Video for the Web (019:130:001), Fall 2012
Tuesdays & Thursdays, 11:30 a.m. – 1:20 p.m., W236 AJB
http://iowavideo.wordpress.com

Instructor: Dr. Brian Ekdale, brian-ekdale@uiowa.edu, E324 AJB, (319) 384-3605
Office Hours: Tues. 10 a.m. – 11 a.m., Wed. 1 p.m. – 3 p.m., or by appointment
DEO: Dr. David Perlmutter, david-perlmutter@uiowa.edu, E305B AJB

Course Description and Goals: This class is designed to give you the tools you need to create video stories for the web. You will learn how to use DSLR cameras to gather compelling footage and Final Cut Pro X to construct newsworthy documentary journalism. You will critique student and professional work to discover best practices in documentary storytelling, and you will learn lighting and post-production techniques that will make your stories visually dynamic. As more and more professional journalists and strategic communicators are expected to create their own videos, this course is designed to equip a crew of one with the skills necessary to produce strong video stories and distribute them online.

Text: There is no required text for this course. You can find course readings from the supplied links or in PDF form on ICON.

Technology: You are required to own and bring:
- A 320 GB or larger external hard drive (I recommend FireWire 800 interface)
- A 16GB or larger Class 10 SD card (I recommend “SanDisk Extreme 16 GB SDHC Class 10”)
You can find suitable drives and SD cards at any office or electronics store/site.

Assignments / Grading

You will be graded on your participation in class, your performance on quizzes, homework, exercises and assignments. Grading of assignments in this course is designed to correspond with the ways that online video producers are assessed.

You will also have six short quizzes throughout the semester. These quizzes will cover assigned readings, exemplars, and material discussed in class. Readings and exemplars are due the day they are listed on the syllabus and, thus, are fair game for quizzes given on that day. Your lowest-scoring quiz will be dropped, so it will not count toward your final quiz grade.

Specifics details and requirements for each assignment will be provided during the semester. There are a total of 500 points possible.

Homework, Quizzes and Class Participation (150 points):
Exemplar Presentation ................................................................. 25
Video Critique ................................................................................. 25
Quizzes .......................................................................................... 50
Attendance / Participation ............................................................ 50

Exercises (100 points):
Photo Storytelling ......................................................................... 25
Video Sequence ........................................................................................................... 25
Interview Lighting ........................................................................................................ 25
Graphics ........................................................................................................................ 25

Story Assignments (250 points):
  Profile Story ........................................................................................................ 50
  Issue Story ............................................................................................................ 50
  First-Person Story .................................................................................................. 50
  Final Project .......................................................................................................... 100

This course will use the +/- system with the following grade distribution:

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<thead>
<tr>
<th>Grade</th>
<th>Range</th>
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<tbody>
<tr>
<td>A+</td>
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Course Policies

Late Policy: Each assignment sheet will specify the due date/time for that assignment. Work submitted after the assigned due date/time will be considered late. Late work will be accepted for credit up to 5 days after the assigned due date/time, but will be marked down 20% 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.

Graduate Credit: Students enrolled in the Graduate College must successfully complete substantive additional work to receive credit for this class. Please talk with Brian about details within the first two weeks of the semester.

Attendance: Attendance and participation are very important in this course. Therefore, you are expected to attend every class period, arriving on time and staying until class is dismissed. Excused absences will be granted only if (a) you have a legitimate reason for missing class (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 justification will result in an unexcused absence.

Unexcused absences are factored into your participation grade. Everyone gets one “grace” absence. Each additional unexcused absence will result in an automatic 10% 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. I will not respond to emails that ask “What did I miss?” or “Did I miss anything important?” (The answers are “Lots” and “Yes.”) I am happy to briefly discuss missed materials during my office hours, but I cannot cover the material in the same amount of detail as I can in class.

Participation: Your participation grade will be calculated as the sum of your attendance, preparedness, cooperation, and contribution in class. Attendance means showing up. Preparedness means completing the assigned readings and tasks. Cooperation means working
well with your classmates, lab assistant, and professor. Contribution means participating regularly in class discussion and activities.

**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 will make every effort to respond to your communication within 24 hours. Typically, I will respond sooner than that. While I prioritize my interactions with my students, I do have other commitments (meetings, research, sleep, etc.) that may keep me from giving an immediate response to your email. 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.

**Technology in class:** We will be using lots of digital and social media tools. These tools are to be used for class while you are in class. During scheduled class time, do not make phone calls, do not text, do not tweet Jimmy, do not write on Jane’s Facebook wall, etc. If you need to have your cell phone accessible for an emergency (e.g. family health) or for a source callback (for course assignments), please let me know before class so we can minimize disturbance for other students.

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**Proposed Schedule**

Readings are subject to revision as new materials become available and as our interests dictate. The schedule on the course website will be updated continually, so please refer to it for the latest plans.

**Week 1 – Introduction**

Tuesday, 8/21 – Course overview and syllabus

Thursday, 8/23 – Documentary Journalism vs. Broadcast News

Readings:
- TBA

**Week 2 – The Camera**

Tuesday, 8/28 – Photography Basics

Readings:
- TBA

**Quiz #1**

Thursday, 8/30 – Using the Canon 60D
Readings:
  • TBA

**Assigned:** Photo Storytelling exercise

**Week 3 – The Story**

Tuesday, 9/4 – Video Storytelling

Readings:
  • TBA

**Due:** Photo Storytelling assignment

Thursday, 9/6 – Writing For/About Online Video

Readings:
  • TBA

**Quiz #2**

**Assigned:** Video Sequence exercise

**Week 4 – Editing**

Tuesday, 9/11 – Final Cut Training I

Readings:
  • TBA

Thursday, 9/13 – Final Cut Training II

**Due:** Video Sequence exercise

**Week 5 – Lighting**

Tuesday, 9/18 – Lighting for Video

Readings:
  • TBA

**Quiz #3**

Thursday, 9/20 – Lighting for Interviews

Readings:
  • TBA
**Assigned: Interview Lighting exercise**

**Week 6 – Interviews**

Tuesday, 9/25 – Conducting an Interview

Readings:
- TBA

Thursday, 9/27 – Audio Basics

Readings:
- TBA

**Due: Interview Lighting exercise**

**Week 7 – The Profile I**

Tuesday, 10/2 – Profile Storytelling

Readings:
- TBA

**Quiz #4**

**Assigned: Profile assignment**

Thursday, 10/4 – Encoding Video

Readings:
- TBA

**Week 8 – The Profile II**

Tuesday, 10/9 – In Class Editing Time

Thursday, 10/11 – Screening: Profile assignment

**Due: Profile assignment**

**Week 9 – Issue Story I**

Tuesday, 10/16 – Issue Storytelling

Readings:
Quiz #5

Assigned: Issue assignment

Thursday, 10/18 – Promos and Teases

Readings:
• TBA

Week 10 – Issue Story II

Tuesday, 10/23 – In Class Editing Time

Due: Digital video story, end of class

Thursday, 10/25 – Screening: Issue assignment

Due: Issue assignment

Week 11 – Video Graphics

Tuesday, 10/30 – Graphics and Storyboarding

Readings:
• TBA

Quiz #6

Assigned: Graphics exercise

Thursday, 11/1 – In Class Editing Time

Week 12 – First-Person Storytelling I

Tuesday, 11/6 – First-person storytelling

Readings:
• TBA

Due: Graphics exercise

Assigned: First-Person assignment

Thursday, 11/8 – Screen Capturing and Motion Graphics
Week 13 – First-Person Storytelling II

Tuesday, 11/13 – In Class Editing Time
Thursday, 11/15 – Screening: First-Person assignment

Due: First-Person assignment
Assigned: Final Project

Thanksgiving Break

Week 14 – Final Project I

Tuesday, 11/27 – Final Project Topic Development
Thursday, 11/29 – Budgeting and Freelancing

Readings:
• TBA

Week 15 – Final Project II

Tuesday, 12/4 – Final Project Work Time
Thursday, 12/6 – Final Project Work Time

Finals Week

TBA – Screen: Final Projects

Due: Final Project
The College of Liberal Arts and Sciences
Policies and Procedures

Administrative Home: The College of Liberal Arts and Sciences is the administrative home of this course and governs matters such as the add/drop deadlines, the second-grade-only option, and other related issues. Different colleges may have different policies. Questions may be addressed to 120 Schaeffer Hall, or see the CLAS Student Academic Handbook.

Accommodations for Disabilities: A student seeking academic accommodations should first register with Student Disability Services and then meet privately with the course instructor to make particular arrangements. See www.uiowa.edu/~sds/ for more information.

Academic Honesty: The College of Liberal Arts and Sciences expects all students to do their own work, as stated in the CLAS Code of Academic Honesty. Instructors fail any assignment that shows evidence of plagiarism or other forms of cheating, also reporting the student's name to the College. A student reported to the College for cheating is placed on disciplinary probation; a student reported twice is suspended or expelled.

CLAS Final Examination Policies: Final exams may be offered only during finals week. No exams of any kind are allowed during the last week of classes. Students should not ask their instructor to reschedule a final exam since the College does not permit rescheduling of a final exam once the semester has begun. Questions should be addressed to the Associate Dean for Undergraduate Programs and Curriculum.

Making a Suggestion or a Complaint: Students with a suggestion or complaint should first visit the instructor, then the course supervisor, and then the departmental DEO. Complaints must be made within six months of the incident. See the CLAS Student Academic Handbook.

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 have a responsibility to uphold this mission and to contribute to a safe environment that enhances learning. Incidents of sexual harassment should be reported immediately. See the UI Comprehensive Guide on Sexual Harassment for assistance, definitions, and the full University policy.

Reacting Safely to Severe Weather: In severe weather, class members should seek appropriate shelter immediately, leaving the classroom if necessary. The class will continue if possible when the event is over. For more information on Hawk Alert and the siren warning system, visit the Public Safety web site.
The Iowa Dozen

The mission of our School is to educate journalism and mass communication professionals, scholars and faculty. Through professional and creative research activities, they enhance a continually growing and evolving understanding of the social and cultural roles, responsibilities, and contexts for communicators in a democratic society, as well as in diverse global contexts. To accomplish that mission:

We learn to ...
1. Write correctly, clearly and well.
2. Conduct research and gather information responsibly.
3. Edit and evaluate carefully.
4. Use media technologies thoughtfully.
5. Apply statistical concepts accurately.

We value ...
6. Free speech and First Amendment principles for all individuals and groups.
7. A diverse global community.
8. Creativity and independence.

We explore ...
10. Theories and concepts.
11. The history, structure and economy of media institutions
12. The role of media in shaping cultures.