

DMA 346 (Client-Based Spring Semester #3)

Digital Media Production Workshop (Wednesday 1:00-2:15pm)

Dr. George Vinovich, Professor & Chair, Digital Media Arts

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OFFICE HOURS

TTh 12-1pm

TTh 3-4pm

Wed 2:15-3:15pm

COURSE OBJECTIVE: To provide students with actual experience in producing client-based projects for a variety of campus, corporate, or community-based organizations. Unlike other DMA-TV production courses in which the students serve as the writers and producers of their own “original projects” (such as music videos, short movie features, documentaries, or PSA’s), the purpose of this course is for students to gain experience in executing the “expressed needs” of a client who has a specific goal and wants a specific type of video project produced to meet the needs of his or her target audience. In this manner, the student gets the opportunity to work for an actual client who will dictate the parameters and goals of the project. This gives the student valuable experience in learning how to deal with an actual client and how to meet the expressed needs of the client’s script or assist the client in developing a script. This more accurately represents the type of work most TV graduates will perform after graduation, rather than the “original” creative projects produced in previous DMA-TV courses.

MODE OF OPERATION: The DMA 346 Client-Based Production Workshop is the third and final semester of the 3-semester course sequence for DMA-TV students in the DMA 346 Digital Media Production Workshop. The instructor will assign students to “approved projects” for credit in the DMA 346 Client-Based semester based on the following criteria:

- 1) **Campus Agencies** that need a specific type of project produced such as an *Orientation Video on Student Housing*; *Alcohol Awareness Video for Student Affairs*, *Instructional Video for DMA*, *Promotional Video for a Campus Department*, or documentation of a campus event, concert, or play.
- 2) **Corporate Partner** that needs a specific type of project produced such as a *Safety Video for Shell Oil (Carson)*.
- 3) **Community or Government Organization** such as an *Orientation Video for Orange County Juvenile Detention Center* or a *PSA for L.A. Department of Recreation and Parks*.
- 4) **Outside Client Work** approved and provided by the instructor such as DVD or Blu-ray production.

Each week the instructor will meet with the class to review progress on the projects. Every week, each project group is required to provide project updates, screen raw footage, screen rough cut edits, and take notes from the instructor on how to improve the quality of the project. Being able to “*execute the instructor’s notes for improvement*” is one of the most important criteria for assessing your grade in the class. Not only is it important for you to please your client, but it is equally important for you to please the instructor with the quality of your work on these projects since you may want to put some of these projects on your demo reel portfolio. Groups failing to make adequate progress on their projects each week will be marked down according to the following scale:

- 1st No Progress – 5 pts off final grade
- 2nd No Progress – 5 pts more off final grade
- 3rd No Progress – termination of the project for credit in the semester

CLASS CODE OF CONDUCT

NO FOOD or DRINKS!

Consumption of food and beverages in our classroom and production labs is NOT allowed at any time. Food and beverages must be stored out of sight for consumption outside of class and labs.

NO CELL PHONES!

Before entering the classroom each day, make sure that your cell phone is turned OFF so that any incoming calls will not disturb the class or cause you to be pulled away from the class.

LAPTOPS CLOSED!

Since the majority of instruction in this class will consist of video screenings, electronic devices such as laptops, cell phones, and iPads are to be closed during class. Students should take notes using pen and paper since the use of these electronic devices during class can appear to the instructor to be a sign of disrespect and lack of interest in the course material. When appropriate, the instructor will announce in class that laptops can be used; otherwise, they are to be closed at all other times during class.

E-MAIL ACCOUNT REQUIRED

In order to receive course information, assignments, and announcements about internships and job opportunities, students must have an email account that they can access daily. E-mail accounts can be arranged for free for all CSUDH students.

STUDENT OUTCOMES - by the end of the course, each student will be able to:

- 1) Perform a crew function such as camera, editor, disc author, boom, director, or producer competently on a client-based project.
- 2) Work cohesively as a team member and maintain good “professional image” with the client, the instructor, and team members.
- 3) Produce a quality project that meets the needs of the client and builds the credibility of the student’s “demo reel” for future jobs.

GRADING CRITERIA – the final grade will be calculated by averaging the Final Exam Score and the Attendance Score.

50% Client-Based Projects – the resulting quantity and quality of all projects submitted for review in the client-based semester.

25% Client-Based Report – quality of the final report summarizing and assessing all projects and team members for the semester.

25% Professional Image – attendance, weekly progress on projects, and ability to execute instructor’s notes for project improvement.

Punctual attendance at every class meeting is required in order for the student to receive a 100% Attendance Score.

Students who are late or absent will have their Attendance Score for the course lowered according to the following scale:

Each Absence lowers Attendance Score by **10 points** (100% becomes 90%)

Each Tardy lowers Attendance Score by **5 points** (100% becomes 95%)

Each Early Departure lowers Attendance Score by **10 points** (100% becomes 90%)

All work submitted LATE will be marked down one full grade. In other words, a report or project earning an 85% will be marked down to 75% when submitted after the deadline.

GRADING SCALE - the student’s final grade for the course will be based on the following scale:

A	= 99-92%	C	= 77-72%
A-	= 91-90%	C-	= 71-70%
B+	= 89-88%	D+	= 69-68%
B	= 87-82%	D	= 67-60%
B-	= 81-80%	F	= 59% -
C+	= 79-78%		

DISABILITIES

Students with disabilities are encouraged to consult the University Catalog for information on Disabled Student Services 310-243-3660. Any disabled student requiring assistance with exams or other course work will be allowed to utilize these services.

ACADEMIC INTEGRITY

Academic dishonesty usually refers to forms of cheating and plagiarism which result in students giving or receiving unauthorized assistance in an academic exercise or receiving credit for work which is not their own. The University has very specific policies concerning academic dishonesty, cheating, and plagiarism. Any students found in violation of the CSUDH policy on Academic Integrity will be subject to failure of the course and possible disciplinary action by the University. Please consult the section of the University Catalog titled “Academic Integrity” for official campus policy on cheating and plagiarism.

PROFESSIONAL IMAGE

“Professional Image” is the reputation you earn from your team members and instructors for your punctuality, dependability, attitude, interpersonal skills, and overall ability to work collaboratively on class projects. It is the characteristic attitude and demeanor you project to your professor, staff, and classmates during class and productions. It is the REPUTATION you earn based on your: punctuality; attitude; dependability; willingness to work and focus on the project at hand; ability to cooperate with classmates as a “team player”; interpersonal skills which allow you to be in control of your emotions during stressful situations; and your resilience to bounce back after failures. It is the image people have about working with you in the future or recommending you for jobs and internships.

- 1) **Punctuality** – always arrive on time, every time, and stay until the end.
- 2) **Follow Directions (FTD)** – show respect by following directions carefully so that you don’t waste other people’s time by making easily avoidable mistakes or asking stupid questions.
- 3) **Make Yourself Lovable** – show interest, enthusiasm, act like an eager puppy dog. Look like you really care. Practice this in the mirror! Go ahead and accept the blame when it’s really not your fault instead of being defensive. Learn how to control nonverbal leakage so that you don’t hurt people’s feelings. Learn how to “schmooze” people and make them feel good about themselves.
- 4) **Reliability** – dependable, always honor your commitments and make good on your promises. Deliver the quality of work you promised by the deadline. Make people think they can always count on you to come through for them.