

Instructor

Dr. Arthur Leal
320A Morgan Hall
865-974-7371
aleal@utk.edu
Office Hours:
by appointment (rneal4@utk.edu)

Course Time & Location

Tu & Th — 12:40 -1:55
Morgan Hall — 212A

Prerequisite Courses

ALEC 330

Course Description & Objectives

This course is designed to build on the video production and editing concepts covered in ALEC 330. Students will explore Adobe Premiere Pro more extensively and be introduced to Adobe Audition and After Effects.

Student Learning Objectives:

- Continue developing an understanding of video production and editing techniques
- Develop informational and science-based videos
- Explore how Adobe Audition and After Effects can enhance the video production and editing phases

Course Materials

Textbook:

Telg, R., & Irani, T., (2012). Agricultural Communications in Action; A Hands-On Approach. Clifton Park, NY: Delmar Cengage Learning.

Required Materials:

- Laptop
- External hard drive (at least 500gb of space)
- Adobe CC Subscription

Canvas Account:

All students will be automatically enrolled for Canvas on e-Learning for this course once they have paid registration. Lesson outlines, assignments, resources, grades and other materials will be posted on the course page throughout the semester. Students are expected to check Canvas frequently and are responsible for monitoring their grades on the system.

Remind:

This course will use Remind for notifications for upcoming assignments, materials needed and any class reminders. All students are required to register for the semester. Send a text to **81010** and enter the code **@aec443** in the body of the text.

Course Expectations

As the instructor, I am committed to helping you improve your communication knowledge and skills. To that end, you can expect constructive feedback on your assignments and an opportunity to apply that feedback on future assignments.

Punctuality:

I expect punctual attendance, collegial class participation, on-time submission of assignments, and honest effort. Tardiness is disruptive and disrespectful to the classroom, students, and instructor. Roll call will be taken promptly at 12:40, and you will not receive credit for the day if you miss roll call.

Students are responsible for obtaining any missed class material. Make-up exams will only be permitted to those individuals on a case-by-case basis with a documented excuse. Students participating in UTK-approved activities must notify me a week in advance.

Electronic devices:

I recognize the benefits of technology in the classroom, especially when used throughout the semester for activities and assignments. However, if your use of electronic devices becomes distracting, you will be disinvited from the next class (Working on other assignments, Facebooking, surfing the web, watching videos, texting, etc.).

Assignments

Submission:

The ability to meet deadlines is one of the most basic requirements expected of communication professionals. All deadlines are firm for graded work unless you receive prior permission from your instructor—no late material will be accepted.

In-Class:

Throughout the semester there will be several in-class assignments. The purpose of in-class assignments is to allow you to practice and reflect on class concepts as well as explore relevant resources.

You must be in class, and activities cannot be made up without a documented university excused absence. In-class assignments are due the same day they are assigned, unless otherwise indicated, and no late submissions will be accepted.

Some of the in-class assignments will be group activities. You are expected to split the work equally among group members; the instructor reserves the right to assign the earned grades to group members based on contributions

Grade Discrepancies:

All grade discrepancies are to be addressed within **a week** of the assignment being posted to Canvas.

Equipment in 320A Morgan Hall

- You will each be assigned a camera set for the course
- Camera equipment can be reserved through Mrs. Ownby in Morgan Hall 320 (Recommend emailing first).
- You are responsible for checking the cameras out using the proper channels and returning them on time and in the condition they were received or privileges will be revoked.

Writing Expectations

As a student in the College of Agricultural Sciences and Natural Resources at the UTK, you are expected to produce high quality writing. This means your writing assignments should meet college standards..

- Proper grammar, punctuation, and sentence structure
 - No use of first person
 - No use of contractions
-

Lynda.com

The University of Tennessee has an agreement with Lynda.com to provide free online tutorials to students and faculty on many software programs. If you feel "rusty" with any program, after being introduced to it in an ALEC course, it is **highly recommended** that you take it upon yourself to go through some of the Lynda.com tutorials, which can be accessed through the link on your myUTK page.

Syllabus Disclaimer

Serious effort and consideration were used in formulating this syllabus. While viewed as an educational contract between the instructor and student, unforeseen events may cause changes to the scheduling of assignments, lectures, etc. I reserve the right to make any changes deemed necessary to best fulfill the course objectives. You will be made aware of any changes in a timely fashion using reasonable means.

University Civility Statement

Civility is genuine respect and regard for others: politeness, consideration, tact, good manners, gracious-ness, cordiality, affability, amiability and courteous-ness. Civility enhances academic freedom and integrity and is a prerequisite to the free exchange of ideas and knowledge in the learning community. Our community consists of students, faculty, staff, alumni, and campus visitors. Community members affect each other's well-being and have a shared interest in creating and sustaining an environment where all community members and their points of view are valued and respected. Affirming the value of each member of the university community, the campus asks that all its members adhere to the principles of civility and community adopted by the campus.

<http://civility.utk.edu/>

Academic Integrity

"An essential feature of the University of Tennessee, Knoxville is a commitment to maintaining an atmosphere of intellectual integrity and academic honesty. As a student of the university, I pledge that I will neither knowingly give nor receive any inappropriate assistance in academic work, thus affirming my own personal commitment to honor and integrity."

Unplag plagiarism detection engine will be used in the course to check each assignment submitted through Canvas. All parties involved will be reprimanded if evidence of plagiarism surfaces through the guidelines established by the university conduct board. The student may receive a zero on the assignment or in some cases may fail the course.

For more information, please visit: <http://www.lib.utk.edu/instruction/plagiarism>

Services for Students with Disabilities

Any student who feels he or she may need an accommodation based on the impact of a disability should contact the Office of Disability Services (ODS) at 865-974-6087 in 100 Dunford Hall to document their eligibility for services. ODS will work with students and faculty to coordinate reasonable accommodations for students with documented disabilities.

For more information regarding your rights as a student at UTK, please visit:
<http://accessibility.utk.edu>

Grade Breakdown

A	100% — 90%	C-	72.9% — 70%
B+	89.9% — 87%	D+	69.9% — 67%
B	86.9% — 83%	D	66.9% — 63%
B-	82.9% — 80%	D-	62.9% — 60%
C+	79.9% — 77%	F	Below 59.9%
C	76.9% — 73%		

Grade Weighting

Assignments	85%
In-Class Assignments	5%
Punctuality	10%

Course Assignments

Assignment	Due Date	Portfolio Item	Points Available
Video Reflections (2x25)	Various		75
Practice Video 1	Feb. 5		75
Herbert Major Script	Feb. 17		100
In the Day of the Life Script	Feb. 26		100
Herbert Major Draft	Mar. 12		75
In the Day of the Life Draft	Apr. 2		75
Herbert Major Final	Apr. 14		150
In the Day of the Life Final	Apr. 23		150

Week

Course Schedule

1	Jan. 7	No Class
2	Jan. 14	Introduction to Syllabus — Story Development Due: Reflection 1 (Jan. 20)
3	Jan. 21	Adobe Premiere Pro
4	Jan. 28	Pre-Interviews — Scouting — Work Day Due: Reflection 2 (Jan. 27)
5	Feb. 4	Practice Video Critiques Due: Practice Video (Feb. 5)
6	Feb. 11	Camera Operation (Specialized Equipment) Due: Herbert Major Script (Feb. 17)
7	Feb. 18	Adobe Audition
8	Feb. 25	Work Day — Adobe After Effects Due: In the Day of the Life Script (Feb. 26)
9	Mar. 4	Adobe After Effects
10	Mar. 11	Herbert Major Video Critique Due: Herbert Major Draft (Mar. 12)
11	Mar. 18	<i>Spring Break</i>
12	Mar. 25	Work Week
13	Apr. 1	In the Day of the Life Video Critique Due: In the Day of the Life Draft (Apr. 2)
14	Apr. 8	Work Week Due: Herbert Major Final (Apr. 14)
15	Apr. 15	Work Week
16	Apr. 22	Client Presentations Due: In the Day of the Life Final (Apr. 23); Class End (Apr. 26)
