FIU School of Communication + Journalism
RTV 4324 Broadcast News Magazine Tuesday & Thursday: 4:20pm – 6:20pm
Spring 2021 - Class schedule @ Zoom:

Instructor: **Kate MacMillin**
Office Location: **None**
Office Hours: **By appointment (Zoom)**
Phone: **None**
E-mail: **kmacmill@fiu.edu**

Please download and import the following iCalendar (.ics) files to your calendar system.

Weekly:

https://fiu.zoom.us/meeting/tJYsduCqpz8vHNXOZ8SMzfEBSfjuqC_VfxRI/ics?icsToken=98tyKuCqrzojGN2RtR-GRowQBYj4XerxmClYgo1lsyW9MA1JZCbUBeRIJ6NcL-7W

Join Zoom Meeting
https://fiu.zoom.us/j/92119294561?pwd=WDVtWkg5WjdjMDJSSWdLWnQ0R2ludz09

Meeting ID: 921 1929 4561 Passcode: capstone21

Required Software/Equipment

NO BOOK is required for this class. However, **ALL STUDENTS** are required to purchase the ==**Adobe Creative Cloud**==. This suite of software will be will be essential in order to complete all the assignments in the course. **You are required to have the programs for the <u>SECOND</u> week of class.** There is a significant educational discount for students:
https://www.adobe.com/creativecloud/buy/students.html?sdid=1XGJD51C&mv=search&ef_id=CjwKCAjwxev3BRBBEiwAiB_PWCQQNqHGuAu18E3r3R0Mdba-8myxmjBX2D3qtqHkUe1ot-9N_1dMqB0CTM4QAvD_BwE:G:s&s_kwcid=AL!3085!3!377751121176!b!!g!!photoshop%20download%20for%20students

Other equipment that you will use in this class but do not need to buy (although doing so could make your life a lot easier):

-    Digital audio recorder
-    DSLR that shoots both stills and video.
-    Clip-on and/or handheld microphone with a mini jack
-    Ring light

Course Description

This class is a capstone to your SCJ career. Students will put into practice the concepts and skills learned in previous reporting and media production courses. Through extensive hands-on experience, you will research, report, write, shoot, produce, and edit hard news and feature stories for broadcast.

Our RTV 4324 class will be working with the students registered in DIG 4552-Advanced Multimedia Production Capstone with Prof. Jay Sandhouse, to produce on-air broadcast quality programming and the digital content to support the program.

Course Objectives

The remote classroom experience will function like an integrated broadcast and multimedia newsroom. The professor will function as the news director. The students will serve as producers, reporters, field producers, anchors, writers, videographers, video/audio editors and content producers, etc. Just as in any newsroom, you are expected to be professional inside and outside the classroom. Students are expected to be self-motivated and independent, and with a clear concept of the importance of working as part of a production team. **Students are encouraged to have the video/camera turned on during class time.**

Students are expected to have a **strong proficiency** in the following areas of digital media production:

    a. Digital video production
    b. Digital audio production
    c. Digital photography and editing
    d. Non-linear digital video editing
    e. Using infographics/data visualization to communicate complex ideas/data sets
    f. Effectively combining above elements within a web-based platform

Student Learning Outcomes

1) A strong comprehension of fundamental concepts in digital/new media
2) The ability to tell stories using multiple digital media storytelling techniques
3) Strong familiarity with at least one online platform used for multimedia storytelling
4) Thinking critically, creatively and independently about the prospects, promises and pitfalls of digital media
5) Writing correctly and clearly in forms and styles appropriate for communications professions, audiences, and purposes they serve.

Grades

Your final grade will be based on a combined score from your performance on the projects. The expectations and grading rubrics for each project are as follows (1,000 points total):

Participation/Attendance: **200 pts**
Feature Reports (2):   **800 pts**

Judging, like judging multimedia in the industry, is not an exact science. This class is unlike typical general education courses that might use multiple-choice exams to measure your knowledge objectively. Although there is objective scoring in the class, most multimedia assignments get grades that are subjective. That means that you or someone else may have a different opinion of the merit of your projects. But as in the industry itself, the person in charge sets the standard. In this case, it is the instructors. You can rely on your instructors to know what the standards in the industry are, and to apply them here. Please note that subjective does not mean unfair. Within the class, the same standards are applied to everyone.

The instructor retains the right to modify this course syllabus for any reason throughout the semester provided that:
  a. Fair and adequate notice is given to enrolled students either by email, or online publishing.
  b. Modifications to the syllabus are not arbitrary or capricious.
  c. Students are not unfairly disadvantaged by mid-semester changes to grading standards, attendance standards, or performance measures.

Class Attendance

Students are expected to attend every class period (unless otherwise announced) and are responsible for obtaining any class notes missed from another student. If you miss or do not turn in an assignment, you will have very limited opportunity to make up the work. Rarely, the unexpected happens and emergency situations may arise, causing you to miss graded work. Please contact your instructors within 24 hours after the class start time if you encounter such a situation. Exceptions to the attendance rule will be based only on what the university classifies as excused absences. This is your responsibility. If you can prove the legitimacy of your tardiness or absence, you MAY be able to make up work

Ethical Conduct & Plagiarism

Academic Honesty: Student must follow the Standards of Conduct described in the student handbook. (http://www.fiu.edu/~sccr/standards_of_conduct.htm). Students are expected to use all resources, including books, journals, and computers only in authorized ways. Participants are expected to perform individual assignments without consulting each other. This practice "homogenizes" the thinking brought to the class, negatively impacting the discussion and our learning experience. Participants in this course are also reminded that materials may not be pasted or paraphrased from printed, electronic or any other sources without appropriate citations and credits. Failure to do so constitutes plagiarism and will result in penalties as set forth by University policies

FEATURE REPORT

The following assignment is designed to help you to master your skills using Adobe Premiere Pro, as well as:

- How the single camera system works.

- How to get, evaluate and organize ideas for productions.
- How to turn ideas for productions into words.
- Video and audio editing for single camera productions.
- Principles of audio.
- Lighting on location.
- Budgeting basics.
- How to select locations.
- What equipment is needed for field production.
- Directing single camera productions.
- Personnel needed for single-camera productions.\The operation of various audio and video support equipment.
- Location set preparation.
- How to get permission to use field locations and talent.
- Evoking viewer emotion through camera angle, location, and editing.

ASSIGNMENT: You and your partner(s) will write, record and edit a news or feature video package for the South Florida Media Network (SFMN).

- The total running time (trt) should be at least 90 seconds, and no more than two minutes. Projects will not be accepted if they do not meet this criteria.
- The video package **must** include: on-camera stand-up (open, close, and.or in the middle), voice-over, a minimum of two interviews (at least one should be with the owner, manager, employee, organizer, etc.), and graphics (lower-thirds).
- Use a diverse selection of shots (EWS, WS, MWS, MS, CU, ECU, Rule of Thirds, etc.). Pans and tilts are not necessary, unless they are smooth. **Your package must include at least one sequence, with a minimum of two shots.** Remember to shoot your interviews and stand-ups at eye level.
- Music is optional for the feature package.
- Use the SFMN (South Florida Media Network) lower-third, into and outro (in the Google Drive.
- When closing out your story, say something like "For the South Florida Media Network, I'm _____."
- **Include a four paragraph summary of the story, (with info from your broadcast script) ideally with a quote. This should be a Word file.**
- **Not turning in your first draft and/or written proposal on time will result in a 5% reduction (each) of the overall grade of this project.**

Your completed project should be uploaded to Google Drive.

Course Schedule (Preliminary) *

Week 1
January 12/14
- Overview of course and syllabus, expectations, view segments from past semesters.
- Class introductions

- Basic field production, review expectations for quality of work
- Shot composition and standard shots lecture
- Class divided into groups

January 14: ANCHOR AUDITIONS & HEADSHOTS - TV Studio - ACII 161 (3pm – 6pm)

Week 2

January 19/21

• Story proposals (3) ready for discussion in class

• Rough cut and Premiere Pro basics.

• Executive Producers, Web Designer, Anchors, and show editor selected

• Groups finalized

Week 3

January 26/28

• Performance, Vocal Development, and Interviewing lectures

• Adobe Audition Demonstration

• Written feature report proposal due Thursday, January 29th *

Week 4

February 2/4

• After Effects demonstration (SFMN lower thirds)

• Work on feature reports

Week 5

February 9/11

• Rough cuts, script, and script for anchor intros for feature reports due (in class) *

Week 6

February 16/18

• First draft of feature report due (in class) *

• Television studio lecture

February 23/25

• Final version of feature report due (in class) *
• February 25: Teams produce show live-to-tape in TV Studio – ACII 161 (3pm – 6pm)

March 2/4

• Final screening of feature reports and newscast

March 9/11

• Chroma Key demonstration

• Class divided into groups

• Story proposals (3) ready for discussion in class

• March 11: ANCHOR AUDITIONS & HEADSHOTS - TV Studio - ACII 161 (3pm – 6pm)

March 16/18

• Executive Producers, Web Designer, Anchors and show editor selected

• Working with a camera lecture

• Written feature report proposal due Thursday, March 19th *

March 22/24 • Work on feature reports

March 30/April 1

• Rough cuts, script, and script for anchor intros for feature reports due (in class) *

Week 13

April 6/8

• First draft of feature report due (in class) *

Week 14

April 13/15

• Final version of feature report due (in class) *
• April 15: Teams produce show live-to-tape in TV Studio – ACII 161 (3pm – 6pm)

Week 15

April 20/22

• Final screening of feature reports and newscast *

• Finals Week

• Indicates opportunities for students to participate in-person on campus

* All dates and scheduled work listed above are subject to change. All projects turned into course Google Drive.