
Calumet College



of Saint Joseph

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COURSE SYLLABUS

Term: Fall 2016 (2016-1)

Course: EWPC 471A Applied Media
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Instructor Name: Mark Cassello
Office Number: Room 180
Phone Number: (219) 473-4322
Email: mcassello@ccsj.edu
Hours Available: Tuesday/Thursday 10:00-12:00, Wednesday 10:00-3:00, or by appointment.

Instructor Background: Like many of the students at CCSJ, I am a first generation college student that hails from a working class family. My mother emigrated from Norway after the Nazi invasion of Oslo during World War II. My father dropped out of high school and earned his GED in the army where he served in Korea shortly after the Korean War. Later, he worked for CTA in Chicago as a laborer and foreman with the South Shops. As for myself, while working full-time, I attended Indiana University Northwest for my undergraduate degree. Buckling under the pressure of juggling work and school, I left college for a decade to pursue a career in retail management for Wal-Mart and Office Depot. Unhappy with this career path, I took classes in the evening and eventually finished my BA in English. Soon after, I earned a Master's Degree in American Literature from Indiana University in Bloomington where I am currently completing a Ph.D.

Course Information:

Course Time: Friday, 9:00 AM - 12:00PM
Classroom: 419/420 (Communications Lab)
Prerequisites: EWPC 316-317, 370, and 372, or consent of instructor
Required Books & Materials: Available online or provided by instructor

Learning Outcomes/ Competencies:

1. Organize and inventory available production materials and equipment. (application)
2. Apply knowledge of lighting, chroma key, microphone choice and placement, and acoustics to arrange production space for efficient workflow and production value. (application)
3. Apply knowledge of story arc and story board process to prepare shot list. (application)
4. Deliver a compelling on camera or audio performance. (application)
5. Record near-professional quality audio/video content. (application)
6. Edit video and audio content using non-linear editing software. (application)
7. Prioritize recording and editing tasks and delegate responsibilities to meet deadlines. (analysis)

8. Create appealing and unobtrusive graphics and titles for video projects. (synthesis)
9. Plan and produce a variety of short video segments as part of news team. (synthesis)
10. Evaluate the quality of your productions. (evaluation)

Course Description:

This experiential learning course puts into practice all of the professional writing and digital video/audio skills needed to do public-ready, Web-based journalism. Using multiple media platforms (text, audio, and visual), students will craft professional and compelling news and feature stories to share with a variety of internal and external audiences—students, alumni, prospective students, benefactors, and the local community. Students will assemble a portfolio of representative work that can be presented to prospective employers.

Learning Strategies:

Lecture, discussion, hands-on tutorials, video tutorials, active learning, problem based learning.

Experiential Learning Opportunities:

Problem-based learning: Students will be responsible for all of the requisite processes to produce and distribute news footage. At the beginning of the semester, they are introduced to the production studio and various pieces of equipment. Their task is to develop a production team and produce weekly audio/video news reports. They will begin by assessing the interests and talents of their team. Next, they will work together to plan and assemble the production space. Once the production space is assembled, they will begin production meetings that outline key tasks and delegate core responsibilities—sourcing news copy, finding B-roll footage, editing, etc.

Assessments:

Major Assignments:	<u><i>SNN</i></u> : You'll produce content for The Shavings News Network (SNN). Each week, you and your production team will plan for and generate content for SNN. The content and platforms will vary depending on the size of our crew and the nature of the topics covered. Some assignments will be group/collaborative and some may be individual reports. Segments may include panel discussion podcasts, audio/video news reports, interviews, and more.	50%
	<u><i>Career Portfolio</i></u> : At the beginning of the semester, you'll scour current job and internship postings at area news outlets. (1) Find a position that most interests you and research what it requires. (2) Arrange for a visit to the news outlet: What skills, equipment, and software are needed for such a position? Function in this role as part of our news team (as much as possible). Prepare a site visit report. (3) Present a resume and a portfolio of work at the end of the semester as proof of your readiness to enter the job market.	30%
	<u><i>Participation</i></u> : You will be demonstrate your knowledge of the weekly reading assignments via class discussion or on quizzes. You will also be evaluated on your weekly work as part of a production team. A rubric will be used to evaluate your contributions and your professionalism.	20%

Grading Scale:	100-92	A
	<92-90	A-
	<90-88	B+
	<88-82	B
	<82-80	B-
	<80-78	C+
	<78-72	C
	<72-70	C-
	<70-68	D+
	<68-62	D
	<62-60	D-
	<59-0	F

Course Schedule:

I reserve the right to change this schedule to meet the needs of the class.

Understanding the Schedule of Assignments:

READ = Read and annotate text prior to that class session. All assigned readings are available via Blackboard

DUE = Work submitted for a grade

[*In-class topic/theme*]

Week One *Think Like a Director*

Fri 9/9 **READ:** "Entertain or Die"
 "The Road to Bad Video is Paved with No Intent"
 [*Research your role*]

Week Two *Think Like a Director*

Fri 9/16 **DUE: Declare Your Role/Position**
READ: "Should it Be a Video?"
 "Instant Creativity"
 "Know Your Audience"
 "Know Your Story"
 [*Production Meeting #1*]

Week Three *Think Like a Director*

Fri 9/23 **DUE: Content #1**
READ: "Think in Shots"
 "Make Every Picture Tell the Story"
 "Keep It Short: The Rubbermaid Rule"
 "Always Leave Them Wanting"
 [*Production Meeting #2*]

Week Four *Preparation – The Secret of the Pros*

Fri 9/30 **DUE: Content #2**
READ: “Pitch It”
 “Know Your Video: Part 1”
 “Know Your Video: Part 2”

LAST DAY TO WITHDRAW FROM A COURSE WITHOUT INSTRUCTOR APPROVAL 9/30

Week Five *Preparation – The Secret of the Pros*

Fri 10/7 **DUE: Content #3**
READ: “When You Need a Script”
 “If You Have Nothing to Say, Shut Up”
 “If You Wing It, It Will Suck”
 “Plan with a Shot List”

MIDTERM GRADES

Week Six *Setting the Stage*

Fri 10/14 **DUE: Content #4**
 Site Visit Report Due
READ: “Storyboard with Your Camera”
 “Shoot the Ones You Love”
 “Make Your Star Look Great (Part 1: Figuratively)”

Week Seven *Setting the Stage*

Fri 10/21 **DUE: Content #5**
READ: “Location, Location, Location”
 “The Right Camera”
 “The Real Secret to a Great Video”

Week Nine *How to Shoot Video that Doesn't Suck*

Fri 10/28 **DUE: Content #6**
READ: “Edit with Your Brain”
 “Focus Your Shots”
 “Play with Your Equipment”
 “Keep Your Shots Short”

Week Ten *How to Shoot Video that Doesn't Suck*

Fri 11/4 **DUE: Content #7**
READ: “Zoom with Your Feet”
 “Don't Shoot Until You See the Whites of Their Eyes”
 “Set the Shot and Hold It”
 “Know When to Move”

Week Eleven *How to Shoot Video that Doesn't Suck*

Fri 11/11 **DUE: Content #8**
READ: "See the Light"
"Throw Caution to the Wind"
"Make Your Star Look Great (Part 2: Literally)"
"Show Us Where We Are"

Week Twelve *How to Shoot Video that Doesn't Suck*

Fri 11/18 **DUE: Content #9**
Draft Resume and Portfolio
READ: "Keep Yourself Entertained"
"Say No to Bad Shots"
"Shoot the Details"
"Use Foreground"
"Check the Background"

Week Thirteen

Fri 11/25 **NO CLASS – THANKSGIVING HOLIDAY**

Week Fourteen

Fri 12/2 **DUE: Content #10**
[Final Portfolio Workday]

Week Fifteen

Fri 12/9 **DUE: Final Resume and Portfolio**

Responsibilities

Attending Class You cannot succeed in this class if you do not attend. We believe that intellectual growth and success in higher education occur through interaction in the classroom and laboratories. However, we do not want to penalize students for participating in college-sponsored events. When you miss class because of a college event, you must give notice of your absence in advance, and you are responsible for all missed work. Being absent doesn't excuse you from doing class work; you have more responsibilities to keep up and meet the objectives of this course.

In accordance with the English Department attendance policy, **any student missing more than NINE (9) hours of class—three class sessions—will receive an F.** These nine hours include both excused and unexcused absences; it also includes all tardies of more than 15 minutes. Please be aware these hours include absences due to birthdays, sport events, illness, work, etc.

Turning In Your Work

You cannot succeed in this class if you do not turn in all your work on the day it is due.

All assignments are to be turned in at the beginning of class on the due date listed on the course syllabus. All written work must be typed and stapled (unless otherwise instructed).

- **Late Projects:** Projects (e.g. audio/video news segments) will not be accepted late unless you have made formal, written arrangements with me via email prior to the next scheduled class session. In other words, do not show up to class a week later with an overdue project and expect it to be accepted; it will not be.
- **Missed Work:** Except under dire circumstances (e.g. serious bodily injury requiring hospitalization or prolonged illness) in-class activities, journals, worksheets, study guides, quizzes, and exams cannot be made up if you are absent on the day the assignment is due. Completing assignments late is inherently unfair to your classmates who have completed their assignments on time.

Using Electronic Devices

Electronic devices can only be used in class for course-related purposes. If you text or access the Internet for other purposes, you may be asked to leave, in which case you will be marked absent.

Participating in Class

You will receive a grade for your classroom participation. You must come to class prepared, be on time, stay for the duration of the class, engage in a constructive way with your classmates, and demonstrate your knowledge of assigned coursework. If you are unprepared or disengaged, you may be asked to leave, in which case you will be marked absent.

Communicating with your Professor

Social Media: This course requires regular use of websites including, but not limited to, YouTube, Wordpress, Facebook, Twitter, Instagram, Blackboard, and CCSJ email. The class will have a private Facebook group that will be used to share texts and extend our classroom discussion. If you are not a regular Facebook user, you can set up an account using an alias. Look for me on Facebook (Mark Cassello) and send a friend request.

Blackboard: Blackboard will be used to distribute readings, handouts, and announcements. Your grades will also be recorded regularly in Blackboard. It is essential that you log into Blackboard daily to ensure that you stay informed about the course. If the campus is closed or class cancelled due to bad weather, alternative assignments will be distributed via Blackboard and must be completed on time.

Office Hours: Students are encouraged to use office hours for assistance and clarification. Office hours are an excellent forum to discuss individual questions which are not appropriate during class (a question about your particular assignment, a question about the Communications program, your attendance, etc.). Appointments are not necessary, but they help me to prepare for your visit and ensure that I will not be out of the office. My office hours are specified on the first page of the syllabus.

Email: I will use CCSJ's email to send urgent announcements about class or assignments. You should use CCSJ's email to communicate about absences and to ask small but important questions (e.g. clarification about an assignment). Don't use email to request information or materials readily available elsewhere (e.g. due dates ← listed on the syllabus, handouts ← available on Blackboard). I generally respond to emails within 24-48 hours with the exception of breaks/holidays when I may be unavailable until the next scheduled work day.

Phone Calls: Reserve phone calls for urgent communications. For example, call if you have a flat tire and will be unable to make it to class or if you have been snowed in. My office phone number is (219) 473-4322.

In all instances (Facebook Blackboard, office hours, email, phone), remember that communication with college instructors should *always* maintain standards of professionalism and formality.

Doing Your Own Work

If you turn in work that is not your own, you are subject to judicial review, and these procedures can be found in the College Catalog and the Student Planner. The maximum penalty for any form of academic dishonesty is dismissal from the College.

Using standard citation guidelines, such as MLA or APA format, to document sources avoids plagiarism. The Library has reference copies of each of these manuals, and there are brief checklists in your Student Handbook and Planner.

PLEASE NOTE: All papers may be electronically checked for plagiarism.

Withdrawing from Class

After the last day established for class changes has passed (see the College calendar), you may withdraw from a course by following the policy outlined in the CCSJ Course Catalog.

Resources

Student Success Center:

The Student Success Center provides faculty tutors at all levels to help you master specific subjects and develop effective learning skills. It is open to all students at no charge. You can contact the Student Success Center at 219 473-4287 or stop by the Library.

Disability Services:

Disability Services strives to meet the needs of all students by providing academic services in accordance with Americans with Disabilities Act (ADA) guidelines. If you believe that you need a “reasonable accommodation” because of a disability, contact the Disability Services Coordinator at 219-473-4349.

Counseling Services:

If you are in need of emotional support, CCSJ has free services available on campus. A mental health professional is on campus in Room 301 at various times throughout the week. Br. Jerry Schweiterman is the head of the campus ministry and can be found in Room 408.

Other Services:

CCSJ has a food and clothing pantry available for students which is located in the basement. Contact Diane Bailey in the Student Activities Center for more information: dbailey@ccsj.edu

CCSJ Alerts:

Required: Calumet College of St. Joseph’s emergency communications system will tell you about emergencies, weather-related closings, or other incidents via text, email, or voice messages. Please sign up for this important service annually on the College’s website at: <http://www.ccsj.edu/alerts/index.html>.

In addition, you can check other media for important information, such as school closings:

Internet: <http://www.ccsj.edu>

Radio: WAKE – 1500 AM, WGN – 720 AM, WIJE – 105.5 FM, WLS – 890 AM, WZVN – 107.1 FM, WBBM NEWS RADIO 780

TV Channels: 2, 5, 7, 9, 3

Emergency Procedures

MEDICAL EMERGENCY

EMERGENCY ACTION

1. Call 911 and report incident.
2. Do not move the patient unless safety dictates.
3. Have someone direct emergency personnel to patient.
4. If trained: Use pressure to stop bleeding.
5. Provide basic life support as needed.

FIRE

EMERGENCY ACTION

1. Pull alarm (located by EXIT doors).
2. Leave the building.
3. Call 911 from a safe distance, and give the following information:
 - Location of the fire within the building.
 - A description of the fire and how it started (if known)

BUILDING EVACUATION

1. All building evacuations will occur when an alarm sounds and/or upon notification by security/safety personnel. **DO NOT ACTIVATE ALARM IN THE EVENT OF A BOMB THREAT.**
2. If necessary or if directed to do so by a designated emergency official, activate the building alarm.
3. When the building evacuation alarm is activated during an emergency, leave by the nearest marked exit and alert others to do the same.
4. Assist the disabled in exiting the building! Remember that the elevators are reserved for persons who are disabled. **DO NOT USE THE ELEVATORS IN CASE OF FIRE. DO NOT PANIC.**
5. Once outside, proceed to a clear area that is at least 500 feet away from the building. Keep streets, fire lanes, hydrant areas and walkways clear for emergency vehicles and personnel. The assembly point is the sidewalk in front of the college on New York Avenue.
6. **DO NOT RETURN** to the evacuated building unless told to do so by College official or emergency responders.

IF YOU HAVE A DISABILITY AND ARE UNABLE TO EVACUATE:

Stay calm, and take steps to protect yourself. If there is a working telephone, call 911 and tell the emergency dispatcher where you are **or** where you will be moving. If you must move,

1. Move to an exterior enclosed stairwell.
2. Request persons exiting by way of the stairway to notify the Fire Department of your location.
3. As soon as practical, move onto the stairway and await emergency personnel.
4. Prepare for emergencies by learning the locations of exit corridors and enclosed stairwells. Inform professors, and/or classmates of best methods of assistance during an emergency.

HAZARDOUS MATERIAL SPILL/RELEASE

EMERGENCY ACTION

1. Call 911 and report incident.
2. Secure the area.
3. Assist the injured.

4. Evacuate if necessary.

TORNADO

EMERGENCY ACTION

1. Avoid automobiles and open areas.
2. Move to a basement or corridor.
3. Stay away from windows.
4. Do not call 911 unless you require emergency assistance.

SHELTER IN PLACE

EMERGENCY ACTION

1. Stay inside a building.
2. Seek inside shelter if outside.
3. Seal off openings to your room if possible.
4. Remain in place until you are told that it is safe to leave.

BOMB THREATS

EMERGENCY ACTION

1. Call 911 and report incident.
2. If a suspicious object is observed (e.g. a bag or package left unattended):
 - Don't touch it!
 - Evacuate the area.

TERRORISM AND ACTIVE SHOOTER SITUATIONS

EMERGENCY ACTION

1. Call 911 and report intruder.

RUN, HIDE OR FIGHT TIPS:

1. **Prepare** – frequent training drills to prepare the most effectively.
2. **Run and take others with you** – learn to stay in groups if possible.
3. **Leave the cellphone.**
4. **Can't run? Hide** – lock the door and lock or block the door to prevent the shooter from coming inside the room.
5. **Silence your cellphone** -- use landline phone line.
6. **Why the landline?** It allows emergency responders to know your physical location.
7. **Fight** – learn to “fight for your life” by utilizing everything you can use as a weapon.
8. **Forget about getting shot – fight!** You want to buy time to distract the shooter to allow time for emergency responders to arrive.
9. **Aim high** – attack the shooter in the upper half of the body: the face, hands, shoulder, neck.
10. **Fight as a group** – the more people come together, the better the chance to take down the shooter.
11. **Whatever you do, do something** – “react immediately” is the better option to reduce traumatic incidents.