

Creative Social Video

CRMM 4600-001

Fall 2022

Class meetings: Tuesday and Thursday, 1:00 p.m. - 2:25 p.m.

Room: Meeman 212

Prof. Michael Robinson, M.A.

Office Hours: Meeman 324 | Tuesday and Thursday, 11:15 a.m. – 12:45 p.m. and by appointment

Email: mrbnsn12@memphis.edu

COURSE REQUIREMENTS

Catalog description

Instruction, training, practice and analysis on YouTube channel development, including research, organization, branding, and content presentation skills. The course will focus on effective production and editing concepts as they relate to video, audio and graphic design.

Prerequisites

JRSM 2121 and JOUR 3526

Textbooks, Software and Required Materials

Required Reading:

None. All required reading/viewing will be available in Canvas content.

Suggested Reading:

Stockman, Steve (2011) *How to Shoot Video That Doesn't Suck: Advice to Make Any Amateur Look Like a Pro*. Workman Publishing Company. ISBN-10: 0761163239

REQUIRED SOFTWARE:

Adobe Premiere Pro

Adobe Illustrator

Adobe Photoshop

Note: You can purchase the Adobe Creative Cloud on a month-to-month basis from Adobe.com.

OTHER REQUIREMENTS:

One Flash Drive (At least 2GB capacity) or ample storage space via personal device or cloud storage.

Classroom format

This course is designed to give students advanced experience in video content creation through YouTube channel development, a skillset that can translate to post-graduation opportunities in both professional settings and personal endeavors. Students will conceptualize, pitch and develop a YouTube channel

during the semester, culminating in the release of a trailer and premiere episode -- all made available to the public via the popular video-sharing platform.

Accessing the course website

1. Go to the University of Memphis eLearn home page: <http://elearn.memphis.edu>
2. Log in using your University of Memphis username and password.
3. In the Term Year course list available to you, click on the link for CRMM 4600 to enter your course and read the instructions on the welcoming page

Course Requirements

COMPUTER USAGE:

Students are expected to use a computer in this course. Students will use Apple computers running the Macintosh operating system in class, but may use Windows computers at their own discretion. Students will work with the design software standard in the professional world. At this time, the professional standard is the Adobe Creative Cloud. Extensive instruction about how to use these programs will be offered in this course.

WRITING STYLE:

While not specifically a writing course, students will adhere to the Associated Press style guide and other journalistic writing standards where applicable. Students will produce written work to be consumed alongside video content such as channel analyses, video descriptions, channel “about” sections and more. Specific attention will be given to developing a brand-focused writing style with a voice that engages target audiences.

ASSIGNMENT FORMAT:

- **YouTube Channel Analyses:** Students will be required to watch multiple episodes from one creator/channel and report on their findings. These five assignments are meant to increase student consumption of video content and their awareness of various YouTube personalities, styles and formats – particularly those that relate to the content they are producing in the course.
- **Video Practice Assignments:** Students will be assigned five video practice assignments during the semester. These help hone skills in video lighting and setting, thumbnail designing, content layering, motion graphic storyboarding and outline writing.
- **Channel Branding:** Students will develop a name, logo and coordinating graphics for their YouTube channel to give their content a more sophisticated look and build upon visual media competencies gained in prerequisite courses.
- **Intro Motion Graphic:** Students will animate their logo and/or branding elements to create an intro for their videos using the storyboard they created during an earlier video practice assignment.
- **Channel Welcome Video:** Students will produce a short trailer video for their channel ahead of the first full-length content they release. This will be housed in the “Welcome Video” section on their channel homepage.
- **Final Presentation:** Students will populate their channel homepage with graphics and copy, designate their channel welcome video and present their first regular-content video.

Portfolio:

All Department of Journalism and Strategic Media undergraduate students are required to develop and maintain an active online portfolio of their work. More information about the final review of portfolios is in the Assessment section later in the syllabus. You will need to incorporate work from this course in your online portfolio. We will take time in class for you to update your site.

Grading

Grading Philosophy: A=Professional quality work that could be use with little or no modification; B=Good to excellent work and exceeds requirement, but would require revision to be used professionally; C=Satisfactory work and adequately meets requirement, but would need significant revision; D=Barely satisfies minimum requirement and below average quality; F=Unsatisfactory work and does not meet minimum requirement. NOTE: Plusses and minuses may be given.

Grade Distribution:

Assignment	Number	Points
Channel Analyses	5	75 (15 each)
Video Practice	5	125 (25 each)
Channel Branding	1	150
Intro Motion Graphic	1	150
Channel Welcome Video	1	200
First Channel Post	1	200
Final Presentation	1	100
Total Points		1,000

A+ = 96.5-100%; A = 92.5-96.4%; A- = 89.5-92.4%
B+ = 86.5-89.4%; B = 82.5-86.4%; B- = 79.5-82.4%
C+ = 76.5-79.4%; C = 72.5-76.4%; C- = 69.5-72.4%
D+ = 66.5-69.4%; D = 59.5-66.4%
F 0-59.4%

COURSE SCHEDULE

Week 1, Aug. 22 – 28: Intro to YouTube

What is YouTube, types of content, exploring the platform and capabilities

Assignments: In-class brainstorming exercise

Week 2, Aug. 29 – Sept. 4: Developing Your Channel

Discuss how to develop channel ideas, visit a few channels for inspiration, cover the pitch expectations

Assignments: Channel Analysis 1 & Channel Pitches

Week 3, Sept. 5 – 11: Finding Your Perspective

Pitch, critique and refine channel ideas, discuss developing yourself as a channel personality, your point of view, video setup and aesthetics

Assignments: Video Practice 1 & Channel Analysis 2

Week 4, Sep. 12 – 18: Video Editing

A refresher of Premiere as well as some new tips and tricks, in-class editing using Video Practice 1 footage
Assignments: Channel Analysis 3

Week 5, Sep. 19 – 25: Branding

Discuss branding elements for the channels, including logos, banner images, copywriting and positioning
Assignments: Video Practice 2 & Channel Branding

Week 6, Sep. 26 – Oct. 2: Structuring Your Video, Video Editing (Cont'd)

Critique channel branding elements, discuss video structure and format, tutorial content layering
Assignments: Video Practice 3

Week 7, Oct. 3 – 9: Channel Intro Motion Graphics

Discuss channel intros and motion graphics, storyboarding, explore examples and possibilities
Assignments: Video Practice 4 & Channel Analysis 4

Week 8, Oct. 10 – 16: Revision Week, Fall Break

No new work or assignments due this week -- a good time to meet one-on-one with questions or concerns, catch up on a missed assignment or revise anything that still needs work.

Week 9, Oct. 17 – 23: Motion Graphics (Cont'd)

Tutorial Adobe After Effects, begin animating video intros, guest lecturer (if available)
Assignments: Intro Motion Graphic

Week 10, Oct. 24 – 30: Outlining Your Video

Critique channel intro motion graphics, discuss ideas for first full-length channel content, begin planning and outlining
Assignments: Video Practice 5 and Channel Analysis 5

Week 11, Oct. 31 – Nov 6: Channel Welcome Videos

Go over video outlines from Video Practice 5, discuss welcome videos
Assignments: No assignments

Week 12, Nov. 7 – 13: Work Week

Semi-structured filming and editing work time with required check-in meeting
Assignments: Channel Trailer

Week 13, Nov. 14 – 20: Work Week, Critique

Critique channel trailers, continue semi-structured work time
Assignments: No assignments

Week 14, Nov. 21 – 27: Work Week

Semi-structured filming and editing work time with required check-in meeting
Assignments: First channel video

Week 15, Nov. 28 – Nov. 30: Final Revisions and Presentations

One-on-one meeting for critique, revise work ahead of final presentations

Assignments: Completed channel due by final presentations on exam day

Exam Day: Dec. 8, 10:30 – 12:30 a.m.

ASSESSMENT AND OUTCOMES

Professional Values and Competencies in CRMM 4600

- Apply the principles and laws of freedom of speech and press, both in a global context and in the United States.
- Demonstrate an understanding of the multicultural history and role of professionals and institutions in shaping communications.
- Demonstrate culturally proficient communication that empowers those traditionally disenfranchised in society, especially as grounded in race, ethnicity, gender, sexual orientation and ability, domestically and globally, across communication and media contexts.
- Present images and information effectively and creatively, using appropriate tools and technologies.
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.
- Apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work
- Effectively and correctly apply basic numerical and statistical concepts.
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.
- Apply current tools and technologies appropriate for the communications professions in which they work.

How professional values and competencies will be met

Cognitive objectives to be mastered (ability to explain, analyze, understand, think critically)

- Analyze video-friendly social media platforms for content dissemination, engagement, and monetization capabilities.
- Research pre- and post-production trends in videography, audio recording and graphic design and how they engage diverse digital audiences.
- Assess opportunities for potential new content on existing or emerging digital platforms.

Performance standards to be met (demonstrable skills, abilities, techniques, applied competencies)

- Apply industry-standard lighting, backdrop and editing techniques to elevate audience perception of the video content.
- Develop and implement a cohesive brand for projects through visual identity, voice and content delivery style.
- Show advanced understanding of multimedia production using the Adobe Creative Cloud and platform-specific publishing tools.

How assessment of student learning will be met

Awareness

- Become aware of the uses and purposes of social media video content.

Understanding

- Understand the process of conceptualizing, developing and launching creative video content on social media platforms with advanced production standards.

Application

- Creation of a fully branded social media video channel to show proficiency in audio and video recording, graphic design and multimedia editing.

JOURNALISM AND STRATEGIC MEDIA POLICIES

Portfolio requirement

All students in the Department of Journalism and Strategic Media are required to develop and maintain an active portfolio of their work. Undergraduate students are to begin the portfolio in JRSM 3900 and graduate students are to begin in JRSM 7002. Students are to contribute to it in every skills course thereafter. The portfolio should contain samples of the student's work from courses and/or professional experiences and should develop as the student builds skills. Portfolios will undergo a final, external review while students are enrolled in their capstone courses.

Students may use any type of web hosting for their portfolios, but it must have an independent and professional URL. Students may use any content management system, but students are encouraged to use WordPress, Wix or SquareSpace. Students are encouraged to consider purchasing a URL and hosting if they plan to use the portfolio for a long term, but they must keep the portfolio active for six months following graduation from the University of Memphis.

Students should have a professional email address they plan to use throughout their professional lives, via a common email service, such as Gmail.

All portfolios must contain the following items:

- Samples of work from courses and/or professional activities. (Example: Broadcasting students must include a video reel)
- A current résumé
- A personal profile
- Contact information/means of contact
- Social media links

Students might wish to include a blog, video reels, photograph galleries, SoundSlides presentations, design PDFs, audio files and writing pieces as examples of professional work. The professional work should ultimately be tailored to the career the student seeks after graduation. Thus, each student's portfolio should show a unique blend of work.

Email

Students must have their UofM email accounts activated. Students using another provider, such as Google, are required to have all UofM email forwarded to that account. Students should go to the <http://iam.memphis.edu> website to implement forwarding of UofM email. Students are required to check

their email daily. They are responsible for complying with any email sent to by professors or others in the University.

Electronic devices

Some classes require a tablet, laptop or a smartphone. Others do not. Instructors will set the policy for their specific classes.

Attendance

Class attendance is mandatory in Journalism and Strategic Media. Students may be assigned a failing grade for the semester for nonattendance or habitual late arrival. No late work will be accepted without prior arrangements with the class professor. Students may not be permitted to make up any missing work unless it is for an absence because of illness or other catastrophic emergency, such as a death in the family that can be documented (e.g. with a doctor's note or a copy of the newspaper obituary). Journalism and Strategic Media is a professional program, and students are expected to understand and comply with deadlines. Students who have some problem making it to class on time should make arrangements to correct the problem or consider taking another class. Students should consider this class as a "job" in the educational process and be on time just as they would elsewhere.

Course repetition

Majors and minors who fail to earn the minimum passing grade ("C-") in a class required by their program of study in Journalism and Strategic Media more than three times will be dropped from the program.

Students may not use or submit work from a previous course, even if it is the same course being repeated, to fulfill requirements for assignments in another course. If students wish to substantially rework the original submission, or to work with the same general idea, that may be permissible upon discussion with and written approval from the professor of the current course. All written work will be checked for policy adherence via TurnItIn.com. All creative work will be checked for policy adherence by the professor and judged against previous submissions. The only exception to this policy is the student's online portfolio and its attendant pieces (for example, the résumé and logo).

Academic integrity

In addition to University-wide policies stated in the Code of Student Rights and Responsibilities, the Department of Journalism and Strategic Media considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses or students receiving any assistance from others for work assigned to be done on their own, as acts of cheating punishable to the degree determined appropriate by the course instructor and department chair. Punishment may include grade reductions or seeking dismissal of the student from the University.

Further, as this is a journalism and strategic media class, students are expected to comply with copyright law and must have sufficient permission to use any copyrighted materials used in creative projects, unless otherwise informed in cases of exercises or reproduction.

Your written work may be submitted to Turnitin.com, or a similar electronic detection method, for rating originality of your ideas. Also to evaluate proper use and assignment of sources. As part of this process, you may require to submit electronic as well as hard copies of your work. Other instructions to follow may also be given. By taking this course, you agree that all assignments may undergo this review process. The assignment may be included as a source document in Turnitin.com's restricted access database. It is

solely for the purpose of detecting plagiarism in such documents. Assignments not submitted according to the instructor's procedures may be penalized or may not be accepted at all. (*Office of Legal Counsel, October 11, 2018*)

Online SETEs

Students are urged to complete the SETEs evaluation of this course. Once the instructor has posted grades, student can immediately see that grade, provided they have completed a the SETE for that class. To access evaluation forms, students should log in to MyMemphis using their UUIDs and email passwords; click on the gray "Student" tab; complete an evaluation for each course listed and hit the "Submit" button at the bottom of the form. Completing the SETE will only take a few minutes. Faculty take the evaluations very seriously and use them to improve courses and instructional quality. Student feedback is essential and is appreciated.

Deadlines

All deadlines are firm. This is journalism and strategic media. Students needing an extension on an assignment must receive approval from the instructor. Exceptions will be made for reasonable circumstances if the student notifies the instructor prior to the due date.

AP Style and grammar

All written work in this class must follow the AP Stylebook and accepted rules of grammar and punctuation. Students are responsible for learning these rules and checking their work for errors.

Disability and accommodations

Students who need an accommodation based on the impact of a disability should contact the Office for Disability Resources for Students at 901-678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations for students with documented disabilities.

Diversity and inclusivity

Students are required to respect the differences of others and treat all persons with respect. Discriminatory, derogatory and threatening language or behavior will not be tolerated. Further, students are expected to consider their work through a diverse mind. Media reach a mass audience, and students should be aware of how those messages are received by a diverse audience.

Weather policy

Always check with local media and the University of Memphis website regarding inclement weather. If the University is closed or classes are canceled, this course will not meet. However, students will still be responsible for that day's work.

Student support

Students who are experiencing personal or academic challenges including, but not limited to food or housing issues, family needs, or other stressors, should visit the Office of Student Accountability, Outreach & Support page to learn about resources that can help: <https://www.memphis.edu/saos/sos/crisis-resources.php>. Any student who faces personal challenges including, but not limited to securing their food or housing and believes this may affect their performance in the course is urged to contact the Office of Student Accountability, Outreach & Support (901-678-2187) located in the University Center, Suite 359 for assistance. Students may also talk with course instructors about the challenges they are experiencing. Instructors may be able to assist in connecting with campus or community support.

COVID-19 protocols

If a student tests positive for COVID-19, they need to notify the Dean of Students Office at deanofstudents@memphis.edu and notify the University of their result. Faculty are expected to be accommodating with extra time for assignments; however, decisions will vary on a case-by-case basis according to the severity of the student's illness. To prevent the spread of COVID-19, students are encouraged to wear masks indoors, wash hands frequently and wipe down their workstations with sanitizing wipes before and after class.