

## **Summer I 2023 - COMM 130: Introduction to Media Production**

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Class Session Times:

MoTuWeThFr 11:30AM-12:30PM

UNC Media Art Space - 134 1/2 E Franklin St, Chapel Hill, NC 27514

Comm Media Lab - Rm 0109

This course introduces students to the basic tools, techniques, and concepts of video and media production and post-production. Through discussions, screenings, labs, and hands-on practice, students will be introduced to the formal language of media production and learn how to use that language to communicate ideas, tell stories, and document the world(s) we live in.

### **Learning Objectives**

- Develop proficiency with the tools of media production and postproduction
- Develop a working knowledge of formal and aesthetic properties of video and audio
- Refine problem solving skills and acquire self-reliance when using computer software
- Develop visual literacy and a vocabulary to identify and investigate aesthetic choices in the realms of sound and image
- Explore the creative process through pre-production, production and post-production
- Develop the ability to communicate ideas via video and audio
- Collaborate with a supportive network of peers engaged in making media.

**Students will be evaluated on three assigned projects, attendance, and three media blog posts.**

### **REQUIRED TEXTS AND MATERIALS**

- Roberts-Breslin, Jan. (2022). Making media: Foundations of sound and image production (5th ed.). Burlington, MA: Taylor and Francis.
- Adobe's Premiere Pro software. Available for download free through UNC Software Distribution: <https://software.sites.unc.edu/adobe/>
- A LinkedIn Learning account. Available for free through UNC: <https://software.sites.unc.edu/linkedin/>
- USB 3.0 external hard drive. A 1TB drive with external power is recommended. Drive must have USB 3.0.
- Over-ear Stereo Headphones with a mini jack (1/8 inch). Earbuds are not sufficient for recording and editing audio. These may be checked out from lab.

## **Communication with the Instructor**

Please be proactive in your communication with me, especially if you anticipate or experience any difficulties which may affect your work. If you are concerned about the quality of your work and how to improve you are encouraged to make an appointment with me to discuss that so that you have time to make the necessary adjustments.

Email communication should be clear, concise, and respectful. Email is a format that can make the simplest thing sound harsh, and it is easy to not give things a generous reading. Please understand you're not being tested or condescended to if you receive a short note back; like many of you I receive hundreds of messages day and have to balance that with the fact that you deserve a real response. Remember to ask your questions clearly so I can give you the best reply possible.

**Please put “Comm 130” in the subject heading of any email that you send to me about the course.** You can typically expect a response to your email within 48 hours; I maintain working hours because “friends and family” and “running” and “Japanese cartoons to watch” and thus do not check email 30 times a day as part of an ongoing self-care regimen (which I recommend!). **Please check Sakai – specifically the Announcements tab – and your university email regularly to receive updates about the course.**

## **Accommodations for Students with Disabilities**

Students with disabilities that affect their participation in the course must notify the instructor if they wish to have accommodations in instructional or examination format. The instructor will work with the Office of Disabilities and the student to make appropriate accommodations.

## **Technology**

We will be using a variety of technological equipment in this course. Please treat all class resources with care and respect. The Media Art Space and its staff (<https://medialab.web.unc.edu>) will be facilitating our technological resources, access, and equipment.

**You are responsible for all equipment you check out. Failure to abide by the rules of the equipment checkout room, besides being inconsiderate to your fellow classmates, may affect your borrowing privileges. A final grade for this course will not be issued until all equipment you have checked out has been returned, or you have made complete arrangements for replacement restitution.**

To make equipment reservations: <http://cas-connect2.ad.unc.edu/>

## **Helpful Web Links**

UNC Media Art Lab: <https://medialab.web.unc.edu>

LinkedIn Software Tutorials: <https://www.linkedin.com/learning>

Public Domain Media Sites for Footage, Sounds, etc:

<https://archive.org/>

<https://www.loc.gov/collections/national-screening-room/about-this-collection/>  
<https://www.pexels.com/>

### **The Long and Short of How This Class Works**

You must complete all of the assignments, projects and quizzes to pass the class. The third and final project will be due at the scheduled final exam time. Projects are due at the beginning of class the day they are due. Your grade will be reduced a full letter grade for each day it is late. **Projects turned in more than three business days after the due date will not receive credit.**

### **Attendance Policy**

Excessive lateness and absences will greatly affect your final grade. **We grade for attendance. You get ONE “freebie,” AND ONE ONLY.**

University Approved Absences include Authorized University Activities; disability/religious observance/pregnancy, as required by law and approved by Accessibility Resources and Service and/or the Equal Opportunity and Compliance Office (EOC); and significant health condition and/or personal/family emergency as approved by the Office of the Dean of Students, Gender Violence Service Coordinators, and/or the Equal Opportunity and Compliance Office (EOC).

In the event of an unforeseen absence, please review UNC’s policy on absence notification here:

<https://odos.unc.edu/faculty-staff/student-class-absence-notifications>

***IMPORTANT NOTE: We are not out COVID-land yet. Please do not come to class if you are feeling ill.***

Attendance Policy (as per UNC): No right or privilege exists that permits a student to be absent from any class meetings, except for these University Approved Absences:

1. Authorized University activities.
2. Disability/religious observance/pregnancy, as required by law and approved by Accessibility Resources and Service and/or the Equal Opportunity and Compliance Office (EOC).
3. Significant health condition and/or personal/family emergency as approved by the Office of the Dean of Students, Gender Violence Service Coordinators, and/or the Equal Opportunity and Compliance Office (EOC).

**We will give students ONE, no-questions-asked, no excuse needed, no “please please please!” absence from class this semester. Otherwise...**

**Class attendance is a student obligation.** Students are responsible for all of their work, including assessments, tests, and written work, and for all class meetings. If a course instructor chooses to take attendance – and your instructor does in this course – and sees that a student misses three or more consecutive class meetings or misses more classes than the course instructor thinks advisable, the instructor may report the facts to the student’s advisor and/or academic dean. Please visit <https://uaao.unc.edu/> for the full policy.

***Doubling up on this - IMPORTANT NOTE: We are not out COVID-land yet. Please do not come to class if you are feeling ill.***

## **Accessibility Resources**

UNC-Chapel Hill provides reasonable accommodations for students with learning disabilities, physical disabilities, mental health struggles, chronic medical conditions, temporary disability, or pregnancy complications. Please refer to the ARS website for more information: <https://ars.unc.edu/about-ars/contact-us>

## **Title IX Statement**

Any student who is impacted by discrimination, harassment, interpersonal (relationship) violence, sexual violence, sexual exploitation, or stalking is encouraged to seek resources on campus or in the community. Please contact the Director of Title IX Compliance (Adrienne Allison – [Adrienne.allison@unc.edu](mailto:Adrienne.allison@unc.edu)), Report and Response Coordinators in the Equal Opportunity and Compliance Office ([reportandresponse@unc.edu](mailto:reportandresponse@unc.edu)), Counseling and Psychological Services (confidential), or the Gender Violence Services Coordinators ([gvsc@unc.edu](mailto:gvsc@unc.edu); confidential) to discuss your specific needs. Additional resources are available at [safe.unc.edu](http://safe.unc.edu).

## **Academic Honesty**

Academic honesty is a cornerstone of the academy. It is also one of the fragile pillars on which civilization itself is precariously perched. Please review UNC's Honor Code here: <https://studentconduct.unc.edu/faculty/honor-syllabus>

## **Technology Use**

**All in-class tech use MUST be related to classroom instruction and/or activities.** The instructor reserves the right to ask students to discontinue disruptive and/or discourteous use of technology. (And by that I mean I will TOTALLY say “Put that away, for real.”)

**Technology Policy:** By enrolling as a student in this course, you agree to abide by the University of North Carolina at Chapel Hill policies related to the acceptable use of online resources. Consult the **IT Acceptable Use Policy** on topics such as copyright, net-etiquette, and privacy protection (seriously - <https://policies.unc.edu/TDClient/2833/Portal/KB/ArticleDet?ID=131247>). As part of this course, you may be asked to participate in online discussions or other online activities that may include personal information about you or other students in the course. Make sure you are respectful of the rights and protection of other participants under the UNC-Chapel Hill Information Security Policies when participating in online classes.

When using online resources offered by organizations not affiliated with UNC-Chapel Hill, such as Google or YouTube, note that the terms and conditions of these companies and not the University's Terms and Conditions apply. These third parties may offer different degrees of privacy protection and access rights to online content. You should be well aware of this when posting content to sites not managed by UNC-Chapel Hill.

## **Revisions to Syllabus**

Consider this syllabus as an indispensable guide to the course as well as a living document that will change, especially in this particular historical moment. Read it at least twice, and be prepared for it to change. If you have any questions or concerns please reach out to me at [patlabor@unc.edu](mailto:patlabor@unc.edu). Please note I reserve the right to raise or lower final grade based on class participation, citizenship, and attendance.

## **On Readings, Reading, Working, and Work Habits**

**Reading assignments should be completed prior to the class under which they are listed.**

You have to read the book in this course; we will work through about 10 chapters of the text, and you should be prepared to do about an hour and a half to two hours' worth of reading before every session and come to the lecture with questions. You may find yourself returning to these texts over and over. That is both encouraged and expected. Please also note that we may substitute or change readings as the course progresses.

The important thing to remember is you are going to have to grasp these ideas, explain them in your own words, and apply them to your work. If you do not do the reading you cannot achieve this. This class also builds on the ideas from previous lessons as it progresses, so spending the time with the texts is important.

To put it in plain English: ***Do the reading and do the work.***

I highly suggest you read (and work) systematically. Develop a regimen and stick to it. Experiment to find your own personal best way to work on this stuff. You will need to take notes and discern what you are having issues with. Keep a list of key terms, place tabs on pages or passages which interest or confuse you, or mark up digital copies. Take notes when you watch things. Identify questions that come up and bring them to class. Dedicate "x" time of the day to reading for "y" amount and producing for "z" amount, then take a break. Make adjustments.

Do not worry if you do not immediately understand everything or if you do not do it perfectly. Note sharing is fine and google docs sharing is fine (keep a file open during class and switch off on who acts as the scribe!), because ultimately you will not be getting questions about "hard fast facts" but instead will have to clarify the difference between ideas or describe how you see them at work in your life(\*). Find out what works for you.

But no matter what you do, **do not** do yourself the disservice of not reading or just letting your equipment sit there going unused.

*\*= Alas, all the various "here are the assignments and answers and finals!" websites will not be helpful here. Do not bother with them.*

## **How This Course Works**

We are scheduled to meet five times a week. Class sessions will involve a short mini-lecture, with the remaining time reserved for questions, activities, and discussions. **While you should plan on attending lectures in person, in the event of mitigating circumstances you may occasionally receive a pre-recorded video or audio file or expect to use the time period for production work.**

We will draw exclusively from the readings during these sessions; quick lectures will be designed to complement and clarify the readings. These will not be recorded, and I do not allow them to be recorded without prior, written approval. This course will adhere to the standards of the UNC Information Technology Acceptable Use Policy (<https://policies.unc.edu/TDClient/2833/Portal/KB/ArticleDet?ID=131247>)

**My Commitment to You as an Educator:** I enjoy teaching and working with students, and I have since I started my career in education in 2005. I view my role as an instructor as one in which I act as a student advocate, a guide, and as somebody who can facilitate access and assistance. In short: My duty is to help you do well in this class and to help you gain insight into media production.

**Teaching is a “Two Way Street.”** It helps to hear from all of you, and it especially helps to hear from you when major life challenges come up so we can plan around them. This is your class, and I wholeheartedly encourage you to communicate with me early and often – ask questions, engage with the material from your unique perspective during discussion periods. Feel free to share your perspective with me and your classmates in a respectful manner.

However... I beg you ... please .... **with all of my heart and soul and with the strength of all the various cyborg implants rattling around inside me... to let me know if you’re having a problem or an issue that will affect your performance, attendance, or ability to participate in this course before it does so.** Of all the great things we can access at UNC via any variety of means, you may notice that a time machine is not one of them. I cannot do anything about stuff that has already passed, and I cannot promise you will get the assistance you need if you are quiet about things in the present.

**In terms of course conduct:** Respecting one another, even if you disagree, is an important part of both the communicative process and the learning process. It will always be the default setting for our interactions. To that end I (respectfully) ask you to not let things distract you during class such as technology, other people, that rockin’ fit you’re going to drop on Insta when your new shoes show up, or whatever else. We’re doing this together. It is disrespectful to all involved to not honor that.

**Remember:** Attendance is not just “showing up,” but also “being there.”

**What I Will Expect From You:** Bring yourself and your undivided attention to lectures. Be on time. Be courteous. Prepare questions. Cite the readings in your assignments. Turn things in when they are due. Reach out if you have an issue. **Remember:** This is a communication-oriented course, so be prepared to communicate. You should always expect to be called upon to talk about our topics. Being quiet or shy is fine; being unprepared or failing to do the work is not.

## GRADING

**Grading Scale:** The work in this course is graded on a standard 10-point scale as outlined below:

94-100% A	90-93% A-	86-89% B+	83-85% B	80-82% B-	76-79% C+
73-75% C	70-72% C-	67-69% D+	63-66% D	60-62% D-	0-59% F

**What Grades Mean:** Grades are not just numbers. Grading is a form of communication between instructors and students. You should view each grade you receive as part of an ongoing conversation

about how you are comprehending the material and the assignments and how you are using them to exemplify your knowledge of the subject.

An “A” means that you did excellent work. If you received an A your work was clear, insightful, creative, and needs very little (if any) revision.

A “B” means that you did very good work. This work reflects a solid engagement with the material and an admirable execution of the concepts of the course. B work is a little less clear, perhaps not insightful, but certainly competent. Some revision on key themes would move this into the “A” category.

A “C” is average. C work is hurriedly produced in a computer lab a few hours before class. This work does not fail massively in any significant respect, but it does not distinguish itself in terms of analytical clarity or presentation: there’s no shame in receiving a C, but there is no glory in it either.

*\*\*\* We need to have a discussion if you are producing “D” or “F” work. Consider this mark on any assignment as a “see me,” and please, please, please do so as soon as you can.*

**Questions About Your Grade? Please note I will not discuss grades until 24 hours after they have been assigned.** This is so you can absorb feedback and have some time to assess the work and its strengths or weaknesses. I would prefer to discuss them during office hours. As we will be covering a lot of material it is important that we address issues as they happen. **Per university policy I do not discuss grades via email.**

## **MAJOR COURSE COMPONENTS & GRADING**

Media Projects:

*Bi-Weekly Project #1 – 2,000,000*

*Bi-Weekly Project #2 – 2,000,000*

*Bi-Weekly Project #3 – 2,000,000*

*Media Post #1 – 1,000,000*

*Media Post #2 – 1,000,000*

*Media Post #3 – 1,000,000*

*Attendance and Participation – 1,000,000*

**10,000,000 Points Total**

### **Schedule**

This course consists of FOUR components: 1. Discussions, 2. Reading, 3. Lab work, 4. Assignments and Projects.

Reading assignments should be completed prior to the class under which they are listed. Major assignment due dates are indicated in **bold with underlines**. Dates **highlighted in yellow** indicate days that we will switch up a class and/or do it differently.

Again please check the “Announcements” tab on Sakai for info. As of right now, this is a working draft, so you can expect lots of updates and additions... especially in the last three weeks!

### Week 1

**Wednesday, May 17** – Intro, Course Overview, Mark Robinson Visit, Equipment Policy

**Thursday, May 18** – Software, Syllabus, Assignment 1 Discussion, Media Post 1 Work

Watch *Premiere Pro Tutorial for Beginners 2022 - Everything You NEED to KNOW! (UPDATED)*

<https://youtu.be/cxzXEakrYO4> ← Note we will do things a bit differently, but this is a great resource for de-mystifying this stuff.

**Friday, May 19** – Introduction to Premiere

Read: *Making Media*, Chapter 1: Content and Development

**Adobe Premiere Workshop**

Setting up a timeline, organizing Bins, best practices, etc.

Media Post 1 Work

Super Useful Shortcut List: <https://motionarray.com/learn/premiere-pro/ultimate-list-of-adobe-premiere-keyboard-shortcuts/>

### Week 2

**Monday, May 22** - Camera Workshop

Read: *Making Media*, Chapter 2: Composing the Frame

**Media Post 1 Due by End of Day Monday**

**Tuesday, May 23** - Aesthetics, Framing, and Composition

Read: *Making Media*, Chapter 3: Reproducing the Frame

Watch *Types of Shots: Tomorrow's Filmmakers* <https://www.youtube.com/watch?v=wU3gJd8BGB0>

Watch *Ultimate Guide to Camera Shots: Every Shot Size Explained [The Shot List, Ep 1]*

<https://www.youtube.com/watch?v=AyML8xuKfoc>

**Wednesday, May 24** Basic Editing 2 – Editing in the Timeline

Read: *Making Media*, Chapter 4: Depth, Movement and Time

Lab Work: Editing in the Adobe Premiere Timeline

**Thursday, May 25** – Group Lab Work for Assignment 1

**Friday, May 26** – Group Lab Work for Assignment 1

**Assignment One is due SUNDAY NIGHT (So you have a bit more time...)**

### Week 3

**Monday, May 29** - **NO CLASS (Memorial Day)**

**Tuesday, May 30** – Sound Design and Audio Editing

Read: *Making Media*, Chapter 6: Sound

Watch *Patlabor 2: Opening Scene* - <https://www.youtube.com/watch?v=XHoCPtWaCtw> (We will break this down in class)

**Wednesday, May 31** - Recording Audio Workshop

Read: *Making Media*, Chapter 7: Sound & Image

**Thursday, June 1** - **Self-directed Lab Time**



**Friday, June 2 - Self-directed Lab Time**

Read: Making Media, *Chapter 8: Approaches to Production*

**Media Post 2 due by End of Day Friday**

**Week 4**

**Monday, June 5** – Media Post 2 Review / Discussion

**Tuesday, June 6** - Audio Editing Lab Work

**Wednesday, June 7** - Read: *Making Media*, Chapter 5: Light

Watch *Basic Lighting Techniques* <https://www.youtube.com/watch?v=2Y6bB86HmdA>

**Thursday, June 8** – Lighting Workshop

**Friday, June 9** – Lighting Workshop II / Possible Swain Visit

**Assignment Two due by end of day on Friday, June 9**

**Week 5**

**Monday, June 12** – Structure and Story

Read: Making Media, Chapter 10: The Theory of Linear Structure

Read: Making Media, Chapter 11: The Practice of Linear Structure

**Tuesday, June 13** – Editing Tips, Tricks, and Techniques

**Wednesday, June 14** – Editing, Montage, Counterpoints, Time/Image/Sound Manipulation

**Thursday, June 15** – Lab Time

**Friday, June 16** - Lab Time

**Media Post 3 due by End of Day Friday**

**Week 6**

**Monday, June 19** – Media Post 3 Review and Discussion

**Tuesday, June 20** – Group Lab Time

**Wednesday, June 21** – Group Lab Time

**Thursday, June 22** – Class Reflection #1 / Group Lab Time

**Friday, June 23** – Class Reflection #2 / Group Lab Time

**Assignment Three due by end of day on Friday**