

# Digital Content Creation

## COMM-4485

Fall 2020 Section 01 3 Credits 08/12/2020 to 12/05/2020 Modified 08/13/2020

### Description

Variable topic courses offered on a limited or pilot basis to explore or extend study of select, contemporary mass media and public relations issues.

#### Requisites

Prerequisites:

Corequisites:

### Contact Information

#### Professor: Dr. Kyle Lorenzano

Email: [klorenza@westga.edu](mailto:klorenza@westga.edu)

Office: Humanities 149

Phone: 678-839-4933

#### Office Hours

PHYSICAL OFFICE HOURS: By appointment only (**virtual office hours strongly encouraged**)

VIRTUAL OFFICE HOURS (GOOGLE HANGOUT<sup>[1]</sup>): Mon/Wed, Noon – 2:00 p.m., Tue/Thu, 10:00 – 11:00 a.m., 1:00 – 3:00 p.m.

<sup>[1]</sup> To start a Google Hangouts conversation, sign in to your UWG Gmail account, visit [hangouts.google.com](https://hangouts.google.com), click 'New Conversation' near the top of the page, enter my UWG email ([klorenza@westga.edu](mailto:klorenza@westga.edu)), and send an invitation to start the call. I will be available to talk via Google Hangouts during the virtual office hours dates/times listed above.

### Meeting Times

#### Technology-Enhanced

Tuesday, Thursday, 3:30 PM to 4:45 PM, Anthropology Building, G-15

#### A Note on Dual Modality and in-person Class Format

Given the ongoing COVID-19 situation, the university and USG system as a whole has adopted "dual modality delivery" for all in-person classes this semester. This "dual modality" format will necessarily look different depending on the needs of each class, but for courses that meet twice a week like ours does, *all* face-to-face class meetings this semester are capped at no more than 50% of our roster at a given time.

So, what does this mean specifically for our class? See below.

- **Most lecture material this semester will be delivered online via video lectures that I'll post each Monday this semester, unless otherwise specified in our course schedule.** These video lectures will typically be posted on Monday mornings, but will

be available at least 24 hours before the start of our Tuesday class period.

- Note: You should watch these video lectures *before* attending class that given week, in addition to assigned readings from the textbook as shown in the course schedule.
- Unless specified otherwise, students will be assigned to attend either our Tuesday OR Thursday class period this semester – STUDENTS SHOULD NOT ATTEND BOTH CLASS PERIODS OR ANY OTHER CLASS PERIOD OTHER THAN THE ONE THEY HAVE BEEN ASSIGNED. As your instructor, I will be informing everyone which class period (Tue or Thu) they are assigned to attend before the start of the semester via CourseDen announcement, email, YouTube video, or some other means. If for some reason you are unsure of which class period to attend by the start of Week 2 (August 18<sup>th</sup>), please contact your instructor via email ASAP.
- Because lecture content will mostly be delivered via video lectures on CourseDen, class periods will be dedicated to more experiential/activity/discussion-based learning, in addition to taking in-class exams.
- As with all other in-person classes on campus this semester, we will follow all University System of Georgia guidelines on COVID-19 during our own in-person classes, including but not limited to:
  - Mandatory face coverings
  - Proper social distancing and staying 6+ feet apart whenever possible
  - Ensuring all class periods are operating at no more than 50% capacity

## Materials

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### Multimedia Storytelling for Digital Communicators in a Multiplatform World

Author: Seth Gitner

Publisher: Routledge

Edition: 1st Edition

### Adobe CC and Other Technology Needs

As part of this class, students will be required to use Adobe Photoshop, Audition, and Premiere at various points this semester. However, students are *not* required to purchase photo/video cameras, microphones, or other media equipment for this course – in most cases, recording via smart phone or through the UWG Mass Comm Equipment Pool<sup>[1]</sup> will suffice. In the event students are interested in advice on purchasing equipment, please contact your instructor.

Students have access to a computer lab on campus, located in the Anthropology building, with all of the Adobe CC software we'll be using already downloaded on the computers in that lab<sup>[2]</sup>. Adobe CC is also provided free of charge to students through their UWG credentials (consult this link for more information: <https://www.westga.edu/its/client-services/adobe-creative-cloud.php>).

Lastly, although it is not required, I would recommend investing in a pair of over-ear headphones by the time we get to audio/video editing this semester (for example: <https://amzn.to/2trJvFk>). As a general rule, using earbuds to edit and mix audio can sometimes result in a disparity in what you hear while working within your digital workstation (i.e. Audition or Premiere) vs. what you ultimately export for others to hear via MP3, Soundcloud, YouTube, etc.

<sup>[1]</sup> More details on where and how to rent this equipment will be provided at the appropriate time.

<sup>[2]</sup> Again, more details on open lab hours will be provided at the appropriate time.

## Outcomes

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By the end of this course, students will have demonstrated competency in the following areas:

1. Advanced understanding of the building blocks of storytelling and its importance for effective, high-impact content creation

2. Awareness of content creation across a variety of contexts (e.g. advertising, journalism, narrative-based audio/video, etc.)
3. Digital media literacy that not only encompasses basic working knowledge of Adobe CC software, but includes an awareness of lighting, composition, capturing images/audio/video, and other tools of the trade for content creators in the 21st Century.
4. Critical thinking skills necessary to distinguish between effective and ineffective digital content, in order to become a more informed consumer and creator of content.

## ✓ Evaluation

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### Criteria

#### EVALUATION (out of 1000 points total)

- Participation/Attendance (100 points)
- Exams (300 points)
- Static Advertisement
  - Photoshop Tutorials (25 points)
  - Rough Draft (25 points)
  - Final Draft (150 points)
- Podcast Episode
  - Audition Tutorials (25 points)
  - Rough Draft (25 points)
  - Final Draft (150 points)
- Video Story
  - Premiere Tutorials (25 points)
  - Rough Draft (25 points)
  - Final Draft (150 points)

### Breakdown

#### Grading scale

A	90 – 100%
B	80 – 89%
C	70 – 79%
D	69 – 60%
F	59% or below

## ☰ Assignments

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### Participation/Attendance (10%)

Students are expected to be attentive and active participants on the days they attend class. Therefore, participation/attendance during class will count towards your final grade. Attendance to class *alone* is not sufficient to receive these points for each class period. Therefore, the instructor reserves the right to deduct some or all of these points in the event students are inattentive, unprepared for class, more than 15 minutes late, or are otherwise not active member of class.

Because I do understand that life happens, students will be granted one excused absence for the semester that they can use for *any* reason. I will also grant excused absences in the case of university athletics commitments, illness, death in the family, or other emergency/extenuating circumstances, but only if I am informed in advance<sup>[1]</sup> and provided with documented proof of the extenuating circumstances in question.

<sup>[1]</sup> Or as close to advance as is possible in the case of a legitimate emergency.

## Exams (30%)

This semester, two exams will be administered to assess your knowledge of the key course principles, concepts, and techniques. Each exam is non-cumulative, worth 150 points each, and will be made up of multiple choice, true/false, matching, and/or short answer questions. Exams will cover assigned readings from the textbook and any material covered during lectures. Study guides will be provided at least one week prior to an exam date.

Please note that exams cannot be made up outside of the previous criteria for an excused absence. Any unexcused absence on an exam day will result in a zero on the exam.

## Static Advertisement (20%)

Following the introduction of our storytelling and visual storytelling principles, students will be asked to create a static, still image advertisement using Chapter 9 of the Gitner text as support. The advertisement will be based on an original, fictional product or service that students will develop. Students will be expected to use Photoshop to create these advertisements.

As part of the overall project, students will be expected to complete Photoshop tutorials (25 points), a rough draft of the project (25 points) that is graded for completion, and a final draft of the advertisement (150 points) that is graded more critically. More details on the assignment and grading rubrics will be provided closer to the assignment due dates listed in our course schedule.

## Podcast Episode (20%)

Podcasting is quickly turning into a dominant medium in the world of content creation, for hobbyists and professionals alike. Following our discussion of audio storytelling in theory and in practice, students will be asked to produce a **10 - 15-minute** standalone podcast episode. We will talk more about the wide range of podcast formats and genres, but more or less students will have creative freedom to produce an episode based around their personal and/or professional interests.

As part of the overall project, students will be expected to complete Adobe Audition tutorials (25 points), a rough draft of the episode (25 points) that is graded for completion, and a final draft of the episode (150 points) that is graded more critically. More details on the assignment and grading rubrics will be provided closer to the assignment due dates.

## Video Story (20%)

Following the introduction of visual storytelling building blocks and video editing, students will be asked to create a 3 – 5-minute video story using Adobe Premiere. Students can choose to produce a fiction or non-fiction/journalistic video story. For those choosing a fictional premise for their videos, Chapter 2 in the Gitner text and our fundamentals of storytelling will be especially crucial. For those choosing the non-fiction/journalistic option, Chapter 8 in the Gitner text will be particularly useful.

As part of the overall project, students will be expected to complete Premiere tutorials (25 points), a rough draft of the video story (30 points) that will be graded for completion, and a final draft of the video story (150 points) that will be graded more critically. More details on the assignment and grading rubrics will be provided closer to the assignment due dates.

## Schedule

When	Topic	Notes
Aug. 13	Syllabus (NO CLASS)	- in lieu of class, watch Syllabus/Introduction video
Aug. 18	Visual Storytelling	- Read Ch. 1 - watch 'visual storytelling' video lecture
Aug. 20	Visual Storytelling cont.	- Read Ch. 1 - watch 'visual storytelling' video lecture
Aug. 25	Story Structure/PS Demo	- Read Ch. 2 - watch 'story structure' video lecture
Aug. 27	Story Structure/PS Demo cont.	- Read Ch. 2 - watch 'story structure' video lecture

When	Topic	Notes
Sept. 1	Visual Storyteller's Toolbox	- Read Ch. 3 - watch 'visual storyteller's toolbox' lecture
Sept. 3	Visual Storyteller's Toolbox cont.	- <b>PS Tutorials due to CourseDen by 11:59 p.m.</b> - Read Ch. 3 - watch 'visual storyteller's toolbox' lecture
Sept. 8	EXAM 1 (IN CLASS)	<b>EXAM 1 (IN CLASS)</b>
Sept. 10	EXAM 1 (IN CLASS)	<b>EXAM 1 (IN CLASS)</b>
Sept. 15	Static Ad Workshop	
Sept. 17	Static Ad Workshop	- <b>Static Ad Draft due to CourseDen by 11:59 p.m.</b>
Sept. 22	Strategic Communications Content	- Read Ch. 9 - watch 'strategic comm. content' video lecture
Sept. 24	Strat Comm Content cont.	- Read Ch. 9 - watch 'strategic comm. content' video lecture
Sept. 29	Audition Demo	- <b>Static Ad Final Draft due to CourseDen by 11:59 p.m.</b>
Oct. 1	Audition Demo	
Oct. 6	Audio Storytelling Theory	- watch 'audio storytelling theory' video lecture
Oct. 8	Audio Storytelling Theory cont.	- <b>Audition Tutorials due to CourseDen by 11:59 p.m.</b> - watch 'audio storytelling theory' video lecture
Oct. 13	Audio Storytelling in Practice / Podcast Episode Workshop	- watch 'audio storytelling in practice' video lecture
Oct. 15	Audio Storytelling in Practice cont. / Podcast Episode Workshop	- watch 'audio storytelling in practice' video lecture
Oct. 20	Building Blocks of Visual Storytelling	- watch 'building blocks...' video lecture - Read Ch. 5
Oct. 22	Building Blocks cont.	- <b>Podcast Episode Rough Draft due to CourseDen by 11:59 p.m.</b>  - watch 'building blocks...' video lecture - Read Ch. 5
Oct. 27	Non-Fiction Video Content	- Read Ch. 8 - watch 'non-fiction video content' video lecture
Oct. 29	Non-Fiction Video cont.	- <b>Podcast Episode Final Draft due to CourseDen by 11:59 p.m.</b> - Read Ch. 8 - watch 'non-fiction video content' video lecture
Nov. 3	EXAM 2 (IN-CLASS)	<b>EXAM 2 (IN-CLASS)</b>
Nov. 5	EXAM 2 (IN-CLASS)	<b>EXAM 2 (IN-CLASS)</b>
Nov. 10	Premiere Demo	
Nov. 12	Premiere Demo	
Nov. 17	Video Story Workshop	- <b>Premiere Tutorials due to CourseDen by 11:59 p.m.</b>
Nov. 19	Video Story Workshop cont.	

When	Topic	Notes
Nov. 24	INDEPENDENT WORKDAY (NO CLASS)	- Video Story Rough Draft due to CourseDen by 11:55 p.m.
Dec. 1	FINAL VIDEO STORY DUE TO COURSEDEN BY 11:55 P.M.	FINAL VIDEO STORY DUE DEC. 1 TO COURSEDEN BY 11:55 P.M.

## \* Course Policies and Resources

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### Late Work

Any assignment submitted late will receive a 10% late deduction per day late. Under this late deduction system, by default, any assignments submitted more than 10 days late will receive an automatic zero. Outside of documented emergencies like a serious illness, death in the family, etc., I will adhere to the policy outlined here. If you have special circumstances, please contact me as soon as you are able to.

### Academic Misconduct

As per university and department policy, all forms of plagiarism, cheating, and academic misconduct are not tolerated. Depending on the severity of the violation, instances of academic misconduct may be dealt with at a departmental and/or university level. At minimum, the first violation of academic honesty/integrity in this class will result in an automatic zero on the assignment(s) in question and a full letter grade deduction at the end of the semester. Additional violations beyond this first case will result in additional penalties depending on the severity of the violation, up to and including automatic failure in the course. For more information about grounds for academic misconduct violations and academic integrity, please consult the [Student Handbook and Code of Conduct](#).

### Submission of Assignments/Grades

All assignments or exams must be completed and submitted on the day they are due according to the course schedule and assignment description. Please note that I will try to give you feedback as quickly as possible, but I too can get busy as the semester progresses.

All grades will be posted via CourseDen. I am legally prohibited from discussing specific assignment grades or students' final overall grades in any course, so specific grade inquires must be addressed one-on-one during in-person or virtual office hours.

## @ College/School Policies

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### Mass Communications Degree Program Learning Outcomes

**ACEJMC Professional Values and Competencies:** The Bachelor of Science degree program in Mass Communications is accredited by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC), and the Department is committed to preparing students with the requisite knowledge and skills to be successful in the media and communications industries after graduation. The Department has adopted as its Mass Communications degree program learning outcomes ACEJMC's 12 professional values and competencies, known as 6 X 6 MASS COMM SUCCESS, that all graduates of an ACEJMC accredited program should be aware of and able to demonstrate as scholars and professionals in the discipline. For the detailed list of the ACEJMC professional values and competencies, see the [UWG Undergraduate Catalog \(https://catalog.westga.edu/preview\\_program.php?catoid=11&poid=1991\)](https://catalog.westga.edu/preview_program.php?catoid=11&poid=1991) or [ACEJMC - Standard 2. Curriculum and Instruction \(http://www.acejmc.org/policies-process/nine-standards/\)](http://www.acejmc.org/policies-process/nine-standards/).

### 6 X 6 MASS COMM SUCCESS

[6 X 6 MASS COMM SUCCESS  
\(https://www.westga.edu/academics/coss/mass-communications/assets/pics/6x6\\_MC\\_Success\\_Graphic.JPG\)](https://www.westga.edu/academics/coss/mass-communications/assets/pics/6x6_MC_Success_Graphic.JPG)

(click to view image)

1. Freedom of Speech & Press
2. History
3. Diversity
4. Global Impact
5. Theory
6. Ethics
7. Think Critically & Creatively
8. Research & Evaluate
9. Write Effectively
10. Self-Evaluate
11. Apply Numbers & Statistics
12. Apply Technology

## Film & Video Production Degree Program Learning Outcomes

**Overview:** The Bachelor of Science degree program in Film & Video Production is designed to train graduates in the field who are agile, adaptable, and able to employ their skills in an array of roles from entrepreneurial content producers to on-set film work, both above and below the line. It will provide students with a comprehensive understanding of the machinery at work behind media production and distribution, along with a set of tangible, marketable, and transferable skills for an array of positions within the infrastructure of film and content production. The FVP degree program learning outcomes include:

1. Demonstrate critical thinking, aesthetic awareness and technical proficiency in the production and assessment of audio-visual film work.
2. Understand all phases and roles of film production in order to help formulate career goals.
3. Understand the various potentials of film as both a commodity for a targeted audience, and an act of authorship and creative expression.
4. Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of cinema in a global society.

## Institutional Policies

### Academic Support

**Accessibility Services:** Students with a documented disability may work with UWG Accessibility Services to receive essential services specific to their disability. All entitlements to accommodations are based on documentation and USG Board of Regents standards. If a student needs course adaptations or accommodations because of a disability or chronic illness, or if he/she needs to make special arrangements in case the building must be evacuated, the student should notify his/her instructor in writing and provide a copy of his/her Student Accommodations Report (SAR), which is available only from Accessibility Services. Faculty cannot offer accommodations without timely receipt of the SAR; further, no retroactive accommodations will be given. For more information, please contact [Accessibility Services \(https://www.westga.edu/student-services/counseling/accessibility-services.php\)](https://www.westga.edu/student-services/counseling/accessibility-services.php).

**Center for Academic Success:** The [Center for Academic Success \(http://www.westga.edu/cas/\)](http://www.westga.edu/cas/) provides services, programs, and opportunities to help all undergraduate students succeed academically. For more information, contact them: 678-839-6280 or [cas@westga.edu](mailto:cas@westga.edu).

**University Writing Center:** The [University Writing Center \(https://www.westga.edu/writing/\)](https://www.westga.edu/writing/) assists students with all areas of the writing process. For more information, contact them: 678-839-6513 or [writing@westga.edu](mailto:writing@westga.edu).

### Online Courses

UWG takes students' privacy concerns seriously: technology-enhanced and partially and fully online courses use sites and entities beyond UWG and students have the right to know the privacy policies of these entities. For more information on privacy and accessibility for the most commonly used sites, as well as technology requirements visit the [UWG Online](#)

[\(https://uwgonline.westga.edu/\)](https://uwgonline.westga.edu/) site.

Students enrolled in online courses can find answers to many of their questions in the [Online/Off-Campus Student Guide \(http://uwgonline.westga.edu/online-student-guide.php\)](http://uwgonline.westga.edu/online-student-guide.php).

If a student is experiencing distress and needs help, please see the resources available at the [UWG Cares \(http://www.westga.edu/UWGCares/\)](http://www.westga.edu/UWGCares/) site. [Online counseling \(https://www.westga.edu/student-services/counseling/index.php\)](https://www.westga.edu/student-services/counseling/index.php) is also available for online students.

## Honor Code

At the University of West Georgia, we believe that academic and personal integrity are based upon honesty, trust, fairness, respect, and responsibility. Students at West Georgia assume responsibility for upholding the honor code. West Georgia students pledge to refrain from engaging in acts that do not maintain academic and personal integrity. These include, but are not limited to, plagiarism, cheating, fabrication, aid of academic dishonesty, lying, bribery or threats, and stealing.

The University of West Georgia maintains and monitors a confidential Academic Dishonesty Tracking System. This database collects and reports patterns of repeated student violations across all the Colleges, the Ingram Library, and the School of Nursing. Each incidence of academic dishonesty is subject to review and consideration by the instructor, and is subject to a range of academic penalties including, but not limited to, failing the assignment and/or failing the course. Student conduct sanctions range from verbal warning to suspension or expulsion depending on the magnitude of the offense and/or number of offenses. The incident becomes part of the student's conduct record at UWG.

Additionally, the student is responsible for safeguarding his/her computer account. The student's account and network connection are for his/her individual use. A computer account is to be used only by the person to whom it has been issued. The student is responsible for all actions originating through his/her account or network connection. Students must not impersonate others or misrepresent or conceal their identities in electronic messages and actions. For more information on the University of West Georgia Honor Code, please see the [Student Handbook \(https://www.westga.edu/administration/vpsa/handbook-code-of-conduct.php\)](https://www.westga.edu/administration/vpsa/handbook-code-of-conduct.php).

## UWG Email Policy

University of West Georgia students are provided a MyUWG e-mail account. The University considers this account to be an official means of communication between the University and the student. The purpose of the official use of the student e-mail account is to provide an effective means of communicating important university related information to UWG students in a timely manner. It is the student's responsibility to check his or her email.

## Credit Hour Policy

The University of West Georgia grants one semester hour of credit for work equivalent to a minimum of one hour (50 minutes) of in-class or other direct faculty instruction AND two hours of student work outside of class per week for approximately fifteen weeks. For each course, the course syllabus will document the amount of in-class (or other direct faculty instruction) and out-of-class work required to earn the credit hour(s) assigned to the course. Out-of-class work will include all forms of credit-bearing activity, including but not limited to assignments, readings, observations, and musical practice. Where available, the university grants academic credit for students who verify via competency-based testing, that they have accomplished the learning outcomes associated with a course that would normally meet the requirements outlined above (e.g. AP credit, CLEP, and departmental exams).

## HB 280 (Campus Carry)

UWG follows University System of Georgia (USG) guidance: [http://www.usg.edu/hb280/additional\\_information#](http://www.usg.edu/hb280/additional_information#) ([http://www.usg.edu/hb280/additional\\_information](http://www.usg.edu/hb280/additional_information))

You may also visit our website for help with USG Guidance: <https://www.westga.edu/police/campus-carry.php> (<https://www.westga.edu/police/campus-carry.php>)

## Mental Health Support



If you or another student find that you are experiencing a mental health issue, free confidential services are available on campus in the [Counseling Center](#). Students who have experienced sexual or domestic violence may receive confidential medical and advocacy services with the Patient Advocates in [Health Services](#). To report a concern anonymously, please go to [UWGcares](#).

## ELL Resources

If you are a student having difficulty with English language skills, and / or U.S. culture is not your home culture, specialized resources are available to help you succeed. Please visit the [E.L.L. resource page](#) for more information.

## COVID-19

**Proctored Exams/Online Instruction:** Students should be aware and plan ahead for the possibility of having to complete all courses and/or exams online or in a proctored environment. This means talking with your instructors about what minimum technical requirements (software and hardware) will be required should your class move online or a student's personal needs dictate. This also includes making plans for internet access at whatever location participation may occur.

Virtual or in-person proctored exams, if your instructor should require them, may result in an additional cost to the student. Please discuss these details with your instructor or see the information provided here.

**Face Coverings:** Effective July 15, 2020, University System of Georgia institutions, including the University of West Georgia, will require all faculty, staff, students, and visitors to wear an appropriate face covering while inside campus facilities/buildings where six feet social distancing may not always be possible. Face covering use will be in addition to and is not a substitute for social distancing.

Face coverings are not required in campus outdoor settings where social distancing requirements are met. Anyone not using a face covering when required will be asked to wear one or must leave the area.

Reasonable accommodations may be made for those who are unable to wear a face covering for documented health reasons.

**Student FAQs:** For more information about UWG COVID-19 guidance for students visit the [Student FAQ webpage](#) (<https://www.westga.edu/student-services/health/coronavirus-info/return-to-campus/students-faq-return-to-campus.php>).

## Additional Items

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