

# Multimedia Lab

JMC 31 CRN 4320 | 8-9:50 a.m. Friday | Fall 2017 | Meredith 125

**Professor:** Chris Snider **Office:** Meredith 122 or 124C (9-11 a.m. Tuesday, Wednesday and Thursday)

**Phone:** 271-4594 (office) **E-mail:** chris.snider@drake.edu **Twitter:** chrissnider **Instagram:** csnider **Snapchat:** chrissnider24

## ■ Course information

The goal of this class is to make you comfortable shooting and editing photos, recording and editing audio and recording and editing video.

### Specific course outcomes:

- Assess how a company is using social media
- Analyze a new social media network
- Compose photographs using best practices
- Create an edited photomontage using Photoshop and Canva
- Record quality audio using your phone or similar device
- Edit audio in Adobe Audition or similar application
- Shoot video using best practices
- Edit video in Adobe Premiere Pro or similar application

**Materials:** You will need access to a video camera or phone that shoots HD video. You may want to purchase Adobe Creative Cloud (Photoshop, Audition and Premiere Pro), or you can use the software on the lab computers. Cameras and audio equipment also are available to check out in the Meredith basement.

**Grades:** Letter grades are assigned as follows: A: 186-200 points, A-: 180-185, B+: 174-179, B: 166-173, B-: 160-165, C+: 154-159, C: 146-153, C-: 140-145, D+: 134-139, D: 126-133, D-: 120-125, F: 119 and below. Grades will be posted to Blackboard.

**Assignments (points):** Social media (10), Photography (20), Photoshop/Canva (20), Edited audio story (40), Edited Wide/Medium/Close-up shots (20), Green Screen (20), Interview (20), Phone videos (10), Final video (40).

**Late assignments:** Assignments turned in one class period late will receive a maximum of 50% credit. After that, they receive zero credit.

**Classroom behavior:** Our learning will be accomplished only if we behave with civility and respect. You may use your phones and laptops during class, but not if it becomes a distraction to others who are trying to learn.

**Inclusivity:** I strive for an inclusive classroom that values everyone regardless of race, ethnicity, nationality, gender identity and orientation, disability, faith practice, economic class, political views or anything else we use to divide ourselves. I'd appreciate your help in creating an environment:

- In which everyone feels safe, supported, included, and encouraged to be themselves
- Where each person is recognized as a valued member of our community
- Where we can discuss divisive issues with the goal of true understanding of others

**Accommodations:** If you have a disability and will require academic accommodations in this course, I would be happy to discuss your needs. Accommodations are coordinated through Student Disability Services at michelle.laughlin@drake.edu or 271-1835.

**Attendance:** You are allowed one unexcused absence. After that, you will **drop two letter grades for each additional absence**. Absences may be excused if you are sick or have a family emergency. If you are too sick to learn, please stay home. Absences are not excused unless you have e-mailed me in advance of the class you'll miss. You are welcome to come to a different lab - 8 am, 10 am and 1 pm.

## ■ Class schedule

DATE	WHAT WE WILL DO IN LAB	ASSIGNMENT DUE
Sept. 1	<b>Intro to class ... Social media:</b> Discussion about the state of social media.	
Sept. 8	<b>Digital photography:</b> How to take compelling photographs.	Social media
Sept. 15	<b>Photoshop:</b> Basic correction and editing.	Photography
Sept. 22	<b>Advanced Photoshop and Canva</b>	
Sept. 29	<b>Digital audio:</b> How to tell stories with sound.	Photoshop/Canva
Oct. 6	<b>Audio editing:</b> Editing your audio assignments using Adobe Audition.	Audio interviews (unedited)
Oct. 13	<b>NO LAB: Extended Fall Break</b>	
Oct. 20	<b>Digital video:</b> Telling stories with video.	Edited audio story
Oct. 27	<b>Video editing:</b> Editing video in Adobe Premiere Pro.	Wide, Medium, Close-up shots edited (end of class)
Nov. 3	<b>Video + audio:</b> External mics, on-camera interviews, B-roll and green screens.	Green screen & Interview (end of class)
Nov. 10	<b>Video + audio:</b> Editing directly on your phone.	Phone video (end of class)
Nov. 17	<b>Screening of final projects</b>	Final video
Dec. 1	<b>Make-up lab if needed</b>	