

## COMM 295: Mobile Video Production

**Instructor:** Clinton Wright

### **Instructor Contact**

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Office Hours: M-W-F: 8-10 (or by appointment)

### **Course Catalog Description**

A study in adapting the elements of storytelling to create complete short-form video deliverables to be uploaded on social media platforms utilizing readily accessible gear such as cell phones as the primary shooting, editing, and producing tool.

### **Course Objectives:**

As a result of satisfactory completion of this course, students will:

1. Produce high-quality video and audio recordings using readily accessible gear.
2. Cultivate the skills necessary to tell cohesive stories in a digital format.
3. Develop an understanding of the different audiences and expectations thereof on a variety of social media platforms.
4. Plan and produce multiple media assets for a variety of platforms.
5. Adapt multiple simultaneously running stories to fit the intended delivery method.
6. Clearly organize presentations and exhibit effective delivery with non-verbal and verbal attributes.

### **Course Materials:**

#### **Required:**

- Cellphone or handheld mobile device with video recording capabilities
- Filmic Pro app- (\$16)
- CapCut video editing app installed (Free)

#### **Suggested:**

- [Ulanzi Phone Vlogging Super Extension Tripod Handle Outfit 3](#) (\$90)
- [Lav for Phone](#) (\$13)
- [Shotgun for Phone](#) (\$19)

### **Communication Studies COVID-Related Policies:**

While this is an online class, students should still follow University Covid guidelines when on campus:

- [University Guidelines](#)
- [COVID-19 University Dashboard](#)

### Facemasks

Per Longwood University regulations, facemasks are still required in classrooms but are not currently required for non-classroom spaces.

- Research shows that neck gaiters, face shields, and masks with unfiltered exhaust valves are not effective face coverings. Make sure your face covering meets CDC guidelines and: 1.) fits snugly but comfortably against the side of your face, 2.) covers both your mouth and nose, 3.) is secured with ties or ear loops, 4.) appropriately reduces aerosol emissions, 5.) be made of more than one layer of fabric that you can breathe through, and 6.) is washable.

This policy is subject to change if new scientific data emerges and/or a change in CDC guidelines.

### Zoom and Intellectual Property

When participating in class through Zoom (or any similar webcasting program), students should be in a distraction-free environment. There should not be other persons interacting with the system or attending the session. In addition, students are encouraged to wear headphones if other individuals not enrolled in the class can hear course content. Also, while participating in any remote/Zoom-related course activities, you should not be moving (in a car or on foot).

All content and materials in this course are for students' learning only and should not be recorded or shared with anyone outside of the course. This includes materials located within Canvas, information sent to students through email, and/or content provided through Zoom. In addition, students may not share communications received through Canvas, any videos sent specifically for this course, or students' individual login or password information.

### Illness and Responsible Health Behavior

If students exhibit any symptoms related to COVID-19 (fever or chills, dry cough, shortness of breath, muscle/body aches, loss of taste or smell, nausea, etc.), they should not come to class. Rather, they should contact [University Health Services](#). Contact your instructor ASAP to make arrangements. Any information shared with your instructor is confidential and will not be shared with other individuals.

In the event your instructor falls ill, the class will move to a fully online format for the duration. Adjustments to the syllabus will be made accordingly and communicated in a timely manner via e-mail and Canvas messaging.

### University Transition

This is an online class but...

Upon the event Longwood University moves to a fully online environment, adjustments to the

syllabus will be made accordingly and communicated in a timely manner via email and Canvas messaging.

## **Course Guidelines:**

### Attendance & Participation

For the 2021-2022 academic year, faculty policies and procedures have been modified to encourage counting attendance in ways consistent with health and safety. When facilities, work timetables and related protocols are in place, we may, if needed, occasionally meet in person for production work or technique guidance. These will be communicated in advance with priorities directed toward protecting each person's health and safety with the majority of course sessions being conducted online. While traditional notions of attendance don't always apply in an online learning environment, this course will be taught with synchronous and asynchronous elements. Students are expected to be present for the entirety of all Zoom class sessions and to attend all required in-person work. Roll call will be taken each week with graded components for both attendance and active participation in the session or class.

[Faculty policies & procedures](#) define *excused* absences as those "resulting from the student's participation in a university-sponsored activity, from recognizable emergencies, or from serious illness." In order to prioritize student health and safety, if you are at risk of missing 10 percent or more of this course, you're encouraged to contact me immediately to determine a reasonable path forward based on medical information, academic performance to date, remaining assignments and the point of the semester. Please know university policy notes unexcused absences totaling 10-24 percent of our scheduled sessions will result in a one-letter grade lowering of your final course grade. If you are absent, excused or unexcused, for an excess of 25 percent of our classes, your course grade will be an F. Contact me with any questions related to class attendance and participation.

### Zoom Expectations

My goal in our Zoom sessions is to create engaging learning environments while simultaneously respecting student rights and concerns. For our Zoom sessions, please know and follow these expectations:

- Our Zoom sessions will be recorded in order to assist students who may have missed the class. These recordings will be hosted on Canvas for a maximum of 30 days.
- Use your first and last name (or preferred name) in your profile. If your Zoom profile name isn't recognizable or considered offensive, I will not bring you into the session and you'll be *marked with an unexcused absence*.
- As noted in the departmental policy, you should be in a distraction-free environment as best as possible, preferably in a quiet space while utilizing headphones when needed to respect the privacy of your peers. A distraction-free environment is also stationary. Refrain from traveling and give your full attention to your instructor and classmates. Students who intentionally distract from the sessions will be warned; *multiple infractions will lead to being removed from the session and marked with an unexcused absence*.
- To maintain an attentive and engaged learning environment, **your video should be ON whenever possible**. Contact me to discuss exceptions associated with limited internet connectivity/data or if you're in a space that will cause distractions for classmates or the

instructor. If you must turn off your video, I request you add an image to your Zoom profile so that you are easily identifiable when participating.

- Please mute your microphone when you are not actively participating in the session.
- I will allow public chat in order to ensure all participants have the opportunity to ask questions or provide comments relevant to class. Students who participate in unprofessional or inappropriate chat will be warned and *multiple infractions will lead to being removed from the session and marked with an unexcused absence*. Please read the 'netiquette' section of this syllabus and know this also applies to our Zoom sessions.

### University Online Education Policy & Technical Assistance

[University policy](#) encourages students to be familiar with the technical skills, hardware and software requirements needed to be successful as a distance/online education student. Ignorance of course policies set forth in the syllabus and posted for all Longwood online courses is not an excuse for failure to conform to these policies. Students must maintain current system software and virus definition updates. User Support Services can assist in this matter and can guide you to free downloads of anti-virus software.

Regarding technical assistance, if you're experiencing an issue on Canvas, the appropriate office to contact is the [Digital Education Collaborative](#) (DEC). Please visit their website for contact information and hours of operation. They can also be contacted via email at [dec@longwood.edu](mailto:dec@longwood.edu).

If you are experiencing an issue with account log-in, hardware or software, the appropriate office is the Longwood Help Desk, known as [User Support Services](#). Longwood provides a toll-free number (877-267-7883) for distance education students. Please visit their website for contact information and hours of operation. They can also be contacted via email at [helpdesk@longwood.edu](mailto:helpdesk@longwood.edu).

### 'Netiquette' & Civility

The Communication Studies department is committed to fostering professional mentoring relationships with students while maintaining academic rigor in our classrooms. Each member of our department recognizes that respect and civility form the cornerstones of meaningful learning and communication. Expect that, as you analyze texts, participate in class discussions, examine and utilize ethical and professional standards of practice, and work alongside your peers in an academic setting, your own beliefs and positions will at times be responsibly challenged. Know all voices have a place in a healthy learning environment and that yours will be heard and valued, and that each student will be expected to recognize the opinions of others as valid and equal in their own right. Comments or actions that disparage a colleague will not be tolerated.

Online learning environments are still learning environments and rude or immature behavior is unacceptable. The most serious consequence for this type of behavior may be either removal from the course or Conduct Board charges. This type of undesirable behavior may include, but is not limited to: "flaming," or purposely being rude to someone online, "lurking," or reading other people's posts without ever participating yourself, "leeching," or piggybacking off of a classmate's contributions without providing additional, attributed, personalized content, or utilizing course-related content/exercises to provide non-course-related opinion. *Unprofessional*

*behavior in general will not be tolerated.* Appropriate student-to-student and student-to-professor communications will include professional greetings and signatures.

#### Honor Code:

For an overview of the university's Honor Code and related policies, please review the [Student Handbook](#). All material submitted for class must be appropriately attributed to the original source. Violations will bring about Honor Board Hearings, as detailed in the policy, with potential consequences ranging from probation to expulsion. It is my duty to report any/all cases of academic misconduct, and I will do so without hesitation.

#### Disability Needs:

If you have need of accessibility accommodations, please meet with me as early as possible in the semester to discuss your learning needs. If you wish to request reasonable accommodations (notetaking support, extended time for tests, etc.), you must register with the [Accessibility Resource Office](#) [Brock Hall (434) 395-2391] *prior* to those accommodations being implemented. The office will require appropriate documentation of disability. All information is kept confidential. Please note, you must be registered with ARO, so head there first.

#### Mental Health Resources:

Stress and anxiety are very typical reactions to college life and many students have experienced significant benefits from participating in counseling. Longwood's [Counseling and Psychological](#)

[Services \(CAPS\)](#), located in the Health and Fitness Center, is available to all students at no cost. Appointments can be scheduled by phone (434) 395-2409 during the hours of 8:15 a.m.-5 p.m., Monday-Friday. Resident Education Coordinators (RECs) and Resident Advisors (RAs) are additional resources. For emergency situations, please call (911) or contact the [Longwood University Police Department](#) at (434) 395-2091.

#### Reporting of Crimes & Sexual Misconduct:

In accord with its history and mission, Longwood University believes each individual should be treated with respect and dignity and that any form of crime or violence is incompatible with Longwood's commitment to the dignity and worth of the individual. Longwood University is committed to providing a healthy living, learning and working environment which promotes personal integrity, civility and mutual respect. If you have been the victim of a crime or sexual misconduct we encourage you to report this. If you disclose this to a faculty member or employee (with the exception of our Limited Reporting and Confidential Reporting Resources; for example, the [Counseling and Psychological Services \(CAPS\)](#) staff), they are required by law to notify the appropriate university officials. The faculty member or employee cannot maintain complete confidentiality and is required to report the information that has been shared. Please know all reported information is treated with discretion and respect and kept as private as possible. For more information about your options at Longwood, [click here](#).

#### Assignments

If a legitimate reason has arisen that will cause your work to be late, notify me of the situation before the due date to seek alternate arrangements. Note, just contacting me does not mean deadlines will be altered.

In a professional environment, late work is not accepted, however in our environment I believe in second chances and will still accept late work; however it will be penalized as follows:

<b>Time Late</b>	<b>Penalty</b>
1 Day	10%
2 Days	30%
3 Days	50%

### Course Content:

1. **Basic Video Production (75 pts)**
  - a. **Composition Demo (40 pts)**
  - b. **Self Introduction (35 pts)**
2. **Shooting With Intent (60 pts)**
  - a. **5 Shot Method Video (30 pts)**
  - b. **WALLDO Method Video (30 pts)**
3. **Interview/Testimonial Shooting (60 pts)**
  - a. **Interview (60) pts**
4. **Understanding Delivery (75 pts)**
  - a. **60 second YouTube Video (25 pts)**
  - b. **30 Second FaceBook or Instagram Video (25 pts)**
  - c. **15 Second TikTok Video (25 pts)**
5. **Final Project (100)**
  - a. **Tell a Story Through Video (100pts)**
6. **Shorts (75 pts)**
  - a. **Week 2 Short (15 pts)**
  - b. **Week 3 Shorts (x2) (30 pts)**
  - c. **Week 4 Shorts (x2) (30 pts)**
7. **Discussion Participation (100 pts)** Since this is not an “in-person” class, all assignments are discussion-based. To receive all 100 points, students must not only offer feedback (as required by the assignments) but also respond to the feedback they receive.

### Grading

<b>545 PTS Possible</b>			
<b>A</b>	93-100%	<b>C</b>	73-76%

<b>A-</b>	90-92%	<b>C-</b>	70-72%
<b>B+</b>	87-89%	<b>D+</b>	67-69%
<b>B</b>	83-86%	<b>D</b>	63-66%
<b>B-</b>	80-82%	<b>D-</b>	60-62%
<b>C+</b>	77-79%	<b>F</b>	Below 60%

**A: Exceptional work** You demonstrate full command of course material and a high level of originality and/or creativity.

**B: Good work** You demonstrate comprehension of the project materials and complete all requirements.

**C: Average Work** You demonstrate less than full comprehension of the materials but attempt all tasks.

**D: Below average work** Your performance does not indicate comprehension of material, assignments are significantly incomplete, there are major errors.

**F: Unacceptable work** There are major errors, missing components, and the performance does not reflect comprehension of course materials.

*-Grades will be kept on Canvas and updated regularly, ideally within one week of any due date. Any appeal for a grade change must be done via email at least 24 hours after the grade has been posted and no more than 5 days after posting.-*

## **Tentative Course Breakdown**

### **Week 1, Understanding the fundamentals of storytelling:**

The first portion of this course will focus on developing an understanding of the basics of video production.

Topics will include:

- The purpose and power of video storytelling
- Basic story structure
- Basic shot composition
- Introduction to Filmic Pro
- Introduction to CapCut video Editor

Associated assignments:

- Self Introduction video
- Composition demonstration video

### **Week 2, Shooting with intent:**

In week two of this course, we will begin looking at the idea of communicating through not only what we shoot, but how we shoot.

Topics will include:

- Understanding B-Roll
- Shooting for the edit
- video with music
- Products in video
- Online Shorts (TikTok, Instagram, YouTube, etc...\_

Associated assignments:

- B-roll Sequence
- Short

### **Week 3, Interview/testimonial shooting:**

Getting a dynamic and compelling shot is not always, if ever, as easy as just turning on the camera and pointing at your subject. In week four of this course, we will look specifically at filming a human subject.

Topics will include:

- Talent positioning
- Camera positioning
- Shooting multiple angles with one camera
- Understanding lighting on the face
- B-roll incorporation
- Location, location, location

Associated Assignments:

- Interview/testimonial video
- Shorts(x2)

### **Week 4, Understanding Delivery:**

By virtue of the work we've been doing, we've already begun to discuss this, but not every video fits on every platform. In week five of this course, we will look at the different delivery platforms available to you as a web-based videographer and how to effectively use them.

Topics will include:

- Different platforms for different audiences
- Different Aspects for different platforms
- Different lengths for different platforms
- Different pace for different platforms

Associated assignments

- Multi-Platform Delivery Video
- Shorts (2)

### **Week 5, Storytelling and retrospective:**



One of the biggest keys to success is understanding that proficiency is not instantaneous. During week six, the expectation is that you will spend most of your time finishing your final project but we will also spend some time on a retrospective review of the work done during the course. Looking at past projects, what worked and what didn't, can be wildly helpful in determining how to shape current efforts.

Topics will include:

- Story analysis, was it effective?
- Effective critique practices, giving and taking

Associated assignments:

- Final Project: Tell a Story