

**Advanced Video  
in Visual  
Communications**

**1922 MON**

**12:30 - 4:30pm**

**Brent McMahan**



**EAST TEXAS  
—A&M—**

**Course Content**

Advanced Video in Visual Communications is a further introduction to video production and storytelling. In this class we will create videos that explore some of the professions of video and agency production. The emphasis will be on video interviews of professionals and B roll content to develop short and engaging pieces with a high production value. The goal is to not only learn video production but also glean insights from the professionals we have as subjects.

**Course Outcomes**

- strengthen application skill sets to include Premier and Audition while incorporating Photoshop and Illustrator into the process of video production.
- build an understanding of professional expectations, presentations and processes through assignment work flow
- apply research to generate questions for the professionals to be interviewed
- incorporate visual vocabulary into critiques and project conversations
- adding video to the students quiver of skills
- thinking on your feet

We will focus repeatedly on craft and the production of assets in a timely manner. In addition, we learn about involving the following into the creative process—

- |                                    |                                       |
|------------------------------------|---------------------------------------|
| attention to detail                | how to edit and see video             |
| discipline and patience            | color grading                         |
| problem solving                    | quick visualization                   |
| video design                       | storyboards animatics and styleframes |
| craftsmanship                      | multiple ideas for one project        |
| critical thinking                  | incorporating of graphics             |
| understanding that projects change | to redo the job until it's right      |

**Project Parameters**

You are expected to work in class as well as perform outside of class work.

We will be off campus on several video shoots where you will be expected to behave as a professional.

You are expected to come to class prepared to work on the current assignment, this includes but is not limited to remembering the project supplies needed. Not being able to make progress during class due to lack of materials will reflect in your mini-deadline grade.

All projects are given with weekly steps to be accomplished by the beginning of the next class meeting. Mini-deadlines are part of the overall assignment and play a major role in your projects final grade.

You will be required through out the semester to print your assignments in color and purchase items to create assignment comps. Please budget accordingly. Projects must be comped in color to be considered complete.

All work is due on the assigned date. Projects are due at the beginning of class. For a project to be considered complete, the specified electronic portion placed, as directed, onto D2L and a hard copy provided, as specified in the assignment sheet. Late work is accepted at instructor's discretion.

During class you may not work on other course projects without the consent of the instructor. If a student is caught using email or social media of any kind during lecture or lab time, the entire class gets a fair warning, no second chance will be issued. On the second occurrence, the entire class received an 0 as their daily grade.

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## Lab Information

Use your University login information to work on the machines

Please use your USB drive as a storage device and for transport only, it is not an additional hard drive.

You are responsible for keeping up with your files. When arriving in class:

- 1) insert USB drive
- 2) copy your work to the 497 folder
- 3) remove your USB drive
- 4) work and enjoy class or lab time
- 5) insert USB drive
- 6) copy current work on to it

Students may also choose to keep their work on their personal google drive to always have access to their work and be prepared to work in class.

You may not eat in the lab.

Please make sure cell phones are silenced. No headphones on during class.

Do not load any type of personnel software onto these computers. Resist this temptation.

**Always leave the lab clean.**

## Attendance

FIRST ABSENCE: The student will receive an email from the VisCom admin and a copy goes to the instructor and Lee

SECOND ABSENCE: The student will receive an email from the VisCom admin and a copy goes to the instructor and Lee.

Lee will contact the student.

THIRD ABSENCE: Lee emails the student that they have failed the course.

Two tardies equals one absence

A tardy of 60 minutes equals one absence.

If a student is OVER 10 MINUTES late for the final, a full grade will be deducted from his or her final grade.

If a student does not show up for the final they automatically fail the class.

## Instructor contact and response time

Office hours: please make an appointment via email

Brent.McMahan@tamuc.edu

Please use your university email as your primary source of contact. If your email is more than a short paragraph, please consider making an appointment.

Communication from students will be responded to within a reasonable time during the work week.

Weekend communication will be handled the next business day unless noted. Due to the high volume of email that is received an important message may be missed, if an important email has not been responded to in 2 days, please send again.

## Syllabus Update Policy

The syllabus is a guide. Circumstances and events, such as student progress, may make it necessary for the instructor to modify the syllabus during the semester. Any changes made to the syllabus will be announced in advance.

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## Grading Guidelines

Grades will be assigned according to the following scale:

### A — 90-100

Work well above the general class level, evidence of participation in related activities

Outside of the classroom, thoughtful participation in classroom discussion and critique

*Superlative work: careful attention to craft and presentation. Originality of idea and execution work together. Goes beyond merely solving the problem – one who performs at this level is visibly outstanding, work is outstanding in every respect.*

### B — 80-89

Work above the general class level, participation in classroom discussion and critique

*Fine work. A few minor changes could have been considered and executed to bring piece together. Goes beyond merely solving the problem. Above average: solution to the problem and idea well planned. Execution is well done.*

### C — 70-79

Average work, minimal requirements met

*Average or a bit above: slipping in levels of originality, craft and presentation. The piece does not work well as a unified whole or statement yet effort was made. You have solved the problem but in a relatively routine way.*

### D — 60-69

Work below class average, lack of participation and/or poor attendance

*You have solved the problem but there is much room for improving your skills and developing your concepts further.*

*You have neglected the basic craftsmanship skills and breadth and depth of idea development. You were unable to meet mini deadlines. Represents careless and/or incomplete effort. Work is substandard.*

### F — 0-59

Inferior or unacceptable work and effort, work not turned in, or failure to attend class.

In addition to exercises and projects, your final grade will also be based on critique participation and application, work ethic, and attitude. These specifications are applied with the following percentages:

60% projects

40% class preparedness and participation

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## LMS

All course sections offered by Texas A&M University-Commerce have a corresponding course shell in the myLeo Online Learning Management System (LMS). Below are technical requirements

## LMS Requirements:

<https://community.brightspace.com/s/article/Brightspace-Platform-Requirements>

## LMS Browser Support:

[https://documentation.brightspace.com/EN/brightspace/requirements/all/browser\\_support.html](https://documentation.brightspace.com/EN/brightspace/requirements/all/browser_support.html)

## ACCESS AND NAVIGATION

You will need your campus-wide ID (CWID) and password to log into the course. If you do not know your CWID or have forgotten your password, contact the Center for IT Excellence (CITE) at 903.468.6000 or [helpdesk@tamuc.edu](mailto:helpdesk@tamuc.edu).

Note: Personal computer and internet connection problems do not excuse the requirement to complete all course work in a timely and satisfactory manner. Each student needs to have a backup method to deal with these inevitable problems. These methods might include the availability of a backup PC at home or work, the temporary use of a computer at a friend's home, the local library, office service companies, Starbucks, a TAMUC campus open computer lab, etc.

**Academic Integrity**

Students at Texas A&M University-Commerce are expected to maintain high standards of integrity and honesty in all of their scholastic work. For more details and the definition of academic dishonesty see the following procedures:

Undergraduate Academic Dishonesty 13.99.99.R0.03

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/undergraduates/13.99.99.R0.03UndergraduateAcademicDishonesty.pdf>

- Scholastic dishonesty will not be tolerated in any class -related activity.
- Scholastic dishonesty includes, but is not limited to, the submission of someone else's materials as one's own work.
- Scholastic dishonesty may involve one or more of the following acts: cheating, plagiarism, or collusion.
- Plagiarism is the use of an author's words or ideas as if they were one's own without giving credit to the source, including, but not limited to, failure to acknowledge a direct quotation. Cite your references.
- Cheating is the willful giving or receiving of information in an unauthorized manner during an examination, illicitly obtaining examination questions in advance, copying computer or Internet files, using someone else's work for assignments as if it were one's own, or any other dishonest means of attempting to fulfill the requirements of a course.
- Collusion is intentionally aiding or attempting to aid another in an act of scholastic dishonesty, including but not limited to, providing a paper or project to another student, providing an inappropriate level of assistance, communicating answers to a classmate during an examination, removing tests or answer sheets from a test site, and allowing a classmate to copy answers.
- Academic dishonesty could result in expulsion from the University

**Student Conduct**

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. The Code of Student Conduct is described in detail in the Student Guidebook.

<http://www.tamuc.edu/Admissions/oneStopShop/undergraduateAdmissions/studentGuidebook.aspx>

Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum: <https://www.britannica.com/topic/netiquette>

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The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

Office of Student Disability Resources and Services

Texas A&M University-Commerce

Gee Library- Room 162

Phone (903) 886-5150 or (903) 886-5835

Fax (903) 468-8148

Email: [studentdisabilityservices@tamuc.edu](mailto:studentdisabilityservices@tamuc.edu)

Website: Office of Student Disability Resources and Services

<http://www.tamuc.edu/campusLife/campusServices/studentDisabilityResourcesAndServices/>

**Nondiscrimination Notice**

Texas A&M University-Commerce will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.

**Campus Concealed Carry Statement**

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in Texas A&M University-Commerce buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and A&M-Commerce Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations.

For a list of locations, please refer to the Carrying Concealed Handguns On Campus document and/or consult your event organizer.

Web url: <http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34Safety-OfEmployeesAndStudents/34.06.02.R1.pdf>

Pursuant to PC 46.035, the open carrying of handguns is prohibited on all A&M-Commerce campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.

**Handbook & Safety**

While the online manual covers specific issues related to the Department of Art, Texas A&M University-Commerce policies must also be followed. All users of Department of Art (DOA) classrooms and facilities are required to follow the health and safety guidelines outlined in this manual at all times. Report any safety issues IMMEDIATELY to your instructor(s), Teaching Laboratory Specialist, or to the DOA Health and Safety Liaison. Each course instructor will discuss their area's inherent risks, procedures and policies to provide the student with informed consent. These will be reviewed verbally at the start of each semester. A link to the online Handbook: <http://sites.tamuc.edu/art/resources/healthandsafety/>

Students that meet in face-to-face Department of Art courses must complete the online form for each course they attend. A link to the online form: <http://dms.tamuc.edu/Forms/ArtLabPolicy>

\*This must be completed on-campus while using the University wifi or ethernet connections.

**A&M-Commerce Supports Students' Mental Health**

The Counseling Center at A&M-Commerce, located in the Halladay Building, Room 203, offers counseling services, educational programming, and connection to community resources for students. Students have 24/7 access to the Counseling Center's crisis assessment services by calling 903-886-5145. For more information regarding Counseling Center events and confidential services, please visit [www.tamuc.edu/counsel](http://www.tamuc.edu/counsel)