

COURSE SYLLABUS **Digital Production: Storytelling with Impact**

COMM 420-201 Loyola University Chicago

FALL SEMESTER 2021

INSTRUCTOR
JOHN C.P. GOHEEN

CLASS LOCATION: SOC 003

OFFICE LOCATION: Lewis Towers 910A

OFFICE HOURS: By Appointment

OFFICE PHONE: Email Professor

E-MAIL ADDRESS: jgoheen@luc.edu
Email messages from students will be answered within 48 hours. An email on Friday may not receive a response until Monday.

INSTRUCTOR WEB PAGE: Sakai

CLASS HOURS: Wednesday 5:30 – 8:00 p.m.

PREREQUISITE: NONE

A. COURSE DESCRIPTION

COMM 420-201 is an entry-level course that will serve as an introduction to basic video/film/audio production. The goal of the course is for the student to develop the ability to capture great video images and audio, and to be able to edit these elements together to tell a story. Best practice production values are emphasized.

During the course each student will be taught:

- The basic understanding of how to capture video for use in visual storytelling.
- The basic principles of how to capture great video and audio.
- How to edit video and audio.
- How to tell a story by combining video and audio.

B. METHOD OF INSTRUCTION

The primary design of this course will be lecture, group discussion and individual participation. Homework assignments will require students to execute the basic fundamentals being taught in the classroom.

Building a good foundation is critical to success and a clear understanding of basic standards is essential before advancing to the next level. Everyone's work will be evaluated and critiqued. Constructive criticism should never be taken personally, understanding that storytelling is often a collaborative process.

Hands-on training is where each student develops the physical and mental skills necessary to perform each task successfully. This may require some students to put in more time and effort to be successful. Students should reach out to those in the class who may have more knowledge, skill and a willingness to help those with less natural skill or experience and have no hesitation to contact Professor Goheen for guidance.

C. COURSE OBJECTIVES

- Learn to capture video for use in video storytelling.
- Capture well composed video images.
- Capture great sound.
- Edit video and audio into a compelling story.

D. TEXTBOOK AND SUPPLIES REQUIRED

No textbook required for this course.

Required Equipment

- Headphones or earbuds for computer audio monitoring
- Class 6 or 10 SD Card(s)
- "AA" batteries
- Lens Cleaning Tissue
- 1 Roll of Clear Medical Tape
- 2 - Portable Hard Drives (1 recommended as a back-up drive)

Optional Equipment (recommended students purchase these items if possible)

Smartphone (or personal video camera with external audio input)

Tripod

Smartphone Mount

External Microphone (ideally wireless)

Personal computer for editing and zoom meetings

You will need a hard drive in order to edit your projects.

The drive should meet the following specifications:

Minimum USB 3.0. It works best to not have a drive that you have to plug into external AC power. Look for a drive that powers off the computer.

Minimum of 120GB (the larger, the more versatile) Minimum 5400 RPM (7200 RPM recommended, especially for video/film concentrators).

There are many different brands that will serve you well. Some brands to consider would be Toshiba, Maxtor, Seagate, Western Digital, and Lacie.

Many online and local retailers provide these kinds of drives. Local stores such as Best Buy, Apple, OfficeMax, Office Depot, etc., are good places to consider a purchase as well.

If the drive is brand new, we will format in class.

E. Grading Plan

- In-class participation accounts for 5% of overall grade – this includes attendance, quizzes, exams and classroom involvement in critique and question and answer sessions.
- Individual projects account for 60% of grade.
- Final project accounts for 35%

GRADING SCALE

A 4.0
A- 3.67

B+ 3.33
B 3.0
B- 2.67

C+ 2.33
C 2.0
C - 1.67

Non-Passing

D+ 1.33
D 1.0
D- .67

NUMERICAL VALUE

A

96-100 = A
90-95 = A-

B

86-89 = B+
83-85 = B
80-82 = B-

C

76-79 = C+
73-75 = C
70-72 = C-

D

67-69 = D+
64-66 = D
61-63 = D-

F

0-60 = F

- **A, A-** Indicates well-executed assignments and full understanding of the subject. The letter A is reserved for extraordinary distinction.
- **B+, B, B-** Indicates a good comprehension of course requirements to include a good understanding of the skills needed to adequately function in this area of study.
- **C+, C, C-** Indicates a basic comprehension of the course material and has met the requirements for completing assigned work and participating in class activities.
- **D+, D, D-** Work is unsatisfactory.

F. CAUSE FOR DEFICIENCIES

Attendance

Regular and on time attendance is essential for the educational process to work. Loyola University expects all students to attend every scheduled class on time. Exceptions may be made for University sponsored or work-related activities, illness or valid emergency situations.

You should make every effort to inform Professor Goheen as soon as possible of any absence or inability to turn an assignment in on time. If you know of a conflict, please don't wait to inform his at the last minute. Remember, we are in the School of Communication...so please make an effort to communicate. Due to the short time frame for this course, it is imperative to keep up with all assignments.

Late work or failure to complete assignment(s)

Any work turned in after the designated due date will receive a 10-point grade reduction for each week it is late, even if by one day. No work will be accepted after two weeks have passed from the due date and that assignment will receive a 0 or incomplete grade. The Final assignment must be turned in on time and if not turned in on time, there will only be a one-week grace period for acceptance with a 15-point penalty for late turn-in. If not received, this assignment will receive a grade of 0 for incomplete.

G. COURSE COMPONENT SPECIFICS

Students will be given multiple homework assignments to be completed outside the normal scheduled class time.

Class Participation

Participation is always valued and is expected of all students. Each student should make an effort to contribute in all classroom discussions. Class participation will be considered as grading criteria for your Final course grade.

Grading Components

The following are the major areas by which each assignment may be reviewed and graded:

- Pacing
- Content
- Framing
- Jump-cuts
- Sequencing
- Storytelling
- Use of audio
- Audio quality
- Tri-pod usage
- Video stability
- Hand-held shots
- Screen Direction
- Use of proper settings on camera
- Following directions of assignment

H. LOYOLA'S POLICY ON ACADEMIC DISHONESTY

The basic commitment of a university is to search for and to communicate the truth as it is honestly perceived. The university could not accomplish its purpose in the absence of

this demanding standard. To the extent that this standard is respected, a genuine learning community can exist. Students of this university are called upon to know, to respect, and to practice this standard of personal honesty.

Plagiarism is a serious form of violation of this standard. Plagiarism is the appropriation for gain of ideas, language, or work of another without sufficient public acknowledgement and appropriate citation that the material is not one's own. It is true that every thought probably has been influenced to some degree by the thoughts and actions of others. Such influences can be thought of as affecting the ways we see things and express all thoughts. Plagiarism, however, involves the deliberate taking and use of specific words and ideas of others without proper acknowledgement of the sources.

The faculty and administration of Loyola University Chicago wish to make it clear that the following acts are regarded as serious violations of personal honesty and the academic ideal that binds the university into a learning community:

Submitting as one's own:

- Material copied from a published source: print, internet, CD, audio, still photos, video, etc.
- Another person's unpublished work or examination material.
- Allowing another or paying another to write or research a paper, shoot or edit a video for one's own benefit.
- Purchasing, acquiring, and using for course credit a pre-written paper or video story.

The critical issue is to give proper recognition to other sources. To do so is both an act of personal, professional courtesy and of intellectual honesty.

Plagiarism on the part of a student in academic work or dishonest examination behavior will result minimally in the instructor assigning the grade of "F" for the assignment or examination. In addition, all instances of academic dishonesty must be reported to the chairperson of the department involved. The chairperson may constitute a hearing board to consider the imposition of sanctions in addition to those imposed by the instructor, including a recommendation of expulsion, depending upon the seriousness of the misconduct.

Academic cheating is another serious act that violates academic integrity. Obtaining, distributing, or communicating examination materials prior to the scheduled examination without the consent of the teacher; providing information to or obtaining information from another student during the examination; attempting to change answers after the examination has been submitted; and falsifying medical or other documents to petition for excused absences all are violations of the integrity and honesty standards of the examination process.

I. DIVERSITY, EQUITY AND INCLUSION (DEI)

Diversity is the representation of different and unique identities, characteristics, experiences and perspectives.

Equity gives everyone what they need to succeed by increasing access, resources, and opportunities for all; especially for those who are underrepresented and have been historically disadvantaged.

Inclusion is a welcoming culture in which differences are celebrated and everyone is valued, respected, and able to reach their full potential

At Loyola we strive to create and maintain a working and learning environment that is inclusive, equitable and welcoming to all. The power of diversity enriches each of us by exposing us to a range of ways to understand and engage with the world, identify challenges that enable us to discover, design, deliver solutions and create content that reflects these ideals.

The School of Communication is committed to working to build and sustain an equitable and inclusive environment where cultural diversity is celebrated and valued. We believe diversity benefits and enrich the development of all of our students and community. It is important for everyone to recognize they have a responsibility to develop and create content that does not reinforce, support or perpetuate stereotypes, untruths or other callus representations of any person, group or subject matter.

J. ILLEGAL ACTIVITY

Documenting with either audio or video, being present at an illegal activity or knowingly violation of any local, state, or federal laws related to the execution of any assignment will automatically exclude it from being accepted for a grade. In addition, the same exclusion applies if you learn after the fact that your actions were of an illegal nature.

Incorporating the use of inappropriate or socially unacceptable images or audio into your work will automatically exclude it from being accepted for a grade.

K. SPECIAL NEEDS

Students are urged to contact me should they have questions concerning course materials and procedures. If you have a special circumstance that may have some impact on your course work and for which you may require accommodations, please contact me early in the semester so that arrangements can be made with the Services for Students with Disabilities (SSWD). Additional information about the services available at Loyola, including eligibility for services, is on the SSWD website: <http://www.luc.edu/sswd/index.shtml>

L. LIABILITY ISSUES

Students will be instructed prior to their first assignment on the general nature of privacy and trespassing laws. From time to time students may find themselves in a position where someone may not approve of them capturing their image. In cases such as this, it is best to honor the wishes of this person. Even though you may very well be within your rights to gather this information to include both audio and video, it would be best if students “walk away” from the situation before it escalates.

In the event something does occur, please do the following:

- Contact faculty advisor
- Contact the department head

Guidelines for Recording Students During Online Classes

- To act in accordance with Illinois Eavesdropping Statute, students are hereby notified they may be subject to being recorded during course activities such as synchronous ZOOM or other sessions during instruction of this course.
- **Block Video Downloads by Students:**

To limit the circulation of recordings of students (e.g. recorded synchronous sessions, student presentations) beyond the classroom, and their possible use for “commercial purposes” as described in the Illinois Publicity Act, students’ ability to download video recordings will be restricted. All systems currently used by Loyola for recording (Panopto, VoiceThread, and Zoom) will be set to prevent students from downloading videos. This will not impact students’ ability to view the recordings when the student has an internet connection. If there is a need for students to download specific recordings, please contact the Office of Online Learning for guidance (online@luc.edu). Faculty retain the ability to download recordings.

- **Written Consent of Students:**

In alignment with Illinois law and the University Privacy Statement (above), instructors who wish to use an online class recording that includes student activity beyond the class in which it was recorded may do so only with the informed written consent of the students involved or if all student activity is removed from the recording. A release form created by the Office of the General Counsel must be signed by students.

- **Recording Guidelines for Online Faculty:**

- Only store recordings on Loyola-approved systems that restrict access to class members (ITRS can provide instructions).

Access to recordings is only for students enrolled in that class and that all recordings will be unavailable to students in the class when the Sakai course is unpublished (i.e. shortly after the course ends, per the Sakai administrative schedule)

- Video recordings cannot be downloaded and can only be viewed when the student has an internet connection.
- Students should share any concerns they may have about being recorded privately with the instructor prior to the first recording (e.g. the first synchronous session).

M. EQUIPMENT USE

Loyola University prides itself on providing state-of-the-art equipment for its students to learn the craft of visual story telling.

The School of Communication provides cameras, tripods, microphones, lighting and editing equipment that can be checked out from the Equipment Room (OWL Lab) in SOC 004.

This equipment passes through the hands of many students and in order to assure that the equipment remains in good working order, treat it like your own. **You** are financially responsible for all of the equipment you use and should treat it with great care. This kind of equipment is not indestructible, and it is susceptible to various environmental situations such as a dirt, dust, rain, snow, water, and heat. Caution should be taken when transporting all equipment as this equipment is fragile and can easily be damaged. Be aware of your environment and where you are at all times. This type of equipment is popular with thieves and can easily be pilfered if you are not paying attention. Do not rely on others to be the one responsible for “watching” the equipment.

In the event something should happen, everyone in the group will be considered a responsible party.

Do not leave equipment in a parked vehicle where it can easily be stolen from the backseat. If you do have to leave equipment in your car, do so by placing in the trunk. But again, as a reminder, do not let the equipment roll around uncontrollably.

You may use your own equipment, but first clear this with me before any assignment.

Additional information can be obtained from the Production Coordinator:

SCHOOL OF COMMUNICATION - PRODUCTION FACILITIES WATER TOWER CAMPUS
SOC 51 E. PEARSON Audio and Visual Production Coordinator: - OWL Lab (SOC 004 -
312.915.8830)

N. CLASS SCHEDULE – Wednesday 5:30 p.m. – 8:00 p.m.

*** Assignment Given * Due Assignment Footage * Due Assignment Fully Edited**

Week 1 September 1

First Day of Class – Introduction of Course – What’s your story?

Purchase – At least 1 Class 6, 8 Gig - SD card (2 preferred).

Make sure the drive is clean of any other material and is properly formatted for MAC or PC. For those who purchase a new drive, we will format in class.

WEEK 2 September 8

DUE – Come to class with hard drive to edit on.

Register Equipment for OWL LAB. Do’s and Don’ts.

Learn the basics – lecture on composition – rule of thirds – screen direction – the nose rule – framing – light elements – tri-pod use – wireless mic - Lecture on capturing audio in the field.

Reading Assignment - Camera manual and screen Video Tutorial (Quiz next week on this).

Learn to edit. Walking with Sopo.

Week 3 September 15

DUE - Editing Assignment #1 Learn to convert a video project.

In-class lecture and presentations.

Quiz on Camera Tutorial and manual.

Pick-up equipment from OWL LAB. Learn the equipment – In-class lecture and presentations. Take equipment outside to get familiar with it.

Bring to class – 1 Class 6, 8 Gig - SD card, AA batteries, tape.

**Week 4
September 22**

Bring to class – 1 Class 6, 8 Gig - SD card, AA batteries, tape.

Video Group Assignment #1 – LAST PHOTO Assignment – Interviews and still photos.

The purpose of this exercise is for you to demonstrate your ability to compose interviews, proper use of a level and steady tri-pod, proper color balance, focus, exposure, and good audio. Review composition and following the NOSE rule.

DUE - Editing Assignment #1 Walking with Sopo

Video Assignment #1 – LAST PHOTO Assignment – Interviews and still photos.

The purpose of this exercise is for you to demonstrate your ability to compose interviews, proper use of a level and steady tripod, proper color balance, focus, exposure, and good audio. Review composition and following the NOSE rule.

**Week 5
September 29**

DUE - Assignment #1 footage and hard drive. Learn how to ingest footage during class time. Edit Video Assignment #1 into a sequence on the timeline.

Lecture on incorporating video and audio to tell a story.

Assign Video Assignment #2 Neighborhood/Cemetery Profile.

**Week 6
October 6**

DUE - Assignment #1 Last Photo - Convert video prior to class by using video tutorial.

Assign Video Assignment #3 - Two Person conversation.

Introduce Loyola Music Library.

**Week 7
October 13**

Mid-Semester Break: No Monday or Tuesday Classes

DUE - Video Assignment #2 Neighborhood / Cemetery / Begin edit in class.

Assign - 3 fully developed ideas for Final Project.

Week 8
October 20

DUE - Fully Edited - Video Assignment #2 Neighborhood / Cemetery

Two Person Conversation footage ingested on individual hard drive...begin edit in class.

Week 9
October 27

Assign Video Assignment #4 – Shooting into Frame/Matched Action/Cut-a-ways.

DUE - Assignment #3 - Two Person Conversation...adding TEXT

Instruct how to add TEXT.

Week 10
November 3

DUE - Assignment #3 - Two Person Conversation...with TEXT

Present Final Project Ideas in front of class.

Assign Final Project Instructions

Week 11
November 10

DUE - Video Assignment #4 - Shooting into Frame / Matched Action / Cut-a-ways, footage ingested on individual hard drive...begin edit in class.

Week 12
November 17

(Class meets via ZOOM)

DUE - Fully Edited - Video Assignment #4 - Shooting into Frame

**Week 13
November 24**

Thanksgiving Holliday

NO CLASS this week

**Week 14
December 1**

DUE – Rough/Fine-cut Final Project - This is a graded assignment.

**Week 15
December 8**

LAST DAY CLASS MEETS

Due - Final Project - This is a graded assignment.

**Week 16
December 13-18 Finals Week - We do not meet**

O. SUGGESTIONS FOR SUCCESS

- Do the work
- Pay attention
- Communicate
- Be resourceful
- Take good notes
- Show up on time
- Make no excuses
- Come to class prepared
- Stay for the entire class
- Treat the class like a job
- Be fully engaged in class

Don't be afraid to ask for help
Take the initiative to learn and succeed
Don't wait until the last minute to do the assignment

P. INSTRUCTOR BIO

John C.P. Goheen is an award-winning broadcast television journalist, storyteller and documentary filmmaker with over 35 years of experience. He has traveled the world documenting major news events and sharing stories with all the major American television networks and international clients. He continues to shoot and produce for various domestic and international organizations.

He has received over 300 local, national and international awards with work he has produced for a variety of U.S. television networks, local TV stations and international broadcasters. He has received virtually every major broadcast award there is, to include over a dozen Emmys, as well as being honored three times with the most prestigious award a television photojournalist can receive, the National Press Photographer's Association Television News Photographer of the Year.

He is very knowledgeable in the area of video/film production and storytelling.