

**JOMC 221.002**  
**Audio-Video Information Gathering**  
**Spring 2015**

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Office Hours: MTWR 11:00-12:00p or by appt

Class Hours: TR 2:00-3:15p  
Classroom: CA 132

**Texts:**

Ron Whittaker (2006). *Television Production: A Free, Interactive Course in Studio and Field Production*. Available for free through Cybercollege.com ([http://www.cybercollege.com/tvp\\_ind.htm](http://www.cybercollege.com/tvp_ind.htm))

**Recommended** - Mark Briggs (2007). *Journalism 2.0: How to Survive and Thrive: A Digital Literacy Guide for the Information Age*. Available for free through The Institute for Interactive Journalism, or J-Lab ([http://www.j-lab.org/Journalism\\_20.pdf](http://www.j-lab.org/Journalism_20.pdf))

**Required Supplies:**

Memory card for camera - SDHC card 8GB or larger (should be able to store HD video)



**Suggested Supplies:**

Flash (thumb) drive with 2 GB minimum, external hard drive, burnable discs

**Course Philosophy:**

This course introduces students to the tools and skills needed to engage in quality storytelling with audio and video in broadcast and multimedia environments. Emphasis is in mastering technical and aesthetic aspects of audio and video information gathering. As this course is also intended to give students insight into what they may expect as entry-level employees in “the real world,” attention to detail is key, as is timeliness, thoroughness and active participation in course activities.

## **Course Goals:**

The Accrediting Council on Education in Journalism and Mass Communication (ACEJMC) has put forth the following basic competencies students should have achieved once they have completed their degree program:

- Understand and apply the principles and laws of freedom of speech and press for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;
- Demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
- Demonstrate an understanding of gender, race ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications;
- Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society;
- Understand concepts and apply theories in the use and presentation of images and information;
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- Think critically, creatively and independently;
- Conduct research and evaluate information by methods appropriate to the communications professions in which they work;
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- Apply basic numerical and statistical concepts;
- Apply tools and technologies appropriate for the communications professions in which they work.

In this particular course, we will be concentrating on the last competency listed, regarding the application of tools and technologies. Specifically, in this course:

- You will learn to recognize, use, and know the functions and limitations of the equipment introduced in class
- You will be able to critique others' work according to the quality of pre-production, production, and post-production
- You will be able to plan and execute a short, clean, logically-flowing production

## **Attendance Policy:**

You get two free absences. Period. Each absence after the two results in a half-grade deduction (e.g., a B becomes a B- at three absences). The only exception is if you're dying and have medical documentation to prove it. Use your two freebies wisely.

## **Late Assignments:**

Accepting late assignments is unfair to the students who have sacrificed to turn theirs in on time. So unless you're dying (see above), expect an automatic 50% deduction each day the assignment is late, based on the grade your late assignment would be given if it were not late. In other words, if you would have received an 80% if the assignment were not late, you would get a 40% if you turned it in one day late, a 20% if you turned it in two days late, etc. This rule is not negotiable. If 90% of the class cannot meet a deadline, then 90% of the class will get the deduction. The other 10% who turned the assignment in on time will thank me later.

## **Grading:**

You are graded according to the highest professional standards. The breakdown in percentages is listed below.

F = 59% or below,	B- = 80-82%,
D- = 60-62%,	B = 83-86%,
D = 63-66%,	B+ = 87-89%,
D+ = 67-69%,	A- = 90-92%,
C- = 70-72%,	A = 93-96%,
C = 73-76%,	A+ = 97-100%.
C+ = 77-79%,	

Below is a descriptive guideline for how grades are decided within the various broadcast journalism courses:

- D, D-, or F, needs to consider a different field
- D+, did not demonstrate understanding of the basics but tried
- C-, has glimpses of potential in a limited range
- C, acceptable work, follows instructions, understands basics, does the minimum to pass
- C+, good in one area of work, but consistent problems with another area
- B-, needs a bit more polish, pretty good handle on things, participates in class, does more than the minimum
- B, solid effort, would have no problem recommending this person
- B+, very good performance, consistently does more than required, a self-starter, would get an unqualified job recommendation
- A-, stands out, good attitude, work is impressive in quality, very few problems, works like career depends on it
- A, nearly perfect in execution, quality of work is exceptional
- A+, perfect (which is a near impossibility – we are all human)

## **Honor Code:**

It is expected that each student in this class will conduct him/herself within the guidelines of the Honor System. All academic work should be done with the high level of honesty and integrity that this University demands.

## **Class Requirements -**

### **Project 1 (20%):**

The first project is a short 30-second 'story' without words: a collection of footage of a single event captured from different angles. This exercise is designed to get you thinking about shot variety in relation to editing. The exercise also gives you an opportunity to practice the art of 'movement' using stationary shots, action follow-through, and use of compelling imagery to tell a story without the use of text or audio. This project will be worth 20% of your total grade.

### **Project 2 (20%):**

The second project is a 1-minute audio story with an interview and ambient sound. This exercise is designed to get you thinking about how to bring a story to life without the use of visuals to create your imagery, as well as familiarize you with the audio equipment. The exercise is also designed to get you thinking about editing choices, in terms of choosing which portions of an interview make the most compelling, yet comprehensible story. This project will be worth 20% of your total grade.

### **Project 3 (35%):**

The third project is a short documentary-style or news-style production where at least two interviews (or character narratives) must be intercut with other supporting video and ambient sound. Music may be used, but only if it fits the production. This exercise is to solidify your skills in field production, using both audio and video gathering skills, as well as good preplanning and editing. This project will be worth 35% of your total grade.

### **Exam (10%):**

There is one final exam with no make-up opportunity. Missed exams get 0 points. This final will cover all class material and in-class experience with the equipment. Emphasis will be on the lecture and reading material. This exam is worth 10% of your total grade.

### **Course Assignments (15%):**

There will be a number of in-class or take-home assignments (homework) throughout the semester. Grades for these are based on completion (as in 100%, 100% minus a late deduction, or 0% for incomplete). The average of these assignments will account for 15% of your total grade.

- Content-provided audio editing assignment
- Introductory camera techniques assignments
- Video editing assignments

## Tentative Course Schedule (subject to change)

Wk 1:	Jan 8	Introduction to course Introduction to video storytelling Preproduction planning  Readings for next class: Composition and Graphics—Composition—Setting the Scene ( <a href="http://www.cybercollege.com/tvp022.htm">http://www.cybercollege.com/tvp022.htm</a> ) Composition and Graphics—Elements of Composition I ( <a href="http://www.cybercollege.com/tvp023.htm">http://www.cybercollege.com/tvp023.htm</a> ) Composition and Graphics—Elements of Composition II ( <a href="http://www.cybercollege.com/tvp024.htm">http://www.cybercollege.com/tvp024.htm</a> ) Composition and Graphics—Elements of Composition III ( <a href="http://www.cybercollege.com/tvp025.htm">http://www.cybercollege.com/tvp025.htm</a> )
Wk 2:	Jan 13	Introduction to video composition (begin thinking about Projects 1, 2, and 3)
	Jan 15	Video composition continued (make decisions about Projects 1, 2, and 3)
	Jan 20	Camera orientation In-class exercise (scavenger hunt)
Wk 3:	Jan 22	Complete in-class scavenger hunt exercise <b>Due:</b> written informal pitch for Projects 1, 2, and 3
	Jan 27	In-class showing of scavenger hunts and critiques
	Jan 29	Lighting for video
	Feb 3	Lighting in-class exercises <b>Assigned:</b> Project 1 – Video without words  Readings for next class: Video Editing—Continuity Editing ( <a href="http://www.cybercollege.com/tvp050.htm">http://www.cybercollege.com/tvp050.htm</a> ) Video Editing—Solving Continuity Problems ( <a href="http://www.cybercollege.com/tvp052.htm">http://www.cybercollege.com/tvp052.htm</a> ) Video Editing—Technical Continuity ( <a href="http://www.cybercollege.com/tvp053.htm">http://www.cybercollege.com/tvp053.htm</a> )

	Feb 5	Editing and Continuity (shooting-to-edit) Take-home exercise (20 shots following action)
	Feb 10	Video editing orientation <i>"Knowing how to use Final Cut or Avid and saying you can edit is like knowing Word and thinking you're a novelist."-Anon</i>
Wk 4:	Feb 12	Video editing orientation continued In-class editing of the 20-shot exercise
Wk 5:	Feb 17	<b>Footage for Project 1 due</b> Begin editing Project 1 in class (will need to complete editing outside of class)
	Feb 19	Revising light and color Photo manipulation in editing In-class video editing project with found images
	Feb 24	Complete in-class editing project with found images
Wk 6:	Feb 26	Rough cut for Project 1 due Work on Project 1 in class <b>Project 1 due at end of class</b>
	Mar 3	Storytelling with audio Audio 'composition' and aesthetics Radio story examples <b>Assigned:</b> Project 2 – Story without visuals
Wk 7:	Mar 5	Audio editing orientation In-class practice with 'canned' audio
*** Spring Break March 6 through March 15 ***		
	Mar 17	Complete in-class audio editing assignment
Wk 8:	Mar 19	Listen to and critique audio projects in class Work on Project 2 in class
	Mar 24	Work on Project 2 Project 2 rough draft due end of class
Wk 8:	Mar 26	<b>Project 2 final cut due at beginning of class</b> Capturing audio for video In-class exercise (interview/nat sound)

	Mar 31	<b>Assigned:</b> Project 3 – mini-doc or mini-package Revisiting visual storytelling and pre-production
Wk 9:	Apr 2	<b>Project 3 storyboards due at beginning of class</b> Use class time to work on Project 3
	Apr 7	Use class time to work on Project 3
Wk 10:	Apr 9	Use class time to work on Project 3
	Apr 14	<b>Rough footage for Project 3 due</b> Use class time to work on Project 3
Wk 11:	Apr 16	Use class time to work on Project 3
	Apr 21	<b>Project 3 due at beginning of class</b> In-class viewing and critique of Project 3
Wk 12:	Apr 23	Complete in-class viewing/critiques of Project 3 Overview of Final Exam (please complete class evaluations)

Final Exam: Monday May 4 at 12:00pm