



COMS 1336 Section O1E Audio-Visual Communication Commerce Campus

Tues-Thurs 12:30-1:45 PM

COURSE SYLLABUS: FALL 2026

INSTRUCTOR INFORMATION

Instructor: Dr. Jason Bickle (Dr. B)

Department: History & Liberal Studies

Office/Classroom Location: Room 143

Office Hours: Scheduled as needed & online meetings – MS Teams/Other

Department Phone: 903.886.5226

Phone: (469) 277-6125

University Email Address: jason.bickle@etamu.edu

Preferred Form of Communication: Email (jason.bickle@etamu.edu)

Communication Response Time: within minutes-hours, Monday–Friday

COURSE INFORMATION

Course Description

COMS 1336: An introduction to basic audio and video production and digital production theories and skills needed for effective media content creation. The course includes practical training with software and hardware for digital media production, develops an understanding of the aesthetics of media production and provides preparation for using audio and video content as a form of communication to an audience.

This course is a hands-on production course. Students study how meaning is constructed in moving-image and audio media — theme, genre, story, character, directing, cinematography, editing, and sound — and then apply those principles by planning, shooting, recording, editing, and delivering their own media projects using AV production software. Coursework moves through a professional production cycle for every project: concept and brainstorm on paper, storyboard, production, editing, and critique. No prior production experience is required.

The syllabus/schedule are subject to change.

Materials – Textbooks, Readings, Supplementary Readings

Required Texts:

- 1) Shlisky, S., Cera, V., Antonich, M., Clemens, C., & Vaughn, J. *Video Production Handbook*. ASCCC Open Educational Resources Initiative (OERI), via Humanities LibreTexts. OER, free. Licensed CC BY-NC 4.0. 16 chapters.
- 2) Jago, Maxim. *Adobe Premiere Pro Classroom in a Book (2025 release)*. Adobe Press. ISBN: 978-0-13-538283-7. (17 lessons; includes downloadable lesson files and Web Edition — follow the book's "Getting Started" section to unlock access.)

Student Learning Outcomes

As a Core Curriculum requirement, this class focuses on four common Student Learning Outcomes:

1. **Critical Thinking** - Students will analyze and apply digital production theories to plan and solve creative and technical problems in audio and video production.
2. **Audio/Visual Communication** - Students will apply technical production skills to create audio and video content that communicates a clear, well-organized message appropriate to its intended audience and purpose.
3. **Personal Responsibility** - Students will understand and practice academic and professional honesty, including the ethical sourcing, licensing, and attribution of all production materials.
4. **Social Responsibility** - Students will demonstrate an understanding of societal and civic issues through media content that engages thoughtfully with real audiences and communities.

COMS 1336: SLO Assessment Map

1. **Critical Thinking** - the preproduction materials (examples: planning, story, shot list, storyboard) for each project, in-class critique of peer rough cuts, and the problem-solving required to carry a concept through to a finished piece.
2. **Audio/Visual Communication** - Readings, video/audio projects, and production software training to teach and practice technical skills required for AV projects.
3. **Personal Responsibility** - academic-integrity expectations on all work, correct sourcing and licensing of third-party footage, images, and music, and the talent/location releases required for every project.
4. **Social Responsibility** - through reading and practice consider community or civic subject matters, coursework on media ethics, representation, consent, and accessibility (captioning).

COURSE REQUIREMENTS

Instructional Methods and Assessment

Instructional Methods: This course combines lecture, discussion, and in-class production exercises and hands-on equipment/software, collaborative problem-solving during rough-cut critique sessions, project screenings, guided readings and structured skill-building through Classroom in a Book (CIB) lessons, self-assessment, and critical analysis of student and professional media work. Learning is assessed through three graded production projects, CIB lesson completion, and project screening and reviews.

The syllabus/schedule are subject to change.

Software & Equipment: We will work on best methods for access to software and equipment as we work through the class. So do not purchase anything before we discuss.

Required Software/Equipment:

- Adobe Premiere Pro (2025 release or later), via an Adobe Creative Cloud ETAMU subscription. Other Adobe software may be utilized for audio and graphics, and we will discuss in class.

Required Equipment & Materials:

- A camera capable of recording HD video — a current smartphone camera is acceptable for every project in this course.
- Headphones or earbuds (required for all audio work; laptop speakers are not sufficient for mixing).
- External storage: a USB 3.0 or faster external SSD/drive of at least 256 GB, or equivalent cloud storage, for media, project files, and backups. Video files are large — plan for this in Week 1.
- 8.5 × 11 paper or a notebook for brainstorming, shot lists, and storyboards (on-paper preproduction is graded).

Suggested Equipment for Projects:

- An external microphone (lavalier or shotgun, USB or smartphone-compatible) audio quality is the single most common weakness in student projects.
- A tripod with smartphone mount, and a small LED light panel or reflector.

Hardware note: Students must have access to a computer (Mac or PC) capable of running Premiere Pro 2025. Personal computer and internet problems do not excuse late work; keep backups of all media and project files.

Assignments, Student Responsibilities, Expectations, and Tips for Success

- **Premiere CIB Lessons:** Students work through the assigned lessons
- **Project 1: 60-Second Story:** A one-minute visual narrative told without dialogue, built from a planned six-shot sequence.
- **Project 2: Researched Audio Feature / Podcast Segment:** A 5–7-minute audio piece incorporating at least one recorded interview, narration, ambient sound, and a music bed, mixed to consistent levels. Deliverables: on-paper brainstorm and interview plan, rough cut for critique, and final mixed cut.
- **Project 3: Short Documentary or Film (Final Project):** A 3–5-minute finished piece on a community or civic subject, incorporating original footage, recorded audio, titles, color correction, and captions.
- **Participation** – attendance, engagement, critiques, quizzes and other course exercises.

Tips for success: We are in this collaborative course together. It's more interesting when you're engaged and creative.

GRADING

Graded Items	Weight	Points Possible	Project Evaluation Criteria
Premiere CIB Lessons	20%	100	Completion and accuracy of assigned lessons
Project 1 — 60-Second Story (Six-Shot Sequence)	20%	100	Technical skill, aesthetics, strength of message
Project 2 — Audio Feature / Podcast Segment	20%	100	Technical skill, aesthetics, strength of message
Project 3 — Short Documentary or Film (Final Project)	20%	100	Technical skill, aesthetics, strength of message
Participation	20%	100	Attendance, engagement, quizzes & critiques
Total	100%	500	

Letter grades follow the scale shown above: A = 90–100, B = 80–89, C = 70–79, D = 60–69, F = 59 or below.

Final grades in this course will be based on the following scale to assign final letter grade:

Grade	Range (%)	Min Points	Max Points	Grade Calc
A	90–100%	450	500	4.0
B	80–89%	400	449	3.0
C	70–79%	350	399	2.0
D	60–69%	300	349	1.0
F	Below 60%	0	299	0.0

Final Grade

Letter grades will be assigned for all assignments. Following the criteria below:

A = Excellent Work that goes above the minimum requirements. Showed innovation, creativity, and polished work.

B = Good Work. All requirements met. Strong understanding of the objectives and material are demonstrated.

C = Satisfactory Work. Only minimum requirements were met and needs improvement.

D = Missing requirements and poor work.

F = Unacceptable work. Minimum requirements are missing. Little or no effort evident in assignment.

Numeric grades will be assigned based on a 4-point scale (like GPA) (Total Points for all Assignments/Participation)

The syllabus/schedule are subject to change.

COURSE OUTLINE / CALENDAR

Course Outline / Calendar Overview: This is a snapshot of our weekly topics and assignments. A more detailed weekly schedule with readings/resources can be found in MyLeo LMS.

Week: Days	ETAMU COMS 1336 Video-Audio Production
Week 1: Aug 20	Course Introduction & Syllabus Review Adobe Software/Equipment Telling the Story Your Want to Tell: Your Brain, Inspirations, and Creativity
Week 2: Aug 25 & 27	Research and Story Development Assign: CIB: Lessons 1-5 Assign: Project 1: 60-Second Story
Week 3: Sep 1 & 3	Scripting & Formats DUE: CIB: Lessons 1-5 Assign: CIB Lessons 7-9
Week 4: Sep 08 & 10	Video Aesthetics & Composition Production Preparation: storyboarding & Shot types/framing DUE: Project 1 - Brainstorm on Paper DUE: CIB Lessons 7-9 Assign: CIB Lessons 10-14
Week 5: Sep 15 & 17	Planning/organizing to Edit with Techniques DUE: Project 1 - Storyboard (6 Frames) DUE: CIB Lessons 10-14
Week 6: Sep 22 & 24	FIRST CUT DRAFT DUE: Project 1: 60-Second Story Student Critique & Analysis
Week 7: Sep 29 & Oct 1	FINAL CUT DUE: Project 1: 60-Second Story Assign: Project 2: Researched Audio Feature / Podcast Segment
Week 8: Oct 6 & 8	Sound Design & The Audible Spectrum Research & Inspiration DUE: Project 2 - Brainstorm on Paper
Week 9: Oct 13 & 15	Audio Formats & Editing Basics Video Podcast/Subject Lighting Assign: Simple Audio Editing Exercise DUE: Project 2 - Research, Story & Interview Questions
Week 10: Oct 20	DUE FIRST CUT: Project 2 - Project 2: Researched Audio Feature / Podcast Segment Student Critique & Analysis
Week 11: Oct 27 & 29	FINAL CUT DUE: Project 2: Researched Audio Feature / Podcast Segment Assign: Project 3: Short Documentary or Film (Final Project):
Week 12: Nov 3 & 5	Project 3 Workshop DUE: Project 3 - Brainstorm on Paper
Week 13: Nov 10 & 12	Project 3 Workshop DUE: Project 3 - Storyboard & Shooting Schedule
Week 14: Nov 17 & 19	DUE: Project 3 - Script & Shooting
Week 15 Nov 24	Tues, Nov 24 - Project 3 Workshop & Editing Thur, Nov 25 - THANKSGIVING — NO CLASS
Week 16: Dec 1 & 3	DUE FIRST CUT: Project 3 Student Critique & Analysis
Finals: Thur, Dec 10 10:35 AM	FINAL DUE Project 3 – Screenings Student Critique & Analysis Final Thoughts & Essay
Detailed reading and course schedule on MyLeo LMS.	

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TECHNOLOGY REQUIREMENTS

LMS

All course sections offered by East Texas A&M University 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.htm

Zoom Video Conferencing Tool

https://inside.tamuc.edu/campuslife/CampusServices/CITESupportCenter/Zoom_Account.aspx?source=universalmenu

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@etamu.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 ETAMU campus open computer lab, etc.

COMMUNICATION AND SUPPORT

If you have any questions or are having difficulties with the course material, please contact your instructor. See **Student Life and Other Struggles** policy below.

Technical Support

If you are having technical difficulty with any part of Brightspace, please contact Brightspace Technical Support at 1-877-325-7778. Other support options can be found here: <https://community.brightspace.com/support/s/contactsupport>

COURSE AND UNIVERSITY PROCEDURES/POLICIES

Course Specific Procedures/Policies

Course-Specific Policies:

Attendance: Students are expected to attend all Tuesday/Thursday sessions, arrive on time, and stay for the full class. Roll is taken at the start. Excessive tardiness accrues toward absences. Excused absences (documented illness, university-sponsored activity, religious holy day, or family emergency) require documentation within two class days of returning. It is best to discuss your absence and reasoning with

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professor if possible.

Generative AI Usage: Artificial intelligence is a part of our personal and academic lives. It can be a valuable tool, however, generating content and turning it as your own is prohibited. Along with bibliography/references page, marked up copies of original full-text references for article and book pages, website references and other sources will need to be submitted along with assignments.

Project screening days: Attendance on scheduled screening days is mandatory. Missing a scheduled speech day lowers the course grade by one letter grade unless documented and excused.

Late work: Assignments are due on the assigned date. Late work is not accepted for credit except in documented, excused circumstances; technology failures are not excused—keep backups of all files.

Make-up work: No make-up for exams or presentations except with appropriate documentation for an excused absence.

Classroom conduct & devices: Phones are silenced and out of sight during class except for documented emergencies or used in class for projects. Behavior that disrupts learning results in a warning and, if continued, referral per the Student Code of Conduct.

Recording of class sessions is prohibited: As the focus of this course is student communication, Students may not make audio recordings, video recordings, photographs, screen captures, or transcriptions of any class session—whether in person or online—without the prior written consent of the instructor, except as an approved accommodation arranged through Student Disability Services. Class lectures, discussions, presentations, and materials are the intellectual property of the instructor and the University. Any authorized recording is solely for the individual student's personal educational use and may not be copied, shared, posted, published, distributed, or uploaded (including to social media or file-sharing or AI platforms) without the instructor's written permission. Unauthorized recording or distribution will result in grade reduction or failure of the course.

Grade concerns: Questions about a specific grade must be raised within two (2) class days of the graded work being returned. After that time, grades should be considered final.

Religious holy days: Per Texas Education Code §51.911, notify the instructor in writing within the first fifteen days of the semester to arrange excused observance.

Student Life and Other Struggles: If you are struggling with life, work, or school issues, before disappearing or dropping the course, work with Dr. Bickle to work out a plan on how to finish assignments and the course.

Interaction with Instructor Statement

Interaction with Instructor: I am available by ETAMU email, MS Teams, or other online channels, and typically respond within minutes to hours on weekdays. Questions about readings, assignments, or presentations can often be answered before or after class.

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Syllabus/Schedule Change Policy

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

Statement on Student Grievances

Students who have questions or concerns about the instructor's course policies or the conduct either of the instructor or a classmate should first consult with the instructor. In the event of a lack of resolution or satisfaction on the matter, the student may bring their concerns to the head of the History and Liberal Studies Department, Sharon Kowalsky (Sharon.Kowalsky@etamu.edu). If this does not result in a satisfactory conclusion to the matter, students may bring the issue to the attention of the Associate Dean of Students per procedures outlined on pp. 15-19 of the Student Guide Book.

University Specific Procedures

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.etamu.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>

ETAMU Attendance

For more information about the attendance policy please visit the [Attendance](#) webpage and [Procedure 13.99.99.R0.01](#).

<http://www.etamu.edu/admissions/registrar/generalInformation/attendance.aspx>

<http://www.etamu.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/academic/13.99.99.R0.01.pdf>

Academic Integrity

Students at East Texas A&M University 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](#)

[Undergraduate Student Academic Dishonesty Form](#)

<http://www.etamu.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/documents/13.99.99.R0.03UndergraduateStudentAcademicDishonestyForm.pdf>

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

AI Use Policy

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East Texas A&M University acknowledges that there may be legitimate uses of Artificial Intelligence, ChatBots, or other software that has the capacity to generate text, or suggest replacements for text beyond individual words, as determined by the instructor of the course. Any use of such software must be documented. Any undocumented use of such software constitutes an instance of academic dishonesty (plagiarism). Individual instructors may disallow entirely the use of such software for individual assignments or for the entire course. Students should be aware of such requirements and follow their instructor's guidelines. If no instructions are provided the student should assume that the use of such software is disallowed. In any case, students are fully responsible for the content of any assignment they submit, regardless of whether they used an AI, in any way. This specifically includes cases in which the AI plagiarized another text or misrepresented sources.

Students with Disabilities-- ADA Statement

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

Velma K. Waters Library Rm 162

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

Email: studentdisabilityservices@etamu.edu

Website: [Office of Student Disability Resources and Services](http://www.etamu.edu/campusLife/campusServices/studentDisabilityResourcesAndServices/)

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

Nondiscrimination Notice

East Texas A&M University 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 East Texas A&M University 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 East Texas A&M 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.etamu.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf>

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

East Texas A&M Supports Students' Mental Health

The Counseling Center at East Texas A&M, 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.etamu.edu/counsel



<http://telusproduction.com/app/5108.html>