

# DC 111: Video for Social Media - Spring 2018-2019

Section: 601

Class number: 35984

Meeting time: W 1:30PM - 4:45PM

Location: 14 EAST JACKSON, ROOM 206 at Loop Campus

Instructor: Lee Madsen

Office: 243 Wabash CDM Building Room 434

Email: [lmadsen3@cdm.depaul.edu](mailto:lmadsen3@cdm.depaul.edu) (best way to reach me!)

An introduction to video production for social media. Students learn how to produce videos with consumer-grade equipment (including cell phones). The course covers the basic principles of shooting, editing and uploading to social media sites. The course offers students an opportunity to create media specifically targeted for social websites: Facebook, Twitter, Instagram, LinkedIn, Snapchat & YouTube. Students will learn the production process from idea execution to distribution.

PREREQUISITE(S): None

## **Course Schedule**

### **Week 1 - 4/3: Foundations**

What are each of the platforms created to do?

### **Week 2 - 4/10: Event Video**

Go to event and make a video.

### **Week 3 - 4/17: Cause Profile**

Pick your favorite nonprofit and create a video

### **Week 4 - 4/24: Create a movie preview**

For a feature film, short film. (Real film or fake film)

### **Week 5 - 5/1: Sporting Event**

Sporting event

### **Week 6 - 5/8: Product Promo**

Product promo video

### **Week 7 - 5/15: Biography**

Pick someone you know to create a bio of them

### **Week 8 - 5/22: Tutorials/How-Tos**

Tutorial video

### **Week 9 - 5/29: Behind the scenes**

Go behind the scenes of your work, your life, your school

### **Week 10 - 6/5: Brand**

### **Week 11 - 6/12: TBA**

### **Assignment Grades**

#### **Attendance 15%**

<b>Week 1.</b>	<b>10%</b>
<b>Week 2.</b>	<b>7.5%</b>
<b>Week 3.</b>	<b>7.5%</b>
<b>Week 4.</b>	<b>7.5%</b>
<b>Week 5.</b>	<b>7.5%</b>
<b>Week 6.</b>	<b>7.5%</b>
<b>Week 7.</b>	<b>7.5%</b>
<b>Week 8.</b>	<b>7.5%</b>
<b>Week 9.</b>	<b>7.5%</b>
<b>Week 10.</b>	<b>7.5%</b>

### **Standards for Achievement:**

#### **Grade A:**

Student performs in an outstanding way. Student exhibits achievement and craftsmanship in all work. Creative criteria is exceeded and student challenges him/herself in project development. Student exhibits commitment to expanding ideas, vocabulary and performance.

#### **Grade B:**

Student performs beyond the requirement of the project. Student exhibits above average progress and craftsmanship. A creative criterion is exceeded. Student exhibits above average interest in expanding idea, vocabulary, and performance.

#### Grade C:

Criteria of assignment is met, and all requirements are fulfilled. Student shows average quality work and minimum time and effort on projects. Student shows moderate interest.

#### Grade D:

Student performance is uneven and below average. Requirements for projects are only partially fulfilled. Minimal interest is shown and attendance, participation and involvement are inadequate.

#### Grade F

Student fails to meet minimum course requirements and shows little interest. Levels of participation and craftsmanship are extremely poor. Student's attendance/presence is inadequate.

A = 100-93 A- = 92-90 B+ = 89-88 B = 87-83 B- = 82-80 C+ = 79-78 C = 77-73  
C- = 72-70 D+ = 69-68 D = 67-63  
D- = 62-60 F = 59-0

## **Course Policies**

### **Changes to Syllabus**

This syllabus is subject to change as necessary during the quarter. If a change occurs, it will be thoroughly addressed during class, posted under Announcements in D2L and sent via email.

### **Online Course Evaluations**

Evaluations are a way for students to provide valuable feedback regarding their instructor and the course. Detailed feedback will enable the instructor to continuously tailor teaching methods and course content to meet the learning goals of the course and the academic needs of the students. They are a requirement of the course and are key to continue to provide you with the highest quality of teaching. The evaluations are anonymous; the instructor and administration do not track who entered what responses. A program is used to check if the student completed the evaluations, but the evaluation is completely separate from the student's identity. Since 100% participation is our goal, students are sent periodic reminders over three weeks. Students do not receive reminders once they complete the evaluation. Students complete the evaluation online in CampusConnect.

### **Academic Integrity and Plagiarism**

This course will be subject to the university's academic integrity policy. More information can be found at <http://academicintegrity.depaul.edu/>. If you have any questions be sure to consult with your professor.

### **Academic Policies**

All students are required to manage their class schedules each term in accordance with the deadlines for enrolling and withdrawing as indicated in the University Academic Calendar. Information on enrollment, withdrawal, grading and incompletes can be found at: <http://www.cdm.depaul.edu/Current%20Students/Pages/PoliciesandProcedures.aspx>

### **Students with Disabilities**

Students who feel they may need an accommodation based on the impact of a disability should contact the instructor privately to discuss their specific needs. All discussions will remain confidential.

To ensure that you receive the most appropriate accommodation based on your needs, contact the instructor as early as possible in the quarter (preferably within the first week of class), and make sure that you have contacted the Center for Students with Disabilities (CSD) at: [csd@depaul.edu](mailto:csd@depaul.edu).

Lewis Center 1420, 25 East Jackson Blvd. Phone number: (312)362-8002

Fax: (312)362-6544

TTY: (773)325.7296

### **Course Policies as Suggested by the Dean of Students Office (optional)**

**Attendance:** Students are expected to attend each class and to remain for the duration. Coming 15 minutes late or leaving 15 minutes early constitutes an absence for the student. The overall grade for participation drops one-third after any absence. Three absences for any reason, whether excused or not, may constitute failure for the course.

**Class Discussion:** Student participation in class discussions will be measured in two ways. First, students are highly encouraged to ask questions and offer comments relevant to the day's topic. Participation allows the instructor to "hear" the student's voice when grading papers. Secondly, students will be called upon by the instructor to offer comments related to the reading assignments. Students must keep up with the reading to participate in class discussion.

**Attitude:** A professional and academic attitude is expected throughout this course. Measurable examples of non-academic or unprofessional attitude include but are not limited to: talking to others when the instructor is speaking, mocking another's opinion, cell phones ringing, emailing, texting or using the internet whether on a phone or computer. If any issues arise a student may be asked to leave the classroom. The professor will work with the Dean of Students Office to navigate such student issues.

**Civil Discourse:** DePaul University is a community that thrives on open discourse that challenges students, both intellectually and personally, to be Socially Responsible Leaders. It is the expectation that all dialogue in this course is civil and respectful of the dignity of each student. Any instances of disrespect or hostility can jeopardize a student's ability to be successful in the course. The professor will partner with the Dean of Students Office to assist in managing such

issues.

Cell Phones/On Call: If you bring a cell phone to class, it must be off or set to a silent mode. Should you need to answer a call during class, students must leave the room in an un-disruptive manner. Out of respect to fellow students and the professor, texting is never allowable in class. If you are required to be on call as part of your job, please advise me at the start of the course.