Dear Student,

Welcome to the ever-changing world of journalism and to the inky, award-winning pages of The Brookhaven Courier. I hope you enjoy becoming a part of the rich history of Brookhaven College's 40-year-old student newspaper. It is my goal to make sure you get as much out of this course as I did when I first started my career in journalism here at Brookhaven. I completely understand that juggling your assignments for the newspaper with course work from your other classes can seem a bit overwhelming at times. But if you communicate with me, your other professors and the newspaper editors, staff and advisers, I'm sure you will find the work manageable and, ultimately, very rewarding.

Since first publishing from "The Basement" of the L Building in 1978 (now the darkroom in L116), our modest newspaper quickly established itself as a reputable repository of all the campus and Dallas County Community College District news that was fit to print. And after leaving Brookhaven, many former staffers have had bylines in local publications such as Dallas Morning News, FD Luxe, Dallas Observer, D Magazine, Dallas Voice, Dallas CBS Radio and Denton Record Chronicle, as well as numerous other national publications from NPR to Billboard to the CBS Sunday Morning Show.

The goal of this course is to prepare students for a career in today's media by improving each student's awareness of the functioning of a small publication, while highlighting the importance of accepting responsibility for completing deadline-sensitive, newspaper-related tasks. Please, if you run into a problem with an assignment, don't ever hesitate to stop by the newspaper, Bldg. U, Room U241, or my office, L113, during my posted office hours.

That's all on-the-record,
Daniel Rodrigue

I. Course Number and Title: COMM 2303, Audio Production [This is a Texas Common Course Number.]
II. Catalog Description: COMM 2303 – "Concepts and techniques of audio and video production, including the coordinating and directing processes. Hands-on experience with equipment, sound sources and direction of talent. (3 Lec.)"
III. Class Meeting Time: Noon-1:20 p.m. on Tuesdays & Thursdays in L109.
IV. Student Learning Outcomes: The student will:

1. Know how to create news and feature stories and story packages for online media.
2. Know how to communicate information clearly, interestingly and accurately.
3. Be able to conduct interviews.
4. Be familiar with the applications of libel law.
5. Understand the use of The Associated Press Stylebook.
6. Know how to edit messages for different media outlets and audiences.
7. Know how to identify newsworthy events.
8. Be able to demonstrate research skills.
9. Be able to simplify sentences and paragraphs.
10. Improve spelling, grammar and punctuation skills.
11. Know the basics of using quotations and attribution.
12. Be aware of the value of the role of ethics in journalistic practice.
13. Learn to value the implications of the First Amendment.

Specifically, the student will:

1. Develop story ideas, gather information, conduct interviews and produce stories for use by the staff of the campus newspaper. The stories may be published in both the print and online versions of the student newspaper and may occasionally be quoted or referenced in other local publications. Published stories may also be entered in contests. Students will also communicate with the art director on any art or photo suggestions.
2. Complete class exercises dealing with newsworthiness, copy preparation, straight news, feature stories and law and ethics as they affect journalists.
4. Use a computer, voice recorders and cameras to research, report, type, edit, save and send stories.
V. **Required Course Materials:**

B. 32GB or better USB 2.0 Flash Drive. (I recommend a Kingston Digital “DataTraveler” SE9.)
C. 16BG or better “Class 10” SD memory card.
D. Stereo headphones
E. Webster’s *New World Dictionary* (paperback) or the phone app.
F. Five to seven notepads for interviewing.
G. Voice recorder for interviewing.

VI. **Recommended Course Materials:** *The Associated Press Stylebook* (most recent edition, new or used) – hard copy or phone app, access to editing software (if you don’t like working on campus, you will need to purchase your own apps or programs).

VII. **Course Policies:**

A. **Attendance:** Don’t be late to class. According to the DCCCD catalog, “Students are expected to regularly attend all classes in which they are enrolled. Students have the responsibility to attend class and to consult with the instructor when an absence occurs.”
B. **Cyber civility:** Think before you tweet, share or post. “Cyber civility” is critical.
C. **Participation:** Take notes. Turn your cellphones and laptops OFF before each class session begins.
D. **Plagiarism:** Plagiarism of any form cannot and will not be tolerated. ALL assignments must be original work. Plagiarized work will receive a zero. No exceptions or excuses. (At many j-schools, students caught plagiarizing are immediately expelled.) Students who are uncertain what constitutes plagiarism should speak with the instructor or newspaper adviser.
E. The instructor has the right to add to, delete from, or otherwise revise the syllabus and/or course calendar.

VIII. **Course Work:**

A. **300 points:** Final” Long-Form Multimedia Project/Story Package [2 to 10 min.]
B. **100 points each (300 points total):** Three (3) Short-Form Projects [1 ½ to 2 min.]
C. **40 points each (200 points total):** Five (5) Lab “Quizzes”
D. **100 points:** One (1) “Copy Cat” PSA Project [30-60 sec.]
E. **100 points:** Assigned CREs and plots/storyboards
F. **[50 points: BONUS “Viral Video” Project – 30 sec. to 2 min. parody or “mocumentary” of a popular viral video clip or movie trailer.]**

IX. **Course Evaluation:** The course grade will be determined based on the following:

- 30 percent: Assignment “A,” the Final Long-Form Video Project/Story Package
- 30 percent: Assignment “B,” the three (3) Short-Form Story Projects
- 20 percent: Assignment “C,” the five (5) Quizzes
- 10 percent: Assignment “D,” the one (1) “Copy Cat” Project
- 10 percent: Assignment “E,” the CREs and plots/storyboards

Other factors that may affect the course grade include attitude and participation. The instructor has the right to give various extra-credit points to students who take on extra stories, assignments or duties for The Courier. Any exceptions to the grading policy require student documentation and instructor approval. Documentation does not guarantee approval.

**Grading Scale:**

- A=90-100
- B = 80-89
- C = 70-79
- D = 60-69
- F = 0-59

**News Consumption Disclaimer**

Journalism and PR students and Courier staff should closely follow current events by reading a variety of news publications in print and online, especially local print publications such as The Dallas Morning News, Dallas Observer and The Brookhaven Courier. Students should also find time to watch local news broadcast and news radio stations.

**Spring 2019 Important Dates**

Certification date: Feb. 4 | Drop/withdrawal date: April 17 | Final exams: May 13-16 | Holidays (NO CLASS): Feb. 28-March 1, March 11-15, April 19

**Institutional Policies**

Institutional Policies relating to this course can be accessed from the following link: [https://www.Brookhavencollege.edu/syllabusaddendum](https://www.Brookhavencollege.edu/syllabusaddendum)
Course Calendar

P = Pitch/Plan  S = Shoot/Production  RC = Rough Cut/Draft  FE = Final Edit/Project

<table>
<thead>
<tr>
<th>WEEK</th>
<th>TOPIC</th>
<th>DUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1</td>
<td>• Intro, app and tech talks.</td>
<td>Choose 2 or 3 of your favorite music videos</td>
</tr>
<tr>
<td></td>
<td>[AFTH Ch. 12 – MOJO]</td>
<td></td>
</tr>
<tr>
<td>Week 2</td>
<td>• “Body copy” and “lead photo” talks.</td>
<td>Choose 2 or 3 of your favorite PSAs</td>
</tr>
<tr>
<td></td>
<td>[AFTH Ch. 4 – Leads]</td>
<td></td>
</tr>
<tr>
<td>Week 3</td>
<td>• Ch. 3 – Story Topics [AFTH Ch. 2 – Structure]</td>
<td>P #1</td>
</tr>
<tr>
<td></td>
<td>• Ch. 2 – Finding and Evaluating a Story [AFTH Ch. 3 – Characters]</td>
<td>S #1</td>
</tr>
<tr>
<td>Week 4</td>
<td>• “Color” and round vs. flat characters. Types of shots.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>[AFTH Ch. 7 – Stills]</td>
<td>RC #1</td>
</tr>
<tr>
<td>Week 5</td>
<td>• Ch. 10 – Shooting a Sequence [AFTH Ch. 9]</td>
<td></td>
</tr>
<tr>
<td>Week 6</td>
<td>• The Art of Voice Over. Commentary Styles.</td>
<td>FE #1</td>
</tr>
<tr>
<td></td>
<td>[AFTH Ch. 6 – Interview]</td>
<td>P #2</td>
</tr>
<tr>
<td></td>
<td>[AFTH Ch. 6 – Interview]</td>
<td>S #2</td>
</tr>
<tr>
<td>Week 7</td>
<td>• Tripods, mics, stands &amp; other gear. To pan or not to pan?</td>
<td></td>
</tr>
<tr>
<td></td>
<td>[AFTH Ch. 9]</td>
<td>S #2</td>
</tr>
<tr>
<td>Week 8</td>
<td>• Lenses, lighting kits/options, dealing with light, shadows and reflections.</td>
<td>RC #2</td>
</tr>
<tr>
<td></td>
<td>[AFTH Ch. 8]</td>
<td></td>
</tr>
<tr>
<td>Week 9</td>
<td>• Titles and transitions.</td>
<td>FE #2</td>
</tr>
<tr>
<td></td>
<td>[AFTH Ch. 11 – Sound]</td>
<td>P #3</td>
</tr>
<tr>
<td></td>
<td>[AFTH Ch. 11 – Sound]</td>
<td>S #3</td>
</tr>
<tr>
<td>Week 10</td>
<td>• Cuts, shots, scenes and sequencing.</td>
<td>RC #3</td>
</tr>
<tr>
<td></td>
<td>[AFTH Ch. 13 – Editing the Story]</td>
<td></td>
</tr>
<tr>
<td>Week 11</td>
<td>• Advanced shots: dolly, crane, POVs, fisheye &amp; jaunty.</td>
<td>FE #3</td>
</tr>
<tr>
<td></td>
<td>[AFTH Ch. 10]</td>
<td>P #F</td>
</tr>
<tr>
<td></td>
<td>[AFTH Ch. 10]</td>
<td>S #F</td>
</tr>
<tr>
<td>Week 12</td>
<td>• Graphics &amp; illustrations: Making it visually appealing, interesting and informative.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>[AFTH Ch. 10]</td>
<td></td>
</tr>
<tr>
<td>Week 13</td>
<td>• Distro/website</td>
<td>S #F</td>
</tr>
<tr>
<td></td>
<td>[AFTH Ch. 13; Online]</td>
<td></td>
</tr>
<tr>
<td>Week 14</td>
<td>• Critiques</td>
<td>RC #F</td>
</tr>
<tr>
<td>Week 15</td>
<td>• [AFTH Ch. 19]</td>
<td>FE #F</td>
</tr>
<tr>
<td>Finals Week</td>
<td>• [AFTH Ch. 19]</td>
<td></td>
</tr>
</tbody>
</table>
Name ________________________________

Email ________________________________

Phone ________________________________

Due Date ______________________________

Q: Why are you interested in journalism or PR?

Q: Is this your first news writing/journalism course? Did you write for a school newspaper before?

Q: What are your interests/hobbies outside of school?

(The fine print: By signing this form you're agreeing that you have read the above portion of the syllabi relating to the "Course Policies," as well as the grading process, plagiarism policy and the penalty for missing a deadline.)

Student's Signature: ________________________________ Date: _____________