Creative Social Video

CRMM 4600-001

Fall 2024

Class meetings: Tuesday and Thursday, 11:20 p.m. – 12:45 p.m.

Room: Meeman 206

Prof. Michael Robinson, M.A.

Office Hours: Meeman 334C | Tuesday and Thursday, 10:00 – 11:00 a.m. and 2:30 – 4:00 p.m.

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

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 online learning home page: memphis.instructure.com
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%

Use of AI in this Course

Certain assignments in this course may direct you to use ChatGPT for specific purposes and with specific directions. On those assignments, you may use ChatGPT as directed. On all other assignments, you are not permitted to turn in any work that is created, completely or partially, by ChatGPT or another AI tool. Assignment submissions may be run through AI detection software. Unauthorized use of AI tools like ChatGPT may result in a failing grade or a request to resubmit an assignment. **Use of AI for creative assets including but not limited to images, graphics or layouts is strictly prohibited.**

COURSE SCHEDULE

Week 1, Aug. 26 – Sept. 1: Intro to YouTube
What is YouTube, types of content, exploring the platform and capabilities
Assignments: In-class brainstorming exercise

Week 2, Sept. 2 – 8: 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. 9 – 15: 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, Sept. 16 – 22: 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, Sept. 23 – 29: Branding
Discuss branding elements for the channels, including logos, banner images, copywriting and positioning
Assignments: Video Practice 2 & Channel Branding

Week 6, Sept. 30 – Oct. 6: 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. 7 – 13: 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. 14 – 20: 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. 21 – 27: Motion Graphics (Cont'd)
Tutorial Adobe After Effects, begin animating video intros, guest lecturer (if available)
Assignments: Intro Motion Graphic

Week 10, Oct. 28 – Nov. 3: 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, Nov. 4 – 10: Channel Welcome Videos
Go over video outlines from Video Practice 5, discuss welcome videos
Assignments: No assignments

Week 12, Nov. 11 – 17: Work Week
Semi-structured filming and editing work time with required check-in meeting
Assignments: Channel Trailer

Week 13, Nov. 18 – 24: Work Week, Critique
Critique channel trailers, continue semi-structured work time
Assignments: No assignments

Week 14, Nov. 25 – Dec. 1: Work Week
Semi-structured filming and editing work time with required check-in meeting
Assignments: First channel video

Week 15, Dec. 2 – 4: 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

<mark>*Final Presentation: Thursday, Dec. 12 8:00 a.m. – 10:00 a.m.*</mark>

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

As an undergraduate student in the Department of Journalism and Strategic Media, you are required to develop and maintain an active portfolio of your work. Portfolios begin in JRSM 3900/3905. The portfolio should contain samples of coursework and/or professional experiences and should develop as you build skills. Portfolios will undergo a final, external review while you are enrolled in your capstone course.

You may use any type of web hosting for your portfolio, but it must have an independent and professional URL. You may use any content management system, but you are encouraged to use WordPress, Wix, or SquareSpace. It is also encouraged to purchase a URL if you plan to use the portfolio long term. You must keep the portfolio active for six months following graduation from the University of Memphis.

You should have a professional email address you plan to use throughout your professional life, 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
- Professional social media links (minimum LinkedIn)

You may wish to include a blog, video reels, photograph galleries, presentations, design PDFs, audio files or writing pieces as examples of professional work. The professional work should ultimately be tailored to the career you seek after graduation. Your portfolio should show a unique blend of work.

Email

You must have your UofM email account activated. If you are using another provider, such as Google, you are required to have all UofM emails forwarded to that account. Go to the account management website for information about implementing email forwarding. You are required to check your email daily.

Electronic devices

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

AI/Chat GPT

The use of artificial intelligence software, such as Chat GPT, is prohibited in some courses and required in others in Journalism & Strategic Media. Please refer to specific guidelines for this course in the course-specific part of the syllabus.

Attendance

Class attendance is mandatory in Journalism & Strategic Media. You may be assigned a failing grade for the semester for nonattendance or habitual tardiness.

Course repetition

Majors and minors who fail to earn the minimum passing grade (C-) in a class required by your program of study in Journalism & Strategic Media after three attempts will be dropped from the program.

You 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. Substantially reworking the original submission, or working with the same general idea, may be permissible upon discussion and with written approval from the professor of the current course.

Academic integrity

The University of Memphis expects all students to behave honestly and follow the policies stated in the Student Code of Rights and Responsibilities. If you need more information about the University policy on academic integrity visit the Office of Student Accountability's website.

In addition to University-wide policies, the Department of Journalism & Strategic Media considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses or receiving any assistance from others for work assigned to be done on your own, as acts of cheating and 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, you are expected to comply with copyright and intellectual property laws 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 and to evaluate proper use and assignment of sources. All creative work may be checked for policy adherence by the professor. The only exception to this policy is your online portfolio and its attendant pieces (for example, the résumé and logo). 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.

Online SETEs

You are encouraged to complete the SETEs evaluation of this course. If completed, once the instructor has posted final grades, you can immediately see that grade. To access evaluation forms, log in to MyMemphis; click the "Student Pages" dropdown menu and select "My Resources" and find the SETE evaluation forms; 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 seriously and use them to improve courses and instructional quality. Your feedback is essential and is appreciated.

Deadlines

All deadlines are firm. Because Journalism & Strategic Media is a professional program, students are expected to understand and comply with deadlines. 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.

You may be permitted to make up missing work if it is for an absence because of illness or other catastrophic emergency, such as a death in the family that can be documented.

AP Style and grammar

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

Disability and accommodations

If you need an accommodation based on the impact of a disability, contact Disability Resources for Students at 901-678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations.

Diversity and inclusivity

The Department of Journalism & Strategic Media values diversity in all its forms. Some of these forms include ability, age, appearance, ethnicity, gender identity, immigration status, language, nationality, race, religion/spirituality, sex, sexuality, socio-economic status, and other personal identities and experiences. As such, students are expected to participate in fostering an inclusive environment that respects the differences of others.

Students are expected to approach their work through a diverse lens. Creating messages that resonate with diverse audiences requires an understanding of a variety of perspectives, which are carried out through multiple platforms, such as digital and traditional media outlets.

The department seeks to foster healthy and positive classroom discussions and experiences. As such, faculty and students are expected to remain respectful and professional at all times.

Weather policy

Always check with local media, the University of Memphis website and the LiveSafe App regarding inclement weather.

Student support

If you are experiencing personal or academic challenges including, but not limited to food or housing issues, family needs, or other stressors, visit the Student Outreach & Support page to learn about resources that can help: https://www.memphis.edu/deanofstudents/crisis/index.php or contact the Dean of Students Office at 901-678-2187, or in person in Suite 359 in the University Center for assistance. You may also talk with course instructors about the challenges you are experiencing. Instructors may be able to assist in connecting you with campus or community support.