Producing Video For Mobile and Social Media (JMC:3650:0001)
Monday/Wednesday 6 – 7:15 p.m. W332 AJB

Instructor: Max Freund, 5139 Westlawn Building, Maxwell-freund@uiowa.edu
Office Hours:
4:45 – 5:45 p.m. Monday and Wednesday, 5139 Westlawn
7:15 p.m. – 8:15 p.m. Wednesday, Adler W332 AJB
By appointment as well.

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.

Attendance and Participation: 40pts:
  Video Checklist Exercise: 40 pts
  Digital Video Principles Exam: 25 pts
  First Person Video Assignment: 55 pts
  Audio Agnostic Assignment: 55 pts
  Animation Exercise: 20 pts
  Facebook Live Assignment: 40 pts
  Mobile Story Exercise: 25 pts
  Final Project: 100 pts

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

<table>
<thead>
<tr>
<th>Grade</th>
<th>Points</th>
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<tbody>
<tr>
<td>A+</td>
<td>388-400</td>
</tr>
<tr>
<td>B+</td>
<td>348-359</td>
</tr>
<tr>
<td>C+</td>
<td>308-319</td>
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<tr>
<td>D+</td>
<td>268-279</td>
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<tr>
<td>F</td>
<td>0-239</td>
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<tr>
<td>A</td>
<td>372-387</td>
</tr>
<tr>
<td>B</td>
<td>332-347</td>
</tr>
<tr>
<td>C</td>
<td>292-307</td>
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<tr>
<td>D</td>
<td>252-267</td>
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<tr>
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<tr>
<td>C-</td>
<td>280-291</td>
</tr>
<tr>
<td>D-</td>
<td>240-251</td>
</tr>
</tbody>
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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, or if a work session is explicitly listed as an out-of-class work session.

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 Max 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-legal 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 Max: 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, work, 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. And remember, the closer to the assignment we get, the harder it will be for me to help. So, I prize student communication with individuals who start working before the due date ☺.
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. Max will announce any changes to the course schedule in class and on ICON.

Part 1: Digital Video Principles (Boot Camp)

Monday, 8/26 – Introductions

Wednesday, 8/28 – Photography
  • Assigned: Video Checklist Exercise

Monday, 9/2 – LABOR DAY NO CLASS

Wednesday, 9/4 – Videography Basics

Monday, 9/9 – Work on Video Checklist (Out-of-class Worksession)

Wednesday, 9/11 – Guest Speaker: Jeff Raasch, UI Health Care Head of Social Media

Monday, 9/16 – Final Cut Pro Refresher

Wednesday, 9/18 – Lighting/Color Basics

Monday, 9/23 – Audio Basics

Wednesday, 9/25 – Principles Exam / Revise Video Checklist
  • Due (end of class): Video Checklist Exercise
Part 2: First Person Video (YouTube)

Monday, 9/30 – Principles of First-Person Video
- Assigned: First-Person Story

Wednesday, 10/2 – Intermediate Final Cut Pro X
- Due (start of class): First-Person Story Pitch

Monday, 10/7 – Becoming the Story
- Due (start of class): First-Person Outline/Storyboards

Wednesday, 10/9 – Production Day: First-Person Story

Monday, 10/14 – In Class: Revise First-Person Story
- Due (end of class): First-Person Story

Part 3: Audio Agnostic Video (Facebook)

Wednesday, 10/16 – Principles of Audio Agnostic Video
- Assigned: Audio Agnostic Story

Monday, 10/21 – Advanced Final Cut Pro X (Graphics and Animation)
- Due (start of class): Audio Agnostic Pitch

Wednesday, 10/23 – Capturing a sequence (The Comprised Shot)
- Due (start of class): Audio Agnostic Outline/Storyboards
- Assigned: Animation Exercise

Monday, 10/28 – In Class: Revise Animation Exercise
- Due (end of class): Animation Exercise

Wednesday, 10/30 – Production Day: Audio Agnostic Video

Monday, 11/4 – In Class: Revise Audio Agnostic Video
- Due (end of class): Audio Agnostic Story

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

Wednesday, 11/6 – Principles of Live Video
• **Assigned:** Facebook Live

Monday, 11/11 – Principles of Mobile Video
• **Due (start of class):** Facebook Live Pitch

Wednesday, 11/13 – Facebook Live
• **Due (during class):** Facebook Live

Monday, 11/18 – Facebook Live
• **Due (during class):** Facebook Live

Wednesday, 11/20 – Introduction to Final Project
• **Assigned:** Mobile Story
• **Assigned:** Final Project

**THANKSGIVING BREAK**

**Part 5: Final Project**

Monday, 12/2 – Revise Mobile Story / Final Project Pitch Meetings
• **Due (start of class):** Final Project Pitch
• **Due (end of class):** Mobile Story

Wednesday, 12/4 – Final Project Work

Monday, 12/9 – Revise Final Project

Wednesday, 12/11 – Final Project Screening
• **Due:** Final Project

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

**Absences and Attendance**

Students are responsible for attending class and for contributing to the learning environment of a course. Students are also responsible for knowing their course absence policies, which will vary by instructor. All absence policies, however, must uphold the UI policy related to student illness, mandatory religious obligations, including Holy Day obligations, unavoidable circumstances, or University authorized activities ([https://clas.uiowa.edu/students/handbook/attendance-absences](https://clas.uiowa.edu/students/handbook/attendance-absences)). Students may use this absence form to aid communication; the instructor will decide if the absence
is excused or unexcused (https://clas.uiowa.edu/sites/default/files/ABSENCE%20EXPLANATION%20FORM2019.pdf).

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 (https://clas.uiowa.edu/students/handbook/academic-fraud-honor-code).

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 is then responsible for discussing specific accommodations with the instructor. More information is at https://sds.studentlife.uiowa.edu/.

Administrative Home of the Course
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 related policies. Other colleges may have different policies. CLAS policies may be found here: https://clas.uiowa.edu/students/handbook.

Communication and the Required Use of UI Email
Students are responsible for official correspondences sent to the UI email address (uiowa.edu) and must use this address for all communication within UI (Operations Manual, III.15.2).

Complaints
Students with a complaint about a course should first visit with the instructor or course supervisor and then with the Chair of the department or program offering the course; students may next bring the issue to CLAS in 120 Schaeffer Hall. For more information, see https://clas.uiowa.edu/students/handbook/student-rights-responsibilities.

Final Examination Policies
The final exam schedule 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 information. No exams of any kind are allowed the week before finals. Visit [https://registrar.uiowa.edu/final-examination-scheduling-policies](https://registrar.uiowa.edu/final-examination-scheduling-policies).

**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 ([diversity.uiowa.edu](http://diversity.uiowa.edu)).

**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, please see [https://osmrc.uiowa.edu/](https://osmrc.uiowa.edu/).
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