Videography

Fall 2016
M 11am—1:50pm
Comm 1116 (Soundstage)
Instructor: Jennida Chase
Email: chasej@siu.edu
Office: 1121F
Office Hours: T/R: noon—2:30pm, and by appointment

Course Description:
Throughout this course, students will analyze contemporary videography and social media campaigns, and create works for ‘clients’. Additionally, students will be further exposed to concepts regarding the development of a professional identity. This course is designed to give upper level students experience in videography and (web) marketing for independent filmmakers and multimedia/lens-based artists. Working in tandem with the Department of Cinema & Photography, MCMA and the Big Muddy Film Festival, students will create short videos to serve as marketing tools, as well as create social media content geared at promoting and illuminating events and various aspects around SIUC with an emphasis on the college of MCMA. Students will create and maintain a web presence and explore aspects of marketing online. This course is also designed to teach upper level students sustainable freelance techniques and professional practices specific to media artists.

Projects & Assignments:

Digital Content for Clients:
Students will select concepts and events and will organize into production teams to generate marketing content primarily via traditional short video spots but may also delve into photography as well as social media. Much of what we will do will happen outside of our scheduled class time, this course will require flexibility on your part. The more work you generate, the larger your commercial portfolio. No project will go ‘live’ without the full approval of the instructor and the client. I am not opposed to hearing additional ideas, but other projects submitted for course credit need to be approved by the instructor.

Digital content may include (though not be limited to) videos and social media campaigns for:
Department of Cinema & Photography
College of Mass Communication and Media Arts
The Big Muddy Film Festival
MCMA Graduate Program

A strong goal of this course is to provide a learning environment for ‘professional practices’ for media artists. How an artist presents oneself can have a strong impact on many aspects of their career. It is important to take these elements seriously, as they provide the professional framework to make an artist attractive in multiple markets.

Professional Practices Elements Include:
- Learn how to author professional documents such as proposals, short professional bios and cover letters.
- Develop a web presence with a website and social media. Websites can house both creative/artistic work and commercial work, have a bio section, link in to Vimeo/YouTube channels and more.
-Develop demo reels.
-Make business cards

An atmosphere of collaboration and convivial competition will be encouraged and facilitated and in production aspects of this course. The media arts are highly collaborative, and some of the collaborating partners you develop in your education can carry through to your professional life. Let’s generate a community willing and eager to participate and share!

**Grading:**
50% Projects: Digital Content for Clients
20% Participation/Attendance
30% Assignments: Resume, Proposals, Reel, Website, business/artist cards and various other assignments

**Points**
Attendance (16 classes @ 5 points each = 80)
class participation 120
content creation 500
demo reel 50
bio 50
web presence/blog 50
business cards 50
cover letter 50
proposal 50

Final grades will be based on both total points and the balance of all parts (e.g., receiving a D or C for certain elements in production work may prevent you from getting an A or B for final grade even if your total points may have reached above 80% or more). In case of unusual scenarios or circumstances, the instructor shall have the discretion to make decisions on final grades.

**Equipment Safety and Responsibility:**
Students should thoroughly check all the pieces of equipment to make sure that everything works properly before leaving the equipment room. Once you have taken the equipment and left the equipment room, you are completely responsible for any damage and loss of equipment, and you will be charged for the repair or replacement by the equipment room. Transferring of equipment from one person (group) to another without equipment room permission is not allowed. If it happens with permission, the responsibility should also transfer to the next person in writing.

1). During the transportation, never leave equipment in the car or anywhere else unattended.
2). Never leave cameras over night in a place (a car, an empty room) unattended.
3). On film set, always engage the latches or zippers of camera cases properly and professionally.
4). On film set, never leave a camera alone for a second without direct attention and protection.
5). On film set, never start filming without thoroughly checking, securing, and testing all locks and stability for all equipment involved, including cameras, tripods, lights, stands, etc.
6). Never leave a film set without double checking and counting all pieces of equipment.
7). In case of any accident, damage, or missing of equipment, report the details in writing to the equipment room and the instructor immediately.

**Class Attendance and Policies:**
It is very important that all students attend class and be on time. All valuable announcements will be in the beginning of the class. However, you may be allowed **TWO absences**. Your grade will be lowered by **ONE LETTER GRADE** upon the **3rd absence**; upon the **5th absence**, you will receive a **failing grade**.

Attendance is taken via a sign-in sheet, it is your responsibility to sign your name on the sheet. If your name is not on the sign-in sheet,
you will be marked absent. Signing the attendance sheet is YOUR RESPONSIBILITY. No-showing a scheduled shoot will be counted as an absence. Tardiness is also a disruption and will be treated as such. Three tardies of 5 minutes or more will be treated as an unexcused absence. Please see above about how this could potentially affect your grade. Please contact me immediately if you have a family or medical emergency as your excused absence.

Assigned work is due at the beginning of class. A letter grade will be dropped for every day that the work is late. In the real world late work constitutes the loss of a job and pay!

This course seeks to facilitate professional experience. Professionalism is required! Attitude is everything. Poor conduct, bad attitude and negative behavior are detrimental to the class/video shoot and will result in a lower grade and possible removal from class.

No cellphone use or web surfing during class—unless expressly invited to do so by the instructor.

Important dates fall 2016

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<tr>
<th>Date</th>
<th>Event</th>
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<tr>
<td>Monday, August 22</td>
<td>Semester begins</td>
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<td>Sunday, August 28</td>
<td>Last day to add a 16 week class without instructor permission</td>
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<td>Monday, August 29</td>
<td>Instructor permission required to add a 16 week course. (Restricted Class Permit form, signed by instructor, submitted to academic advisor by student)</td>
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<tr>
<td>Friday, September 2</td>
<td>Last day to drop 16 week course &amp; receive a tuition refund.</td>
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<td>Monday, September 5</td>
<td>Labor Day Holiday (No classes, University closed)</td>
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<td>Monday &amp; Tuesday, Oct. 10-11</td>
<td>Fall Break (No Classes)</td>
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<td>Saturday, December 3</td>
<td>Final Exam Week</td>
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<td>Saturday, December 17</td>
<td>Graduation</td>
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Building Emergency Response Protocols:

University’s Emergency Procedure Clause:
Southern Illinois University Carbondale is committed to providing a safe and healthy environment for study and work. Because some health and safety circumstances are beyond our control, we ask that you become familiar with the SIUC Emergency Response Plan and Building Emergency Response Team (BERT) program. Emergency response information is available on posters in buildings on campus, available on BERT’s website at www.bert.siu.edu, Department of Public Safety’s website www.dps.siu.edu (disaster drop down) and in the Emergency Response Guideline pamphlet. Know how to respond to each type of emergency.

Instructors will provide guidance and direction to students in the classroom in the event of an emergency affecting your location. It is important that you follow these instructions and stay with your instructor during an evacuation or sheltering emergency. The Building Emergency Response Team will provide assistance to your instructor in evacuating the building or sheltering within the

**Students With a Disability:**
Instructors and students in the class will work together as a team to assist students with a disability safely out of the building. Students with a disability will stay with the instructor and communicate with the instructor what is the safest way to assist them.

**During the spring semester we have a Storm Drill.** Pick up your belongings and your instructor will lead you to a safe area of the basement. No one will be allowed to stay upstairs. Stay away from windows. The drill should not last more than 10 minutes. You must stay with your instructor so he/she can take roll. Students need to be quiet in the basement as the BERT members are listening to emergency instructions on handheld radios and cannot hear well in the basement.

**During the fall semester we have a Fire Drill.** Pick up your belongings and your instructor will lead you to either the North or South parking lot depending on what part of the building your class is in. You must stay with your instructor so he/she can take roll. As soon as the building is all clear, you will be allowed to return to class.

These drills are to train instructors and the Building Emergency Response Team to get everyone to a safe place during an emergency.

If someone calls in a bomb threat, class will be suspended and students will be asked to pick up their belongings, evacuate the building and leave the premises. Do not leave anything that is yours behind. We will not allow anyone back into the building until the police and bomb squad give us an all clear.

DO NOT USE YOUR CELL PHONES. Some bombs are triggered by a cell phone signal.

**Shooter in the Building:**
If it is safe to leave, move to a safe area far from the building away from where the shooter is located. If anyone has any information about the shooter, please contact the police after they have
If it is not safe to leave, go into a room, lock the door and turn out the lights. Everyone should spread out and not huddle together as a group. Don't stand in front of the door or in line of fire with the door. Students’ chair and desks should be piled in front of the glass and door as a barricade and the teacher's desk, podium and anything movable can be pushed against the door. This is intended to slow down any attempts to enter the classroom. If it looks like the shooter is persistent and able to enter, make a lot of noise and have the students use everything in their backpacks to throw at the shooter to distract. Silence all cell phones after one person in the room calls the police and informs them of their location and how many people are in the room. Be quiet and wait for the police to arrive. The police are looking for one or more shooters, and they have no way of knowing if the shooter is in the room people are hiding in. For this reason, when the police enter the room, no one should have anything in his/her hands and each person MUST raise his/her hands above his/her head.

In the event of an earthquake, you are advised to take cover quickly under heavy furniture or crouch near an interior wall or corner and cover your head to avoid falling debris. Outside the building are trees and power lines and debris from the building itself that you will need to stay away from. In the building, large open areas like auditoriums are the most dangerous. Do not try to escape on a stairway or elevator. Do not hide under a stairway. We do not recommend that you stand in a doorway because the door could shut from the vibrations and crush your fingers trapping you there.

**Rave Mobile Safety Alert System:**
We recommend that you sign up for the Rave Mobile Safety Alert System. It is a new system that replaces the WENS system to alert you through emergency text messages on your cell phone and emails for emergencies on campus, weather reports and emergency school closures. You have to sign up. If you were signed up for WENS it does not roll over. You have to sign up for Rave Mobile

Safety Alert System. Go to hrss.siu.edu (Human Resources Self-Services System), login with your regular SIU login username and password, click on Personal Information, fill out the information or update the information and save it. For more information, visit dps.siu.edu, contact SalukiTech at 453-5155 or salukitech@siu.edu.

**CPR/First Aid Classes:**
If you would be interested in getting your name on a list for a free four hr. CPR or First Aid class contact LaVon Donley-Cornett at lavong@siu.edu.

**Women's Self Defense Classes are offered** to female students faculty and staff by the Department of SIU Public Safety. For more information, contact Officer Russell Thomas russellt@dps.siu.edu.
IMPORTANT DATES *
Semester Class Begins: ...........................................08/22/2016
Last day to add full-term course (without Dean’s signature): .......08/28/2016
Last day to withdraw from the University with a full refund: ......09/02/2016
Last day to drop a full-term course for a credit/refund: .............09/04/2016
Deadline to apply to graduate at the end of this term: .............09/16/2016
Last day to drop a full-term course (W grade, no refund): ........10/30/2016
Final examinations: .............................................12/12–12/16/2016
Commencement: .................................................12/17/2016
Note: For more detailed information on the above deadlines, please visit http://registrar.siu.edu/calendars. For add/drop dates that apply to shorter-than-full-term courses, please look at the Schedule of Classes search results at http://registrar.siu.edu/sched-class/index.html.

FALL SEMESTER HOLIDAYS
Labor Day Holiday 09/05/2016
Fall Break 10/08—10/11/2016
Veteran’s Day Holiday 11/11/2016

WITHDRAWAL POLICY – Undergraduate only
Students who officially register for a session must officially withdraw from that registration in a timely manner to avoid being charged as well as receiving a failing grade for those classes. An official withdrawal must be initiated by the student, or on behalf of the student through the academic unit, and be processed by the Registrar’s office. For the proper procedures to follow when dropping courses and when withdrawing from SIU visit: http://registrar.siu.edu/students/withdraw.html

INCOMPLETE POLICY—Undergraduate only
An INC grade may be assigned when, for reasons beyond their control, students engaged in passing work are unable to complete all class assignments for the course. An INC must be changed to a completed grade within one full semester (undergraduates), and one full year (graduate students), from the close of the term in which the course was taken or graduation, whichever occurs first. Should the student fail to complete the remaining course requirements within the time period designated, the incomplete will be converted to a grade of F and such grade will be computed in the student’s grade point average. For more information visit: http://registrar.siu.edu/grades/incomplete.html

REPEAT POLICY
An undergraduate student may, for the purpose of raising a grade, enroll in a course for credit more than once. For students receiving a letter grade of A, B, C, D, or F, the course repetition must occur at Southern Illinois University Carbondale. Effective for courses taken Summer 2013 or later, only the most recent (last) grade will be calculated in the overall GPA and count toward hours earned. This policy will be applied to all transferrable credit in that only the last grade will be used to calculate grade point average. Only those courses taken at the same institution are considered repeats under this policy. See full policy at http://registrar.siu.edu/students/repeatclasses.html

GRADUATE POLICIES
Graduate policies often vary from Undergraduate policies. To view the applicable policies for graduate students, please refer to the graduate catalog at http://gradschool.siu.edu/about-us/graduate-catalog/index.html

DISABILITY POLICY
Disability Support Services provides the required academic and programmatic support services to students with permanent and temporary disabilities. DSS provides centralized coordination and referral services. To utilize DSS services, students must contact DSS to open cases. The process involves interviews, reviews of student-supplied documentation, and completion of Disability Accommodation Agreements. http://disabilityservices.siu.edu/

PLAGIARISM
Student Conduct Code http://srr.siu.edu/student_conduct_code/

SAFETY AWARENESS FACTS AND EDUCATION
Title IX makes it clear that violence and harassment based on sex and gender is a Civil Rights offense subject to the same kinds of accountability and the same kinds of support applied to offenses against other protected categories such as race, national origin, etc. If you or someone you know has been harassed or assaulted, you can find the appropriate resources here: http://safe.siu.edu

SALUKI CARES
The purpose of Saluki Cares is to develop, facilitate and coordinate a university-wide program of care and support for students in any type of distress—physical, emotional, financial, or personal. By working closely with faculty, staff, and students and their families, SIU will continue to display a culture of care and demonstrate to our students and their families that they are an important part of the community. For Information on Saluki Cares: call (618) 453-1492, email siucares@siu.edu, or http://salukicare.siu.edu/index.html

SIU’S EARLY WARNING INTERVENTION PROGRAM (EWIP)
Students enrolled in courses participating in SIU’s Early Warning Intervention Program might be contacted by University staff during a semester. More information can be found at the Core Curriculum’s Overview webpage: http://corecurriculum.siu.edu/program-overview/

EMERGENCY PROCEDURES
We ask that you become familiar with Emergency Preparedness @ SIU. Emergency response information is available on posters in buildings on campus, on the Emergency Preparedness @ SIU website, and on text and email alerts. To register for alerts visit: http://emergency.siu.edu/

INCLUSIVE EXCELLENCE
SIU contains people from all walks of life, from many different cultures and sub-cultures, and representing all strata of society, nationalities, ethnicities, lifestyles, and affiliations. Learning from and working with people who differ is an important part of education as well as an essential preparation for any career. For more information visit: http://www.inclusivexcellence.siu.edu/

LEARNING AND SUPPORT SERVICES
Help is within reach. Learning support services offers free tutoring on campus and math labs. To find more information please visit the Center for Learning and Support Services website:
Tutoring : http://tutoring.siu.edu/
Math Labs http://math.siu.edu/courses/course-help.php

WRITING CENTER
The Writing Center offers free tutoring services to all SIU students and faculty. To find a Center or Schedule an appointment please visit: http://writ.siu.edu/

AFFIRMATIVE ACTION & EQUAL OPPORTUNITY
Our office's main focus is to ensure that the university complies with federal and state equity policies and handles reporting and investigating of discrimination cases. For more information visit: http://diversity.siu.edu/

MILITARY COMMUNITY
There are complexities of being a member of the military community and also a student. Drill schedules, calls to active duty, complications with GI Bill disbursement, and other unforeseen military and veteran related developments can complicate academic life. If you are a member of the military community and in need of accommodations please visit Veterans Services at http://veterans.siu.edu/

Additional Resources:
ADVISEMENT: http://advisement.siu.edu/
SIU ONLINE: http://online.siu.edu/
SALUKINET: https://salukinet.siu.edu/
MORRIS LIBRARY HOURS: http://www.lib.siu.edu/

Fall 2016/RORourke
The use of your cellphones is strictly prohibited unless otherwise notified.

This syllabus is subject to change based on the needs of the class.

### Course Schedule:

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<th>Week</th>
<th>Topic</th>
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<td>8/22</td>
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<td></td>
<td>Introductions</td>
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<td>2</td>
<td>8/26</td>
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<td>Basics of a Promotional Video</td>
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<td>3</td>
<td>9/5</td>
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<td>Labor Day – No Class</td>
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<td>4</td>
<td>9/12</td>
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<td>On Paper</td>
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<td>The Art of the Written Proposal</td>
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<td>5</td>
<td>9/19</td>
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<td>Tech Basics</td>
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<td>camera, sound and lighting set ups for 1 and 2 person interviews</td>
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<td>6</td>
<td>9/26</td>
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<td></td>
<td>Proposals Due</td>
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<td>7</td>
<td>10/3</td>
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<td>Professional Communication</td>
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<td>Business Cards, the Art of the Cover Letter, and email exchanges</td>
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<td>8</td>
<td>10/10</td>
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<td>Utilizing Social Media</td>
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<td>10/17</td>
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<td>Artist Websites</td>
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<td>Wordpress, Wix &amp; Squarespace demos</td>
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<td>10</td>
<td>10/24</td>
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<td>Screen/Crit Content to Date – Competition Evaluations</td>
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<td>11</td>
<td>10/31</td>
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<td>Anatomy of a Music Video</td>
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<td>12</td>
<td>11/7</td>
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<td>Get Reel</td>
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<td>Analyzing and Developing Reels</td>
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<td>13</td>
<td>11/14</td>
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<td>Financial Issues</td>
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<td>Ways to Determine Costs and How to Quote Pricing</td>
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<td>14</td>
<td>11/21</td>
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<td>Artist Bios &amp; Resume Workshop</td>
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<td>11/28</td>
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<td>Reel CRIT</td>
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<td>16</td>
<td>12/5</td>
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<td>Sustainable Practices for Artists</td>
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