Instructor Information:

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214-991-8957Office Hours: By appointment.

Course Information
Course title: Business Aspects
Course number: RTVB 2370
Section number: 73201  Credit hours: 3  Class meeting time: F 9:45-12:15

Course description: This course is designed to introduce and/or familiarize the student with the variety of options for work and/or expression in the field of video technology/film upon graduation from North Lake College. It will include a number of “off-campus” field trips to businesses within the field and a number of speakers with relevant experience.

Recommended Textbooks and Materials
There is no anticipation of required outside reading except what guest lecturers may bring with them.

Course Objectives

After successfully completing this course the student will demonstrate familiarity with examples of production budgeting, staffing, decision-making, post houses, set-etiquette, and working with other professionals in a production manner in the development and completion of a product. All students at the RTVB 2370 course level will demonstrate some aptitude with job acquisition skills (resumes and interviews).

Specific Course Learning Outcomes

All students at the RTVB 2370 course level will:

Create a professional business proposal.

Make a budget for a production. Each student will be given a script for a short training video and each student must estimate costs and schedule the shooting days.

Create a Script Breakdown from a film script given by the instructor.

Gather information on how to start and maintain a small video business. (Including information regarding taxes, business plans, and hiring, invoicing and paying freelancers.)

Scout for a location to shoot a production. (Also will learn how to obtain permits and deal with the legality of shooting on location.)

Course Calendar
See Appendix A for detailed outline.

Means of Assessment of Course Learning Outcomes

Learning outcomes will be assessed by submission of assignments due through-out the semester and completion of one of the creative projects due at the end of the semester. The student will set up a web presence via social media or a website. ** Extra Credit: Register their business as a DBA, create letterhead, register a domain name.

5 Assignments will be due through-out the semester. Topics will be: Business Proposal, Business Cards & Resume, Invoices, Script Breakdown, Scheduling and Budgeting.

Evaluation Procedures
25% Attendance and “Participation” in lectures and field trips.
45% Assignments.
30% Final (Completed Projects)
See Appendix A for details. (“Course Sheet: Business Aspects”)

Exams and Assignments
See Appendix A for details. (“Course Sheet: Business Aspects”)

Grading Scale
Students will receive numerical grades for all assignments, labs, tests and quizzes based on the following scale:  
A = 90 - 100,  B = 80 - 89  C = 70 - 79  
D = 60 - 69  F = below 60

**Discipline/ Course/ Department/Policies**  
**Late Paper /Assignment Policy:** Assignments will be considered late if handed in after the class for which they were assigned commences. Late work will be penalized one letter grade each day beyond original due date. After one week late assignments will not be accepted.

**Student Responsibilities:** Students are expected to attend all class meetings unless excused by the instructor by prior permission. Students will be responsible for all material missed due to absences and should obtain information from other students. Students missing labs will have one week to make up the lab or receive a zero. 10 points will be deducted from the attendance grade for each absence; 5 points for each tardy. Exams must be taken on the date and time scheduled. No one will be admitted to class after an exam or quiz is distributed. Make-up exams may be given provided the student is absent due to certifiable medical or extreme personal need. The instructor must be notified prior to the administration of the exam. Quizzes will not always be announced in advance, but will occur in tandem with assigned reading and/or lecture content. A missed quiz must be made-up before the next class meeting.

**Classroom Etiquette:** Turn your cell phone off in class. No food or drinks allowed in the studio or control room. Please help keep the video facility clean. Please respect the rights of others in the facility. Laptops may be used for note taking and research (not for game playing during lecture!) During Field Trips please do not use cell phones for note taking - please bring a notebook and pen.

**INSTITUTIONAL POLICIES**

**DCCCD EMERGENCY OPERATING PROCEDURES**  
[http://video.dcccd.edu/rtv/DO/emergency_dcccd.wmv](http://video.dcccd.edu/rtv/DO/emergency_dcccd.wmv)

**ACADEMIC DISHONESTY**  
The Student Code of Conduct prohibits academic dishonesty and prescribes penalties for violations. According to this code, which is printed in the college catalog, "academic dishonesty", includes (but is not limited to) cheating, fabrication, facilitating academic dishonesty, plagiarism, and collusion".

1) The Vice-President of Academic & Student Affairs may initiate disciplinary proceedings against a student accused of academic dishonesty.

2) Academic dishonesty includes, but is not limited to, cheating on a test, plagiarism and collusion.

3) Cheating on a test includes:
   a) Copying from another student’s test paper;  
   b) Using, during a test, materials not authorized by the person giving the test;  
   c) Collaborating with another student during a test without permission to do so;  
   d) Knowingly using, buying, selling, stealing, transporting, or soliciting in whole or part the contents of an un-administered test.
e) Substituting for another student, or permitting another student to substitute for you to take a test; and
f) Bribing another person to obtain an unadministered test or information about an unadministered test.

4) “Plagiarism” means the appropriation of another’s work (ideas and/or words) and the unacknowledged incorporation of that work in one’s written work offered for credit. Quotes not identified as quotes constitute a form of plagiarism even if the borrowed ideas are documented.

5) “Collusion” means an unauthorized collaboration with another person in preparing written work offered for credit.

Academic dishonesty may result in the following sanctions, including, but not limited to:
1. A grade of zero or a lowered grade on the assignment or course.
2. A reprimand.
3. Suspension from the college.

NOTIFICATION OF ABSENCE DUE TO RELIGIOUS HOLY DAY(S)
Students who will be absent from class for the observance of a religious holiday must notify the instructor in advance. Please refer to the Student Obligations section of the college catalog for more explanation. You are required to complete any assignments or take any examinations missed as a result of the absence within the time frame specified by your instructor.

REQUIREMENTS OF THE AMERICANS WITH DISABILITIES ACT (A430)
North Lake College provides academic accommodations to students with disabilities, as defined under ADA law. It is the student’s choice and responsibility to initiate any request for accommodations. If you are a student with a disability who requires such ADA accommodations, please contact North Lake College's Disability Services Office in person (A430) or by phone at 972-273-3165.
http://www.northlakecollege.edu/resources/disability.html

FAMILY EDUCATIONAL RIGHTS AND PRIVACY ACT OF 1974 (FERPA)
In compliance with the Family Educational Rights and Privacy Act of 1974 (FERPA), the College may release information classified as “directory information” to the general public without the written consent of the student. Directory information includes: (1) student name, (2) student address, (3) telephone numbers, (4) date and place of birth, (5) weight and height of members of athletic teams, (6) participation in officially recognized activities and sports, (7) dates of attendance, (8) educational institution most recently attended, and (9) other similar information, including major field of student and degrees and awards received. Students may protect their directory information at any time during the academic year. If no request is filed, directory information is released upon written inquiry. No telephone inquiries are acknowledged. No transcript or academic record is released without written consent from the student, except as specified by law.

ADMINISTRATIVE WITHDRAWAL
Students with valid extenuating circumstances may be eligible for an administrative withdrawal by the Dean of the Division in which the course or courses are taught. An administrative withdrawal will not be awarded to students who simply fail to withdraw prior to the last day to receive a “W.” The request for an administrative withdrawal must be made in writing to the Dean of the Division with any supporting documentation attached. This must occur before the last official day of the semester.

**DROP POLICY**

If you are unable to complete this course, you must officially withdraw by: **April 16th.** Withdrawing is a formal procedure which you must initiate; your instructor cannot do it for you. All Dallas County Community Colleges charge a higher tuition rate to students registering the third time for a course. This rule applies to the majority of credit and Continuing Education / Workforce Training courses. Developmental Studies and some other courses are not charged a higher tuition rate. Third attempts include courses taken at any DCCCD college since the fall 2002 semester. For further information, go online to: [http://www.DCCCD.edu/thirdcourseattempt](http://www.DCCCD.edu/thirdcourseattempt).

**STOP BEFORE YOU DROP**

For students who enrolled in college level courses for the first time in the fall of 2007, Texas Education Code 51.907 limits the number of courses a student may drop. You may drop no more than 6 courses during your entire undergraduate career unless the drop qualifies as an exception. Your campus counseling/advising center will give you more information on the allowable exceptions. Remember that once you have accumulated 6 non-exempt drops, you cannot drop any other courses with a “W”. Therefore, please exercise caution when dropping courses in any Texas public institution of higher learning, including all seven of the Dallas County Community Colleges. For more information, you may access: [https://www1.dcccd.edu/coursedrops](https://www1.dcccd.edu/coursedrops).

**FINANCIAL AID STATEMENT**

Students who are receiving any form of financial aid should check with the Financial Aid Office prior to withdrawing from classes. Withdrawals may affect your eligibility to receive further aid and could cause you to be in a position of repayment for the current semester. Students who fail to attend or participate are also subject to this policy.

To apply for financial aid in the DCCCD, students must complete FAFSA (Free Application for Federal Student Aid) on the web at: [http://www.fafsa.ed.gov](http://www.fafsa.ed.gov).

**COUNSELING SERVICES (A311)**

Counseling services for personal issues are provided to all students currently enrolled at North Lake College at NO CHARGE. These services are provided by licensed professionals who are bound by confidentiality (within ethical parameters). With the assistance of a counselor, students are able to identify, understand, resolve issues and develop appropriate skills. To make an appointment call 972-273-3333 or visit A311. For additional information, go to: [http://northlakecollege.edu/services-and-resources/health-and-wellness/counseling-services/Pages/default.aspx](http://northlakecollege.edu/services-and-resources/health-and-wellness/counseling-services/Pages/default.aspx).
THE ACADEMIC SKILLS CENTER (ASC)

The ASC is designed to provide the following assistance to students:

- An ESOL lab with computer access.
- Free tutoring for students enrolled in Foreign Language courses.
- The iRead Lab offers individual and small group tutoring, as well as workshops, to help current students improve their reading, study, and test taking skills.
- The Writing Center to help students clarify writing tasks, understand instructors’ requirements, develop and organize papers, explore revision options, detect grammar and punctuation errors, properly use and document sources, and improve their writing skills.
- The Online Writing Lab (OWL) allows students to submit papers to our writing tutors electronically and get feedback within 24-72 hours. The OWL can be accessed through eCampus.
  - After logging on to eCampus, click on the Community Tab at the top.
  - Type “Owl” in the search field and click “Go.”
  - Next, click on the double drop-down arrows next to “NLC-OWL2,” and then click on “Enroll.”
  - Once enrolled, students can receive services from the OWL.
- The Blazer Internet Lounge with 12 computers, additional open seating, and WiFi Internet access.

For more information or to schedule a tutoring appointment, come by A-332 or call 972-273-3089.

TESTING CENTER (A 425)
Monday-Thursday: 8:30 a.m. – 8:00 p.m.
No tests will be issued after 7:00 p.m. Other cut-off times may be in effect for specific exams by the instructor’s direction. All exams collected at 8:00 p.m.
Friday-Saturday: 8:30 a.m.–3:30 p.m.
No tests will be issued after 2:30 p.m. Other cut-off times may be in effect for specific exams by the instructor’s direction. All exams collected at 3:30 p.m.
Sunday – CLOSED

If you instructor requires you to complete an exam in the Testing Center, be sure to have the following information when you request you test:
1. Instructor’s name
2. Subject, course number, and section number (exp: Speech 1311.7011)
3. Exam number (1st, 2nd, 3rd, etc.)
4. Exam deadline (Get this information from your instructor. The testing staff cannot look up this information on computers).

You should also bring the following supplies:
1. Pencil
2. Scantron answer sheet
3. A Test Request Form must be completed before entering the Testing Center.
5. Government or school issued photo identification is required & enforced.
You may not bring personal items into the Testing Center. This includes bags, cell phones, and pagers.

Please show courteous and cooperative behavior while using the services provided by the Testing Center.

DO NOT bring children to the Testing Center. You must make arrangements for the care of your children prior to your exam date. The police department will be notified of any unattended children.

DO NOT take any testing materials with you when you leave the Testing Center. This includes the test, answers, charts, scratch paper. These items will be attached to your test.

Questions? Please visit the Testing Center (A 425) or call 972-273-3160.
Appendix A
Course Sheet: Business Aspects

RTVB 2370
SPRING 2015
ARTS, BUSINESS, SPORT SCIENCE & TECHNOLOGY
LEARNING CENTER
T-135 972-273-3450

Business Aspects Video Technology Course Sheet: RTVB 2370
Instructor: June Owens, 2149918957
juneowenscreative@gmail.com

- Addresses to off-campus sites will be delivered via email to the students at least by the Wednesday before each field trip that occurs on Friday mornings. If a student is absent, it is his/her responsibility to attain directions to the class’ destination the following week.

Final Projects:
30% Final (Completed Project) DUE NO LATER THAN MAY 14, 2015.
Students must create a business card and resume by the end of Spring Break. (Company name, Student name, phone number, email, website or social media presence).

Final Project Due, Students will set up their production business. Students are required as part of their final project to set up a web presence via social media or a website. **Extra Credit: Register their business as a DBA, create letterhead, register a domain name.

Assignments:
45% Assignments.
Assignment 1 Professional Business Proposal
Assignment 2 Business Card, Resume
Assignment 3 Invoices
Assignment 4 Script Breakdown
Assignment 5 Budgeting and Scheduling

25% Attendance and “Participation” in lectures and field trips
Topics to be Discussed: How to start and maintain a small video business? Including: covering IRS (tax rate, quarterly payments, equipment deductions/depreciation), state sales tax, and the Texas manufacturer’s exemption? In Tarrant County and some others, home business owners (including independent producers) must also pay BPP tax. As well as Hiring, invoicing and paying freelancers?

How to obtain permits and deal with the legality of shooting on location?

How to do a professional business proposal? Each student submits a professional proposal.

How to budget for a production? Each student receives a script for a short film, training video etc…and estimate costs and shooting days. Some script breakdown exercises will be given to the students.

Business structures (LLC, sole proprietorship, DMA, etc.)? You will be quized the following week about the lecture and readings.

Exposure to QuickBooks or other free small business accounting software packages. Students will do “invoices” and budgets for assignment. Information will be given on project management. Organizations (you will see on field trips) and individuals now use Microsoft Project and the instructor will show them how a producer manages a project from beginning to the end.

How to work as a freelancer or independent producer? Students will be shared information about Chamber of Commerce meetings, Entrepreneur organizations and meetups, tips on networking, creative jobs resources, databases, and websites for freelancers in the industry to use to get jobs.

Students are encouraged to visit/join local entrepreneur groups, or other professional organizations. A list will be given to the student. Students will also attend the job fair at North Lake College (it’s free and it’s a desired location if you do not have a car). The professor will also set up a “meetup” with DEC of Dallas.

Students will set up their production business. Students are required to set up a web presence via social media or a website.

Students are given the choice to also register their business as a DBA ($25), LLC, etc., creating letterhead/business cards ($25 at Vistaprint), etc., and registering a domain name ($1 and up). Because of money issues, this may not be possible for some students, but this will be accepted for extra credit. Banks require a DBA to set up a business account. (A bank representative will come to class to show the students how to set up a DBA with their bank).

***** We will visit off-campus sites including but not limited to: 40% Attendance and “Participation” in lectures and field trips.

Post Asylum, Don Stokes – oldest production house in Dallas. Does post-production work (edited the DCCCD commercial you see on tv as well as many commercials and has finished a feature film as well. (On board of Dallas Producer’s Association) and will talk about organizations in DFW to further your career and seek mentorship.

Reel FX, Animation Post-Production House – they made “Book of Life” (animated feature film)

Charlie Uniform Tango, Post-production house as well as Liberal Media, production house. You will work with in their audio studio that they have with an amazing composer.
Media Projects, Cynthia & Allen Mondell - how to make a living doing documentaries. This is a small company that work out of a “house”. Good for students to see a small non-profit company making a profit.

Andy Streifield (owner of AMS Productions) – how to grow a business in large scale production and post

Electric Light and Power – (owner Michael Cianco) – see a grip truck and see what a grip/gaffer does and speak to a “real/working” gaffer in the business.

Red Republic, post-production house (many of north lake students work in their “vault” – they do major commercials and have offices through-out the U.S.

Filmmakers – only company that develops 35mm film (feature film) in the state of Texas. You get a tour of the lab as well as work with a “colorist” that colors commercials and short films.

Steve Alford (President, Alford Media Service) – large event video rental and production

Career Services (North Lake College) – writing resumes and interviewing skills (Crystal from Career Services will come and speak to the class regarding resumes and interviewing skills)
Tentative Calendar – Business Aspects

January 16  Welcome/Review Syllabi in detail. Watch the two “panels” that were conducted at North Lake College concerning taxes and starting your own company as well as the last panel consisting on information about talent agencies and working with actors/talent.

January 23  Field Trip – AMS Productions

January 30  Field Trip – Electric Light and Power

Feb 6  Lecture

Business structures (LLC, sole proprietorship, DMA, etc.)? You will be quizzed the following week about the lecture and readings.

How to do a professional business proposal? Each student submits a professional proposal by Feb. 27th.

How to start and maintain a small video business? Including: covering IRS (tax rate, quarterly payments, equipment deductions/depreciation), state sales tax, and the Texas manufacturer’s exemption? In Tarrant County and some others, home business owners (including independent producers) must also pay BPP tax.

Feb 13  Field Trip – Alford Media  (Quiz about the Feb 6th lecture after Field Trip)

Feb 20  No Class- Holiday

Feb 27  Field Trip - Assignment 1 Due (Professional Business Proposal due)  (Due by midnight the Thursday before class- drop in homework box on blackboard). Bring a print out to class and put in your 3-hole notebook.

March 6  Field Trip – Richards Group

March 13  No Class, Spring Break

March 20  Lecture
(Assignment 2: Business Cards & Resume (Due by midnight the Thursday before class- drop in homework box on blackboard). Bring a print out to class and put in your 3-hole notebook.

North Lake College Career Services (Crystal) will speak to the students about resumes and interviewing as well as what North Lake College offers to students. How to hire, invoice and pay a freelancer? Students will be exposed to Quickbooks or other free small business accounting software packages. Students will do “invoices”. (Assignment due April 10th)

Students will learn how to work as a freelancer or independent producer. Students will be shared information about Chamber of Commerce meetings, Entrepreneur organizations and meetups, tips on networking, creative jobs resources, databases, and websites for freelancers in the industry to use to get jobs.

Extra Credit: Students are encouraged to visit/join local entrepreneur groups, or other professional organizations. A list will be given to the student. Students will also attend the job fair at North Lake College (it’s free and it’s a desired location if you do not have a car). The professor will also set up a “meetup” with DEC of Dallas.

March 27 Field Trip, Reel FX (Be there by 10 a.m.)!!!!!

April 3 No Class, Holiday

April 10 Lecture: Assignment 3: Invoices and Budgets (Due by midnight the Thursday before class- drop in homework box on blackboard). Bring a print out to class and put in your 3-hole notebook.

Professor will lecture about “script breakdowns.” This is a very important part of managing the project as well as actually shooting the project. Very important to be in class. We will work through a new script “in class” for practice and break it down. Your assignment will be to break down a script that the professor gives you. This will be due on April 24th.

April 17 Field Trip- Media Projects

April 24 Lecture: Assignment 4: “Script Breakdown” due. (Due by midnight the Thursday before class- drop in homework box on
Bring a print out to class and put in your 3-hole notebook.

**Budgeting and Scheduling** Make a budget for a production. Each student will be given a script for a short training video and each student must estimate costs and schedule the shooting days. Scout for a location to shoot a production. (Also will learn how to obtain permits and deal with the legality of shooting on location.) Information will be given on project management. Organizations (you will see on field trips) and individuals now use Microsoft Project and the instructor will show them how a producer manages a project from beginning to the end.

May 1  **Field Trip - Filmworkers and Red Republic- Assignment 5**

Due “Budgeting and Scheduling” by midnight Thursday April 30th (drop in homework box on blackboard). Make a budget for production as well as schedule the shooting days and scout for locations. Bring a print out to class.

May 8  **Field Trip – Charlie Uniform Tango**

May 14 **Final Project Due, Students will set up their production business. Students are required as part of their final project to set up a web presence via social media or a website. **

Extra Credit: Register their business as a DBA, create letterhead/business cards, register a domain name. DUE IN CLASS- YOU WILL “PRESENT” YOUR BUSINESS WITH A PRESENTATION OF THE WEB PRESENCE AS WELL AS BUSINESS CARDS, LETTERHEAD, ETC.