance of these computers is not guaranteed.
- A camera that can shoot video. A DSLR, flipcam, or smartphone in good functioning shape with the resolution and audio bit rate set properly will work.

Course Description

From the EIU catalog: “This workshop-based course introduces students to cross-platform digital production with an emphasis in branding, framing, narrative, and deploying symbols across various new media. This course melds social media and public relations with audio/visual production skills in order to communicate a unified message across various media in a constantly changing new media environment.”

Specifically, we will integrate writing, storytelling, branding, audio production, digital photography, and basic video production in a pragmatic form of convergence. This class exists in a professional environment where attention to detail is paramount and it relies on quite a bit of external planning, discussion, and work on the part of each student. Throughout this semester, you will be working with your choice of organization (on or off-campus), cause, locally owned and operated business, artist, musician, band, or anything else that you choose and that I approve. It should be something that you have frequent access to (look to what you are already involved in as well) and must be able to visit in-person frequently throughout the semester. You should secure permission and begin working with this group as soon as possible. This course will yield an impressive portfolio of applied experience with an actual organization.

Course Objectives

- Integrate communication theory into multimedia and cross platform production skills.
- Apply the knowledge and basic language of audio and digital video aesthetics and composition.
- Implement basic layout and design skills.
- Utilize the essentials of field production, project conceptualization, composition, sound, lighting, and nonlinear editing.
- Conduct interviews across multiple mediated platforms.
- Integrate branding into each stage of the process with a focus on narratives.

- Develop insight into theoretical questions facing contemporary producers of visual culture in a changing media ecosystem.
- Critique and evaluate peer projects based on contemporary new media.

Attendance:

While there is no attendance policy in the course, the vast majority of dates require you to bring requested material to class. Each “Bring” is an item you must bring to class that period to participate in the discussion. They are often related to the “New Media Musing” and may be the same if appropriate. In order to get full credit, you must be present with the “bring” and can miss up to three “brings.”

Hardware & Software

Digital camera / Digital audio recorder / WordPress account / Adobe Premiere & Audition

Criteria for evaluation (note: All assignments must be embedded on Wordpress site)

Brand Comparison Report	1	
Self-branding video	1	
Brand narrative structures	1	
Photo slideshow of brand narrative	2	
Podcast pilot / audio interview	2	
30-60 second promotional video	2	
Webisode 1	3	
Continuing content / demo reel	5	
New Media Musings	2	
Brings	3	22 points total

General Grading Guidelines:

Media production in the professional world does not give partial credit nor does it allow for poor work to go live and represent the brand. Therefore, the assessment in this class will mirror the professional world of brand building and media production. For each assignment, there are a set of rules.

- All assignments are assigned orally. There is always substantial time for clarification.
- You must have your project in class during the class that it is due or else you receive a zero and cannot do the revisions. You are given a five minute window in the beginning of class, but after that it is considered late and not accepted.
- There is only the score of full points or zero. The score of full points will be awarded to technically proficient projects that communicate brand well, as well as meeting all other criteria assigned (ex: time length, narrative).
- All feedback on the project will be received orally and publicly.
- If you get a zero, you have until the last class meeting of week 14 to redo the project and air it publicly in class. If it meets the quality required, you receive full credit. The exception is with the two written assignments (brand analysis and brand narratives). You will have one week to make the revisions on these assignments.

New media musings: Each “New Media Musing” allows you to reflect upon the concepts discussed in class and find applicable examples in the world of PR/media. While they must be typed, they are musings, and thus your initial thoughts on a subject. Each New Media Musing requires the following: 1. A few sentences answering the question posed. 2. A specific example from the world of media/PR. 3. A concept that you would like to discuss from the readings / something you read. These are worth 2 points of the class and there are 15 musings in total, thus 7 musings = 1 point. These do not have the opportunity for revision.

Brings: Each “Bring” is an item you must bring to class that period to participate in the discussion. They are often related to the “New Media Musing” and may be the same if appropriate. In order to get full credit, you must be present with the “bring”(there are no exceptions). These are worth 3 points of the class and there are 39 “brings” in the class, thus 12 brings = 1 point.

There are several advantages to this grading process. First, it mirrors a professional environment, where your work is not complete until it is broadcast ready or can go “live.” Secondly, it rewards good work with full credit. Third, it allows for revision, which is an invaluable skill and will motivate you to do quality work as you must stand by your work. Unlike other classes “just getting it done,” does not get you points; it must be right.

Grades will be assigned as follows:

100-90% = A 89-80% = B 79-70% = C 69-60% = D 59– 0% = F

Academic integrity:

Students are expected to maintain principles of academic integrity and conduct as defined in EIU’s Code of Conduct (<http://www.eiu.edu/judicial/studentconductcode.php>). Violations will be reported to the Office of Student Standards. You are expected to write your own papers and generate your own answers on quizzes and exams. Plagiarism and academic dishonesty will not be tolerated. Consequences of academic dishonesty range from failing of the course to expulsion from the university.

Students with disabilities:

If you are a student with a documented disability in need of accommodations to fully participate in this class, please contact the Office of Student Disability Services (OSDS). All accommodations must be approved through OSDS. Please stop by Ninth Street Hall, Room 2006, or call 217-581-6583 to make an appointment.

The Student Success Center:

Students who are having difficulty achieving their academic goals are encouraged to contact the Student Success Center (www.eiu.edu/~success) for assistance with time management, text taking, note taking, avoiding procrastination, setting goals, and other skills to support academic achievement. The Student Success Center provides individualized consultations. To make an appointment, call 217-581- 6696, or go to 9th Street Hall, Room 1302.

Student Standards:

All faculty in the Department of Communication Studies are expected to uphold the standards of good scholarship and we expect our students to do the same. Students earning a degree in Communication Studies will develop superior reasoning/critical thinking, argumentation, writing and presentational skills while also building comprehensive knowledge of their content area. Students in Communication Studies classes will be expected to read all assigned materials, write extensively, complete their own work, and engage in respectful interactions in the classroom. We, as a faculty, agree to hold our students to these standards.

Tentative Course Schedule (Note: I reserve the right to adapt this schedule as the semester progresses)

<u>Week 1</u>	<u>Topic</u>	<u>Assignment Due</u>
1/9	Course Introduction	
1/11	Branding	Schley and Nichols Branding Schrubbe-Potts Branding examples

New Media Musing #1: What is branding and how does it work? What human need does it sate?

Bring: Print out and bring 3 examples of intriguing brands. You will include: 1. A for-profit company. 2. A non-profit group. 3. An individual. to which you have loyalty. For each you should bring at least two images and an official description of the brand from the organization's website (at minimum two sentences). You will do this for each brand.

Week 2

1/16 MLK Jr. Day (No classes held at university)

1/18	Branding continued Commodity Sign Construction	Assign Brand Comparison in Print Goldman & Papson “Introduction: Advertising in the age of accelerated meaning” Goldman & Papson “Sign Wars”
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New Media Musing #2: What is a commodity sign? What causes its value to rise? Fall?

Bring: You will have your client selected by today along with formal permission. Please bring some type of permission (either an e-mail with a conversation demonstrating the specifics of the projects or a signed sheet of paper with the same) to demonstrate their willingness to participate in all of the projects for the entire semester.

Bring: You should bring examples of three similar brands to your organization to class. These should again include at least two images and a description of each organization from the website/other official outlet.

Week 3

1/23	Semiotics	Fiske “Signification”
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New Media Musing #3: How do semiotics help us understand media messages? Why are sign systems important to brand development/management?

Bring: For the three brands from the previous class, bring: screenshots from their most viewed YouTube video, a screenshot of their homepage, and a screenshot of a highly interactive social media post.

1/25	Blog Creation & Project Management	Holtz & Demopoulous “Business blogging” Weil “Corporate blogging”
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New Media Musing #4: In 2017, what is the function of a blog for an organization?

Bring: Print out and bring two examples of blogs (bring 2-3 entries for each, you do not need the comment section) for organizations that you feel are engaging.

<u>Week 4</u>	<u>Topic</u>	<u>Assignment Due</u>
1/30	Convergence: Microblogging, vlogs, podcasting, social networking.	Assign Self-branding Video Brand Comparison Due

New Media Musing #5: What does convergence entail? How does a campaign remain on-brand across different media platforms in a cross platform campaign?

2/1	Social networking and brand Parasocial Interactions 2.0	Shih Engaging Customers on Facebook and Twitter Nevins and Torres “Social Media Strategies and Irish Night Clubs”
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New Media Musing #6: What is the relationship between audiences and a brand? How do Facebook, Twitter, Instagram, and YouTube cultivate this relationship differently?

Bring: Print out and bring one example of a Twitter account related to an organization that is somehow similar to your own that you feel is effective. Print out multiple posts (3-5).

Bring: Print out and bring an example of a Facebook page of an organization similar to your own that you feel is effective. Print out multiple posts (3-5).

Bring: Print out and bring an example of an Instagram page of an organization similar to your own that you feel is effective. Print out multiple posts (3-5).

Week 5

2/6

Mediated narrative

Hefland New media new narrative
Schley & Nichols Brand Story
Assign Brand Narrative Structures

New Media Musing #7: Why is storytelling in media more important than ever? What are the most important elements of an effective narrative?

Bring: An example of an organization telling the same story in text and in video. Make notes on how the video communicated the message in a manner that words could not?

Bring: Print out and bring two examples of a brand narrative of an organization similar to your own. This story details the origins of an organization and is typically 1-3 pages. They are widely available online. Find provocative examples that go beyond mere chronology.

2/8 Photographs and signification
Photography social media

Assign Photo Slideshow Brand Narrative
Self Brand Video Introduction Due

New Media Musing #8: How do organizations similar to your own effectively use photography to articulate brand? What specific signifying practices are their photos using?

Bring: Print out and bring 6 photographs that successfully brand an organization similar to your own. At least 3 must be photographs of people.

Bring: Find two popular Instagram accounts of an organization similar in some way to your own. Come prepared with an elevator pitch about how your organization could effectively use Instagram based on the precedents of these other two organizations.

Week 6

2/13 Photography and composition

In-class work on image composition
Narrative and exposition
LinkedIn and personal brand
Brand Narrative Structures

Bring: Come dressed professionally as we will take professional pictures. Bring a camera to class or a smart phone with good imaging.

Bring: Three props for staging in these photos that will best promote your personal brand.

2/15 Adobe Premiere Workshop

In-class work on photo slideshow

Bring: The photographs for your slideshow on your external hard drive or computer if you have Adobe CS/CC on it.

Bring: Computer with Adobe Premiere installed or external hard-drive formatted for Mac.

Bring: Copyright-free music file on external hard-drive (must be creative commons or your own scoring)

<u>Week 7</u>	<u>Topic</u>	<u>Assignment Due</u>
2/20	New media design / matching aesthetic	Photo Slideshow of Brand Narrative Due

New Media Musing #9: What is an aesthetic? What is the aesthetic of your brand (visuals, font, artwork, color choice, layout choices, sounds, velocity of editing, etc.)?

Bring: Specific examples of the fonts, artwork, color schemes, layout choices, music, similar media genres, and photos that represent your genre. Bring them both in print and on a hard-drive.

Bring: Three examples of home pages / social media artwork in a similar aesthetic to the brand that you wish to construct.

2/22	Audio and podcasting	
	In class interviewing for audio	Assign Podcast / Audio Interview

Bring: Print out and bring the main page for a podcast that you find interesting for an organization related to your own. They should be something episodic and about the organization. Also, print out descriptions of five episodes. These can be from a video hosting site as well.

Bring: A device that can capture audio. Portable flash recorders or smartphones/tablets/laptops with a dedicated capturing program and microphone will work (as long as you go into your settings to put them on maximum quality). We will be editing down an audio interview to be seamless.

<u>Week 8</u>	<u>Topic</u>	<u>Assignment Due</u>
2/27	In-class audio capture and edit exercise	

New Media Musing #10: How does audio change the manner by which a media producer tells a story? What elements in the story are emphasized and what audio symbols are available?

Bring: A device that can capture audio. Portable flash recorders or smartphones/tablets/laptops with a dedicated capturing program and microphone will work (as long as you go into your settings to put them on maximum quality).

3/1	Audio mastering	
	Search Engine Optimization	
	In-class audio workshop in Audition.	

Bring: Your recorded audio for both the podcast and audio interview on your hard-drive. It must be on the hard-drive before class.

<u>Week 9</u>	<u>Topic</u>	<u>Assignment Due</u>
3/6	Video composition	Podcast / Audio Interview Due
		Assign 30-60 Second Promotional Video

Bring: A camera for an in-class video exercise. Be sure it is set on maximum quality.

3/8	Interviewing and capturing dialogue	
	In-class interviewing for video in multiple settings	

New Media Musing #11: What does an interview signify in video (vs. a direct address, V.O., etc.)? How are actual people and interviews used to construct specific brands?

Bring: A camera that can capture video with the settings on maximum quality.

3/13-3/17 University on Spring Break

Week 10

3/20

Promotional video structures

Bring: A prepared pitch for your organization's 30-60 second promotional video. Every good pitch should include a second idea as well. This should include the story you wish to tell, the specific individuals who you will interview, the locations at which you will shoot,

Bring: Two examples of interview-based promotional videos somehow related to your organization (print out the page where they are hosted). Include the narrative structure (enigma, delay, resolution) for each as well as the functions of the characters and *mise en scene* elements.

Bring: The interviewing footage from the previous class. You will be editing it down to a cohesive and shortened piece. It must be on a hard-drive.

3/22

In-class editing

New Media Musing #12: What is the importance of interpersonal networks in circulating a message in the current media environment? Why is the notion of putting a message “out there” wrong?

Bring: The footage for your 30-60 second promotional video on your external hard drive or computer with Adobe CS/CC ready to edit.

Week 11

3/27

Narrative and character in video
Mapping webisodes

Assign Webisode Serial
Fiske “Narrative”

30-60 Second Promotional Video Due

New Media Musing #13: What is branded entertainment and why will it continue to gain relevance in the next few years? What types of genres from TV/film do you see in branded entertainment?

Bring: Two examples of webisodes (an entertaining web-based series or featurette still meant to promote brand) related in some manner to your organization (either in regard to the organization or the aesthetic of the webisode that you can attach). The best examples would be episodic content reminiscent of a genre from television or film.

3/29

Workshopping webisodes/pitches

In-class work time for re-edits (bring timeline)

Bring: Pitch for your webisodes. The pitch includes: What genre it is similar to from television or film, the enigma/delay/resolution of narrative, conflict, characters, and the arc of the three episodes. This should be typed.

Week 12

4/3

Topic

Assignment Due

In-class editing time / re-shoots

Assign Continuing Content / Demo Reel

Bring: Footage from your first webisode on your external hard drive or computer with Adobe CC ready for in-class editing time. Again, it must be on your hard-drive.

4/5

Communication Day (Department-wide) - We will discuss what panel to attend as a class.

Week 13

4/10 In-class viewing

Webisode 1 due

After watching your pilot webisode, you will give a formal pitch to the class of where the narrative structure of webisodes 2 and 3 would go.

4/13 Continuing Content Pitch

In-class re-editing time

Bring: A formal pitch about continuing certain elements of your mediated brand development and rough layout of your proposed demo reel. Here, you will have selected the content that you wish to continue and subject areas/ scripts that you will be producing.

Week 14

4/17 Recuts /reshoots/re-air/in-class work time

Note: All reshoots/re-air are due this class period (minus the webisode). If your revised project is not shown by 2:40 p.m. on this date, you will receive a zero.

4/20 Webisode 1 re-air due this class period. If your revised webisode is not shown by 2:40 p.m. on this date, you will receive a zero on it.
Mandatory in-class work time

Bring: Script for outro video with notes on what specific cutaways you will use as b-roll.

Week 15

4/24 Mandatory in-class work time

Bring: Newly shot footage to class for editing or a timeline of a continuing content project (webisode or promotional video) on a hard-drive.

Bring: The complete footage of your outro video on a hard-drive with script.

New Media Musing #14: How do successful brands continue producing cohesive content over the course of months and years that support brand? Map one specific example and quote a brand manager.

4/26 Mandatory in-class work time

Bring: One completed video for the continuing content project to receive feedback.

Bring: Newly shot footage of your other continuing content video (webisode or promotional video).

Finals

5/3 Final held at 2:45 p.m. on Wednesday as scheduled by the university.

In-class viewings.

Continuing Content / Demo Reel due

New Media Musing #15: Congratulations! You are now in charge of a media/PR firm and have hired an intern to do the branding work you have done this semester. Write the intern a letter providing them with advice that you have learned back when you were in their position.