J4146/7176 Strat Comm Techniques: Intro (Advanced) Promotional Video

Instructors:
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Dates: Monday, 9 am – 10:45 am

Credit: 1 hour

Section:
J4146 / 7146 Lecture 05 – class meets January 28

Objectives: Train teams in video/visual multi-platform content deployment strategies. Students will operate either individually or in pairs of 2 and will be assigned campaigns. Assignments will include progressive story-telling and cumulative collections of campaign elements, culminating in a video/visual portfolio.

Eligibility: Open to Strategic Communication Juniors/Seniors

Pre-requisites: J2100, J2150

Course Objectives:
Create, produce and publish professional, high-definition multi-platform content all from your phone or tablet! Today’s smart devices create a great opportunity for micro-studios you carry in your hand. The key is in learning how to take your creative genius and connecting those great ideas with the right audience.

Agencies large and small are incorporating micro-studios within their teams to create rapid-iteration, multi-platform content that’s engaging, shareable and viral. They can look something like this: https://vimeo.com/59462309

Imagine the possibilities of what you can create with mobile devices and great ideas: http://www.adforum.com/creative-work/ad/player/34469110

Sometimes the messaging is simple (and effective): http://www.welovead.com/en/works/details/0d3CgrvD

In this course, we’ll teach you how to professionally shoot video, write agency and broadcast style copy, edit video and text, and publish to social media platforms and your blog, all around a video-centric campaign. At the end of five weeks, you’ll have a professionally produced, multi-platform campaign portfolio which you can proudly show off to anyone at the corner bar or in the corner office!

All students will be required to establish a blog and accounts on social media as a publishing platform for the content created in this class. In addition, students will be required to keep a cumulative portfolio of all assets created in class for presentation at the end of the five-week period.

Technology:
The class will use a mobile phone (preferably iOS) and will require you to BYOD
(Bring Your Own Device). Students, using a mobile phone, will gather, produce and edit each of the content elements they create. Because the class is technique-based, the professors will recommend apps for the students to purchase, but not insist they do so, nor that they use them. Students will be responsible for learning the technology, and throughout the course will emphasize skill acquisition.

General breakdown of the course. (All projects are due on Friday/Students will receive assignment spec sheets to complete on Monday for Friday’s due date and will receive feedback on drafts Wednesday):

**Week 1:**
Monday: Introduction to Filmic Pro app including how to use, video composition and framing, sequencing, etc

**Week 2:**
Monday: Final Cut Pro X. How to edit and optimize video content/creation in your phone. What does a video-centric multi-platform campaign look like? How do you seize video as an opportunity to tell stories. Writing for the ear.

**Week 3:**

**Week 4:**
Monday: Multi-platform content creation. Enhancements to your story-telling ventures. Introduction of enhancement apps like ThingLink that create rich, layered content, plus a check-up from the neck-up on your development.

**Week 5:**
Monday: Big Finish. By now, your portfolio should be at full throttle. This is the week to fill in the blanks, holes and to fulfill on opportunities missed. Wednesday: Mini-portfolio presentations. Portfolios will be contained in a single deck, will be fully viewable on mobile, and will take into consideration both audience and measurement vehicles as well as addressing all core elements of multi-platform content plays. Class ends.

**NOTE:**
Advanced course will be differentiated by working with a client in a real-world setting. All other skills will be similar, but projects will be focused on client relationship.

**Grading**

Attendance: 10%
Participation/preparedness/progress: 30%
Class Projects/Portfolio: 60%

Breakdown:
Week 1 Project: 100 points
Week 2 Project: 100 points
Week 3 Project: 100 points
Week 4 Project/Final: 300 points
Total points: 600 points.

Grading will be both merit-based, and competitive/peer-based, however weight will be given to meritorious behavior and conduct. Participation and project grades will be evaluated on both an individual and peer basis, which is to say, you will be graded on how you compete against your peers. If certain peers are outperforming the standard, they will set a higher bar for others to achieve.

**Academic Honesty**
Academic honesty is fundamental to the activities and principles of a university. All members of the academic community must be confident that each person's work has been responsibly and honorably acquired, developed and presented. Any effort to gain an advantage not given to all students is dishonest whether or not the effort is successful.

Academic misconduct includes but is not limited to the following:

- Use of materials from another author without citation or attribution.
- Use of verbatim materials from another author without citation or attribution.
- Extensive use of materials from past assignments without permission of your instructor.
- Extensive use of materials from assignments in other classes without permission of your instructor.
- Extensive use of materials from work in a University media organization or external media organization without permission of your instructor.
- Fabricating information in news or feature stories, whether for publication or not.
- Fabricating sources in news or feature stories, whether for publication or not.
- Fabricating quotes in news or feature stories, whether for publication or not.
• Lack of full disclosure or permission from editors when controversial reportorial techniques, such as going undercover to get news, are used.

When in doubt about plagiarism, paraphrasing, quoting or collaboration, consult with your instructor. For closed-book exams and exercises, academic misconduct includes conferring with other class members, copying or reading someone else’s test and using notes and materials without prior permission of the instructor. For open-book exams and exercises, academic misconduct includes copying or reading someone else’s work.

**Classroom Misconduct**
Classroom misconduct includes forgery of class attendance; obstruction or disruption of teaching, including late arrival or early departure; failure to turn off cellular telephones leading to disruption of teaching; playing games or surfing the Internet on laptop computers unless instructed to do so; physical abuse or safety threats; theft; property damage; disruptive, lewd or obscene conduct; abuse of computer time; repeated failure to attend class when attendance is required; and repeated failure to participate or respond in class when class participation is required.

**IMPORTANT:** Entering a classroom late or leaving a classroom before the end of the period can be extremely disruptive behavior. Students are asked to arrive for class on time and to avoid early departures. This is particularly true of large lectures, where late arrivals and early departures can be most disruptive. Instructors have the right to deny students access to the classroom if they arrive late and have the right to dismiss a student from the class for early departures that result in disruptions.

Under MU policy, your instructor has the right to ask for your removal from the course for misconduct, disruptive behavior or excessive absences. The instructor then has the right to issue a grade of withdraw, withdraw failing or F. The instructor alone is responsible for assigning the grade in such circumstances.

**Dishonesty and Misconduct Reporting Procedures**
MU faculty are required to report all instances of academic or classroom misconduct to the appropriate campus officials. Allegations of classroom misconduct will be forwarded immediately to MU’s Vice Chancellor for Student Services. Allegations of academic misconduct will be forwarded immediately to MU’s Office of the Provost. In cases of academic misconduct, the student will receive at least a zero for the assignment in question.

**Professional Standards and Ethics**
The School of Journalism is committed to the highest standards of academic and professional ethics and expects its students to adhere to those standards. Students should be familiar with the Code of Ethics of the Society of Professional Journalists.
and adhere to its restrictions. Students are expected to observe strict honesty in academic programs and as representatives of school-related media. Should any student be guilty of plagiarism, falsification, misrepresentation or other forms of dishonesty in any assigned work, that student may be subject to a failing grade from the instructor and such disciplinary action as may be necessary under University regulations.

**Intellectual Pluralism**

The University community welcomes intellectual diversity and respects student rights. Students who have questions or concerns regarding the atmosphere in this class (including respect for diverse opinions) may contact the Departmental Chair or Divisional Director; the Director of the Office of Students Rights and Responsibilities (http://osrr.missouri.edu/); or the MU Equity Office (http://equity.missouri.edu/), or by email at equity@missouri.edu. All students will have the opportunity to submit an anonymous evaluation of the instructor(s) at the end of the course.

**Academic Inquiry, Course Discussion and Privacy (with regard to audio and or video recording of class)**

**Faculty allowing recording:**

University of Missouri System Executive Order No. 38 lays out principles regarding the sanctity of classroom discussions at the university. The policy is described fully in Section 200.015 of the Collected Rules and Regulations. In this class, students may make audio or video recordings of course activity unless specifically prohibited by the faculty member. However, the redistribution of audio or video recordings of statements or comments from the course to individuals who are not students in the course is prohibited without the express permission of the faculty member and of any students who are recorded. Students found to have violated this policy are subject to discipline in accordance with provisions of Section 200.020 of the Collected Rules and Regulations of the University of Missouri pertaining to student conduct matters.

**Faculty not allowing recording:**

University of Missouri System Executive Order No. 38 lays out principles regarding the sanctity of classroom discussions at the university. The policy is described fully in Section 200.015 of the Collected Rules and Regulations. In this class, students may not make audio or video recordings of course activity, except students permitted to record as an accommodation under Section 240.040 of the Collected Rules. All other students who record and/or distribute audio or video recordings of class activity are subject to discipline in accordance with provisions of Section 200.020 of the Collected Rules and Regulations of the University of Missouri pertaining to student conduct matters.

Those students who are permitted to record are not permitted to redistribute audio or video recordings of statements or comments from the course to individuals who are not students in the course without the express permission of the faculty member and of any students who are recorded. Students found to have violated this policy are subject
to discipline in accordance with provisions of Section 200.020 of the Collected Rules and Regulations of the University of Missouri pertaining to student conduct matters.

**University of Missouri-Columbia Notice of Nondiscrimination**
The University of Missouri System is an Equal Opportunity/Affirmative Action institution and is nondiscriminatory relative to race, religion, color, national origin, sex, sexual orientation, age, disability or status as a Vietnam-era veteran. Any person having inquiries concerning the University of Missouri-Columbia’s compliance with implementing Title VI of the Civil Rights Act of 1964, Title IX of the Education Amendments of 1972, Section 504 of the Rehabilitation Act of 1973, the Americans With Disabilities Act of 1990, or other civil rights laws should contact the Assistant Vice Chancellor, Human Resource Services, University of Missouri-Columbia, 130 Heinkel Building, Columbia, Mo. 65211, (573) 882-4256, or the Assistant Secretary for Civil Rights, U.S. Department of Education.

**Accommodations**
If you have special needs as addressed by the Americans with Disabilities Act and need assistance, please notify me immediately. The school will make reasonable efforts to accommodate your special needs. Students are excused for recognized religious holidays. Please let me know in advance if you have a conflict.

**ADA Compliance**
If you have special needs as addressed by the Americans with Disabilities Act (ADA) and need assistance, please notify the Office of Disability Services, S5 Memorial Union, 882-4696, or the course instructor immediately. Reasonable efforts will be made to accommodate your special needs.

**Religious Holidays**
Students are excused for recognized religious holidays. Let your instructor know in advance if you have a conflict with schedule class activities.

**Intellectual Pluralism**
The University community welcomes intellectual diversity and respects student rights. Students who have questions concerning the quality of instruction in this class may address concerns to either their Faculty Chair, Associate Dean or to the Director of the Office of Students Rights and Responsibilities (http://osrr.missouri.edu/). All students will have the opportunity to submit an anonymous evaluation of the instructor(s) at the end of the course.