

SMPA-112 Introduction to Digital Media SMPA meets in Corcoran 111 for lecture on Mondays from 11:10 to 1:00. On Wednesdays, individual lab groups meet in MPA 510 or MPA 525 at the following times: section 30: 9:35-10:50, section 31: 12:45-1:00, and section 32: 3:45-5:00. Some class time will be spent reviewing and working on projects but substantial practical work outside the classroom will be required.

### **Instructor Contact Info**

Jason Osder  
Assistant Professor  
[josder@gwu.edu](mailto:josder@gwu.edu)  
office: MPA 521  
phone: 202-276-5481

office hours: Wednesdays 11-12 and 2-3  
(and by appointment)  
Class documents:  
<http://home.gwu.edu/~josder/112>

### **Overview**

Students entering the all fields of communication are expected to have working knowledge of digital media technologies. SMPA-112 provides students this base knowledge as well as an entry point to more advanced media production.

This is a production class. Success will be based on demonstrated proficiency in the following skill sets:

1. Digital videography
2. Final Cut Pro non-linear editing
3. Basic Web production
4. Conceiving and producing thoughtful nonfiction media pieces

### **Graded Projects**

Proficiency is demonstrated through the completion of the following projects:

1. In-camera "editing"
2. Producing an interview
3. Shooting an interview
4. Editing a short video piece (footage provided)
5. Producing a mini-doc or news story
6. Creating a Web page
7. Revising your video work and putting it online

Each project will have a detailed assignment sheet – these are the criteria for your grades. A substantial amount of time outside of class is required to complete the projects.

### **Texts**

Author: Barry Braverman  
Title: *Video Shooter: Storytelling with DV, HD, and HDV Cameras*  
ISBN: 1578202892

Author: Rick Young  
Title: *Focal Easy Guide to Final Cut Pro 6: For New Users and Professionals*  
ISBN: 0240810090

Author: Dierdre Hayes  
Title: *Sams Teach Yourself HTML in 10 Minutes (4th Edition)*  
ISBN: 067232878X

### **Teamwork**

Media projects require teamwork, and so will this class. Many projects will require that you work in teams. All teams and roles on teams must be approved by the instructor.

We are covering a wide range of material in this class, and most students will be more advanced in one area than another. You are encouraged to help each other (but not to do each other's work). Remember, the person who you help figure out the camera may be the one that trouble-shoots your HTML later!

### **Late Project Policy**

- Projects are generally due at the beginning of the weekly lab meeting.
- With some exceptions, projects that are handed in on time and in the proper format will be **ELIGIBLE TO FOR RE-SUBMISSION AT THE END OF THE SEMESTER FOR A REVISED GRADE.**
- Projects that are not handed in on time will be penalized 10% of their potential grade value for each day they are late.
- Projects that are not handed in on time are not eligible for re-submission.
- Any more than 2 late projects and you lose eligibility for all grade revisions and extra credit.

### **Lectures, Labs, Readings and Research**

Class meetings are divided into lectures and labs, and you will be asked to prepare for both. They contain important information or building blocks for successfully completing the projects and your grades on the projects will reflect missing these sessions.

### **Quizzes**

Quizzes based on readings and lectures will be given in class and worth 15% of your grade. **THERE ARE NO MAKE-UPS FOR QUIZZES.**

### **University Policy on Religious Holidays**

1. Students should notify faculty during the first week of the semester of their intention to be absent from class on their day(s) of religious observance;
2. Faculty should extend to these students the courtesy of absence without penalty on such occasions, including permission to make up examinations;
3. Faculty who intend to observe a religious holiday should arrange at the beginning of the semester to reschedule missed classes or to make other provisions for their course-related activities

### **Ethics and Responsibilities**

Media production brings with it a complex set of ethical and legal issues that will be new to many of you. We will touch upon these issues in class, and you will learn more about them in your other SMPA classes.

As soon as you begin to use the production tools, you take on new responsibilities. Some of these responsibilities revolve around the university's equipment. Always consider the use of this equipment a privilege. Be considerate of staff and fellow students (who have the same deadlines that you do), and of future generations of students who also need equipment that is in good condition.

You are responsible to adhere to all lab rules and policies. Repeated infractions of these rules can lead to grade penalties and loss of lab privileges.

You are also responsible for your actions as a media producer. This includes awareness of copyright on the web and journalistic ethics in working with sources and subjects.

### **Academic Integrity**

I personally support the GW Code of Academic Integrity. It states: "Academic dishonesty is defined as cheating of any kind, including misrepresenting one's own work, taking credit for the work of others without crediting them and without appropriate authorization, and the fabrication of information." For the remainder of the code, see: <http://www.gwu.edu/~ntegrity/code.html>

### **Support of Students Outside the Classroom**

#### *DISABILITY SUPPORT SERVICES (DSS)*

Any student who may need an accommodation based on the potential impact of a disability should contact the Disability Support Services office at 202-994-8250 in the Marvin Center, Suite 242, to establish eligibility and to coordinate reasonable accommodations. For additional information please refer to:

<http://gwired.gwu.edu/dss/>

#### *UNIVERSITY COUNSELING CENTER (UCC) 202-994-5300*

The University Counseling Center (UCC) offers 24/7 assistance and referral to address students' personal, social, career, and study skills problems. Services for students include:

- crisis and emergency mental health consultations
- confidential assessment, counseling services (individual and small group), and referrals

<http://gwired.gwu.edu/counsel/CounselingServices/AcademicSupportServices>

### **Security**

In the case of an emergency, if at all possible, the class should shelter in place. If the building that the class is in is affected, follow the evacuation procedures for the building. After evacuation, seek shelter at a predetermined rendezvous location.

**Course Outline:**

Monday Aug. 30 and Wednesday Sept. 2

- Lecture: Introduction
- Lab: Orientation, policies, lab partners
- Reading: - Braverman pp. 1-96

Wednesday Sept. 9

- Lab: Camera
- Reading: Braverman pp. 97-177
- Assignment: Camera Check-out

Monday Sept. 14 and Wednesday Sept. 16

- Lecture: Composition and Screen Grammar
- Lab: Interview Set Up

Monday Sept. 21 and Wednesday Sept. 23

- Lecture: Storytelling
- Film: *Fog of War*
- Reading: Young pp. 1-109

Monday Sept. 28 and Wednesday Sept. 30

- Lecture: Intro to Editing
- Lab: FCP: Log and Capture
- Reading: Young pp. 112-195

Monday Oct. 5 and Wednesday Oct. 7

- Lecture: A-roll/B-roll editing
- Lab: FCP: Basic Editing
- Reading: Hayes pp. 3-81

Monday Oct. 12 and Wednesday Oct. 14

- Lecture: Web Technology Background
- Lab: Putting a page online
- Reading: Hayes pp. 116-133, 142-168

Monday Oct. 19 and Wednesday Oct. 21

- Lecture: Styles and images on the web
- Lab: Idea pitch session

Monday Oct. 26 and Wednesday Oct. 28

- Lecture: Pre-production
- Lab: Team meetings
- Reading: Hayes – pp. 116-120

Monday Nov. 2 and Wednesday Nov. 4

- Lecture: Editing Topics
- Lab: Project footage open lab

Monday Nov. 9 and Wednesday Nov. 11

- Lecture: Compression and Web Video Technology
- Lab: Project editing open lab

**SMPA 112 Introduction to Digital Media Production**  
Syllabus and Guidelines

Instructor: Jason Osder  
josder@gwu.edu

Monday Nov. 16 and Wednesday Nov. 18

- Lecture: TBD
- Lab: Open

Monday Nov. 23

- Lecture: TBD
- Reading: Braverman pp. 229-254

Monday Nov. 30 and Wednesday Dec. 2

- Lecture: DVD Principles
- Lab: Screen Projects

Monday Dec 7

- Lecture: Your Perspective, Your Voice

**SMPA- I 12 Spring 2008 Assignment Schedule and grading**

Prof. Jason Osder; josder@gwu.edu

<u>Assignment</u>	<u>Deliverable</u>	<u>Due Date</u>	<u>Grade Weight</u>
<b>In-Camera</b>	<b>Tape</b>	<b>23-Sep</b>	<b>10%</b>
<b>Interview - Produce</b>	<b>Tape and Write-up</b>	<b>30-Sep</b>	<b>7.5%</b>
<b>Interview - Shoot</b>	-	<b>30-Sep</b>	<b>7.5%</b>
<b>A/B Roll Editing</b>	<b>FCP Project File</b>	<b>14-Oct</b>	<b>10%</b>
URL and Hosting	Login Information	19-Oct	-
<b>Webpage</b>	<b>Link by Email</b>	<b>4-Nov</b>	<b>10%</b>
Mini-doc concept	Idea to Discuss in Class	28-Oct	-
Mini-doc team conference	Prep for Meeting	4-Nov	-
Mini-doc footage	Source Tapes	11-Nov	-
Mini-doc in-progress cut	Cut for review	12-Nov	-
<b>Mini Doc</b>	<b>DV QuickTime File</b>	<b>2-Dec</b>	<b>25%</b>
<b>Revise and Post</b>	<b>Link by Email</b>	<b>9-Dec</b>	<b>15%</b>
<b>Quizes</b>	-	-	<b>15%</b>
<b>Extra Credit DVD</b>	<b>DVD</b>	<b>9-Dec</b>	<b>3%</b>
Regrades on first 5 projects	Return drive and tapes	9-Dec	-

Total (including Extra Credit) 103%

THESE ARE THE OFFICIAL DUE DATES FOR ALL PROJECTS - TIMES VARY, CHECK THE ASSIGNMENT SHEET

**Bold means graded project due date**

Light means "building block" assignment due - missing these dates can count against your grade

**Class grade is based on weighted average of projects and quizzes:**

> 92% A

90% - 91% A-

88% - 89% B+

82% - 87% B

80% - 81% B-

70% - 79% C

60% - 69% D

< 60% F

**Professionalism Points**

1st Infraction: warning

2nd Infraction: -5%

3rd infraction: -5%

4th Infraction: loss of privileges

\*all university equipment must be returned before final grades are released

\*\* all information subject to change at discession of the professor and with notice to the students