RTVF 4510.002 – CORPORATE MEDIA
Tuesday / Thursday 2:00 - 3:50 pm   FALL 2010

Instructor: James M. Martin   **Office Hours:** Mon. / Wed. 1 - 2:30pm   Thur. 1 - 1:30pm
Office: RTFP – 228   **Phone:** 940-369-7448   **Email:** james.martin3@unt.edu

TEXT: <u>Corporate Media Production</u> Ray Dizazzo. Boston, Massachusetts, Focal Press, 2006. (2nd Ed.)

OBJECTIVES:
This course will help students gain an understanding of the technical, creative and management skills needed in each phase of media production when working in areas outside of news and entertainment. Specific areas of focus will include educational, training, business and municipal entities, commonly referred to as "corporate media". Assignments will include the theory, history, strategies and the application of production skills in specific client facing projects.

PRODUCTIONS:
Each student will complete a set of individual and group projects (some comprehensive) exemplifying the competencies learned throughout the course. There will also be one class final project which will require a mastery of each production skill addressed in individual class assignments. (See project handout.)

DISCUSSION AND CRITIQUE:
Discussions of the assigned readings, productions and/or demonstrations will be held each class meeting. Guest speakers and site visits will also be a main component of the course. All students are expected to participate in a constructive and non-disruptive manner.

TARDINESS AND ABSENCE POLICY:
Because some assignments will require group work ANY absence or late arrival WILL cause problems for the ENTIRE class. As such *students are expected to attend every class meeting and arrive on time*. Excused absences and late arrivals may be obtained for illnesses and true emergencies.

If you must miss a class, or arrive late, it is your responsibility to speak to the instructor directly *prior to the class meeting*. DO NOT leave a voice-mail or send email regarding a missed class or late arrival. Speak with the instructor directly. Emails and voice-mails may take up to 48 hours to be received and/or generate a response. ***Sending an email or leaving a voicemail DOES NOT automatically excuse an absence or late arrival.***

ONE unexcused absence and ONE late arrival is allowed without penalty. Any additional unexcused absences or tardiness will lower your over-all grade in the following ways:

1. Each additional unexcused absence will result in the loss of 5 percentage points off your total course grade.

2. For <u>each</u> additional late arrival to class, you will lose percentage points based on the number of minutes you are late.

    Tardiness Penalty Schedule:

If you arrive after	2:10 pm	you will lose	1 percentage point
If you arrive after	2:15 pm	you will lose	2 " points
If you arrive after	2:20 pm	you will lose	4 " points
If you arrive after	2:30 pm	considered an unexecused absence	

These percentage points will be deducted from your over-all course grade.

<u>**GRADING**</u>:

Project ONE - (Still/Print Promo w/ Radio Ad)	**10 %**
Project TWO - (Researched Client Pitch)	**10 %**
Project THREE - ("Myths" Webinar Presentation)	**10 %**
Project FOUR* - (Single Camera Interview Pkg.)	**15 %**
Project FIVE* - (Employer Testimonial Videos)	**15 %**
Project SIX* - (Materials for Full Production)	**10%**
Project SEVEN* - (Full Corporate Production)	**20 %**
Exam Average	**10 %**

*Denotes group project assignment
**Denotes full class assignment

A = 100 – 90%   B = 89 – 80%   C = 79 – 70%   D = 69 – 60%   F = 50% - below

NO MAKE-UP EXAMS WILL BE GIVEN WITHOUT A VERIFIED MEDICAL EXCUSE. If you arrive late for class when an exam is already in progress or has been completed, your grade for that exam will be ZERO.

FINAL EXAM: Tuesday, December 14   1:30pm – 3:30pm

<u>**NOTE:**</u>
HB 256 provides students with an excused absence from attending classes, taking examinations or other required activities in observance of a religious holy day and related travel. It also provides that students be given reasonable time to take an exam or complete an assignment. Requests for accommodation must be made to the instructor a minimum of three days prior to the observed religious holy day.

Student Eagle Mail accounts will be used for all course correspondence. If you choose to use another email service you must enable your Eagle Mail account to forward the correspondence. Instructions on how to configure Eagle Mail can be found at: http://eaglemail.unt.edu

<u>**COURSE EXPECTATIONS:**</u>
As an instructor, my role is to provide each student with the tools, materials and information to learn about the course content and complete all required assignments. The amount of learning (and resulting depth of knowledge gained) is up to each individual student.

Successful completion of the course will include completing all assignments, being prepared for each presentation, finishing all projects on deadline and regular class attendance.

If you are experiencing difficulty with a concept or project I urge you to visit with me as I am here to aid in your success. Office hours are posted in the syllabus. Other meetings can be scheduled by appointment.

RTVF 4510.002 – CORPORATE MEDIA Tues / Thurs. 2:00-3:50 pm FALL 2010

BASIC COURSE SCHEDULE:

In addition to normal assignments this course will also include guest speakers, videoconference and site visits as well. These additional meetings will allow students additional information and reference needed to expand their understanding of the corporate media field. Any such instances will be announced at least one week in advance.

Information from these instances (text, supplemental readings, site visits, guest speakers, and conferences) is subject to formal examination.

WEEK	CONTENT AREA	
1	**Course Introduction**	**Skills Quiz**
	Chapter 1: The Corporate Media Evolution	
2	**Chapter 2:** The Key Players	
	Chapter 3: Media Groups in the Corporate World	
3	**Chapter 4:** A Production Overview	
	Chapter 5: Production People	
4	**Chapter 6:** Program Needs Analysis	**EXAM #1**
	Chapter 7: The Content Outline	
5	**Chapter 8:** The Creative Concept	
	Chapter 9: The Treatment	
6	**Chapter 10- 14:** The Script, Script Terminology, Dialogue and Narration, Structure & Transitions, Screenplay Format	
7	**Chapter 15:** Preproduction	**EXAM #2**
	Chapter 16: Production Formats, Equipment and Shooting Styles	
8	**Chapter 24:** People Skills	
	Chapter 25: Judgment Skills	
9	**Chapter 20:** Human Aesthetics	
	Chapter 21: Audio Visual Aesthetics	
10	**Chapter 22:** Technical Aesthetics	**EXAM #3**
	Chapter 23: General Aesthetics	
11	**Chapter 26:** A post Production Overview	
	Chapter 27: The Traditional Offline Edit & Online Edit	
12	**Chapter 28:** Nonlinear Editing	
	Chapter 29: Audio Sweetening	
13	**Chapter 30:** Why Evaluate?	**EXAM #4**
	Thanksgiving Break	
14	**Chapter 31:** The Future of Corporate Media	
	RTVF Career Event	
15	*To Be Announced*	
16	**Course & Project Review**	
	Final Exam: Tuesday December, 14 1:30pm – 3:30pm	

RTVF DEPARTMENT DROP POLICY:
This is an RTVF major course. Students without the correct prerequisites (both non-majors and pre-majors) are subject to being dropped from the course automatically with or without notice.

Students missing class on the first day who do not immediately contact the instructor with an legitimate excuse may be dropped immediately without notice.

SAFETY NOTICE:
Portions of Corporate Media cause it to be categorized as a Level 2 safety course. While students are exposed to some significant hazards, they are not likely to suffer serious bodily injury. Students may be exposed to some or all of the following potentially hazardous situations:

Lifting and carrying heavy objects, exposure to electrical equipment, exposure to hot objects, climbing ladders and falling objects. Safety procedures involving these activities are presented in the course text and in the instructor's lectures and will be reinforced in class with practical demonstrations.

DISABILITY ACCOMMODATION:
The RTVF Department cooperates with the UNT Office of Disability Accommodation in order to make reasonable accommodations for qualified students.

Students in need of an accommodation, who have not registered with the ODA, are encouraged to do so. Please present written Accommodation Requests within the first three weeks of class.

SEMESTER EVALUATIONS:
Students should complete the SETE (Student Evaluation of Teaching Effectiveness). The SETE is a requirement for all organized classes at UNT. This short survey will be made available to you at the end of the semester, providing you a chance to comment on how this class is taught. Feedback from students is very important to the Radio, TV and Film Department. And this evaluation is considered an important part of your participation in this class.

MOBILE DEVICE POLICY:
The Department of RTVF prohibits the use of personal mobile devices during class, unless otherwise allowed by the individual Instructor. If no exceptions are contained in a course syllabus, then the department policy remains in effect until changed by the Instructor.

Personal mobile devices are defined as anything and everything from cell phones to smart phones to digital media players to personal handheld computers.

All devices should be turned off before entering the classroom or laboratory area. Portable Laptop Computers may be used in the classroom if the student sits on the back rows.

Any student using a personal mobile device during class will have 5% deducted from their overall course grade for EACH occurrence.

SYLLABUS POLICY:
While this syllabus outlines the expectations for successful completion of the course, it is not a contract. Therefore some elements of the course may be altered by the Instructor as needed.

ACADEMIC INTEGRITY:
This course adheres to the standards outlined by the University of North Texas Policy Office (sec: 18.1.16 Student Standards of Academic Integrity). This information may be viewed on the UNT Policy Office website- http://policy.unt.edu/sites/default/files/untpolicy/pdf/7-Student_Affairs-Academic_Integrity.pdf