Calumet College of St. Joseph is a Catholic institution of higher learning dedicated to the academic, spiritual and ethical development of undergraduate and graduate students. Informed by the values of its founding religious community, the Missionaries of the Precious Blood (C.PP.S.), the College promotes the inherent dignity of all people, social justice, an ethic of service, student empowerment, opportunity, and lifelong learning.

We are committed to the Five Pillars of a CCSJ Education: The CCSJ graduate will be Open to Growth, Intellectually Competent, Religious, Loving, and Committed to Doing Justice. This class, as outlined below, will help you to achieve those goals.

COURSE SYLLABUS, Fall 2019 (2019-1)

Course: EWPC 480-81, Applied Media I & II

Instructor Name   Mark Cassello
Office Number: Room 180
Phone Number: (219) 473-4322
Email: mcassello@ccsj.edu
Hours Available: Tuesday/Thursday 10:00-12:00, Wednesday 10:00-3:00, or by appointment.

Instructor Background: Like many students at CCSJ, I am a first generation college student that hails from a working class family. My mother emigrated from Norway after the Nazi invasion of Oslo during World War II. My father dropped out of high school and earned his G.E.D. in the army where he served in Korea shortly after the Korean War. Later, he worked for CTA in Chicago as a laborer and foreman with the South Shops. As for me, I attended Indiana University Northwest for my undergraduate degree while I worked full-time. Buckling under the pressure of juggling work and school, I left college for a decade to pursue a career in retail management for Wal-Mart and Office Depot. Unhappy, I returned to college, taking classes in the evening until I completed my bachelor's degree in English. Soon after, I earned a master's degree in American Literature with a minor in American Studies from Indiana University in Bloomington. I live in the historic Pullman neighborhood on Chicago's far South Side, which President Barack Obama declared a national monument in 2015. I am passionate about social justice, politics, and cultural heritage preservation.

Course Information:

Course Time:	Thursday, 3:30 – 6:30 p.m.
Classroom:	Room 277 (Studio B)
Prerequisites:	EWPC 370, and EWPC 372 for EWPC 480 EWPC 480 for EWPC 481

Required Books & Materials: Available online or provided by instructor

Learning Outcomes/ Competencies:

EWPC 480 meets the following objectives:
Students in this course will...
- know how to "write for the ear."
- know how to perform from scripted text
- apply skills in recording, editing, mixing digital audio.
- participate in professional-style production meetings.
- conduct interviews, taking notes and recording audio.
- evaluate and edit recorded audio to meet time and storytelling needs.
- create complete audio stories that include voiceover, ambient sound, sound bites, and music.

Course Description (EWPC 480):
This experiential learning course puts into practice all of the professional writing and digital video/audio skills needed to do public-ready, Web-based journalism. Using multiple media platforms (text, audio, and visual), students will craft professional and compelling news and feature stories to share with a variety of internal and external audiences—students, alumni, prospective students, benefactors, and the local community. Students will assemble a portfolio of representative work that can be presented to prospective employers.

EWPC 481 meets the following objectives:
Students in this course will...
- identify and vet story ideas for compelling local, solutions-oriented journalism.
- lead professional-style production meetings, delegating and following-up on assigned tasks.
- write clear, compelling, error-free text adhering to Associated Press style.
- record, edit, mix, master, and render digital audio and video.
- create necessary graphics, including titles, credits, and lower-thirds as needed.
- produce solutions-oriented stories that have written, audio, and video components.
- evaluate the quality of written, audio, and visual content produced.

Course Description (EWPC 481)
This project-based learning course puts into practice all of the professional writing and digital video/audio skills needed to do produce professional quality audio/visual content. Students will work on consequential media projects that will serve the College, a particular client, or the community. Using multiple media platforms (text, audio, and visual), students will craft professional and compelling audio and visual content to share with a variety of internal and external audiences. Students will assemble a final portfolio showcasing their best audio/visual content.

Learning Strategies:
Direct instruction with PowerPoint and other visual aids will be used to provide and reinforce required course content. Students are expected to prepare handwritten notes during periods of direct instruction, including during class discussions. Students' notes should include the day/date of the class session. They should also include a list of unfamiliar vocabulary encountered during direct instruction and class discussions. These notes should be assembled into a chronological archive and stored in a notebook, a folder, or on a digital platform. Student notes may be reviewed and/or collected periodically gauge student participation.

Individualized Instruction will be provided at various times during the course, particularly to assist students in the production process. These interactions (e.g., informal conferences) provide an opportunity for students to ask questions, respond to instructor feedback, and gain greater control over their skills.

Individual Study and practice is essential to mastering the course objectives. Media work requires a tremendous amount of independence and self-discipline. Students are encourage to utilize all resources available to them on and off-campus, including but not limited to, audio and video production facilities and equipment (e.g., Studio A, Room 420; and Studio B, Room 277), faculty (Professor Cassello, Media Tutor Jose Arteaga), and online resources (Blackboard, YouTube, etc.).

Experiential Learning Opportunities:
Problem-based learning: Students will be responsible for all of the requisite processes to produce and distribute professional quality written, audio, and video content. At the beginning of the semester, students are introduced to the production studios and available equipment and resources. Their task is to develop a production team, identify compelling story ideas, delegate responsibilities, conduct necessary research, and then compile and edit written, audio, and video content. Student may be called upon to complete video projects in service of the institution and community at various points in the semester.

Assessments:

Major Assignments:	Student performance in this course will be evaluated using the **weighted grading system** described herein. Students can track their current grade in Blackboard by viewing the "Weighted Grade" column in the course gradebook. Students' final grade will be determined based on their performance in **six different areas**, weighted as follows:	
	Solution-Oriented Media Project(s): In this "converged" media course, the media team will select and produce stories that will be delivered in multiple formats across our available platforms (*The Shavings.com*, Facebook, Twitter, etc.). A shared pool of research, raw audio and video assets, and written material will be used to develop written, audio, and visual stories. All students will collaborate to produce a feature length written story (or series of smaller stories on the topic). Students in EWPC 480 will be deeply involved in the gathering and initial editing of audio and video content. Students in EWPC 481 will evaluate the gathered content, and work with their classmates to edit the material into a publishable "final cut."	60%
	Individual Media Portfolio: Students in both courses will choose an individual media project to pursue for the semester. Students can choose a project that is written, audio, or video. Students will meet with the instructor regularly to demonstrate progress on the individual project. *This project will be assembled with other work into a media portfolio.*	20%

Participation: Students' participation will be determined foremost by their attendance and punctuality. In addition, students' engagement with course assignments and contributions to institutional and community video projects will be evaluated. ***Students who miss more than six hours of class will receive a zero (0) for the participation portion of their final grade.*** *(Be sure to review the complete English Program attendance policy below under "Responsibilities").*	20%
Total:	**100%**

Assessments: *Formative Assessments:*
- Participation Assignments
  - Rough draft stories
  - Rough cut audio and video
  - In-class and online discussion

Summative Assessments:
- Final drafts of writing assignments
- Final cut audio and video projects

Grading Scale:

100% – 92%: A	91% – 90%: A-	
89% – 88%: B+	87% – 82%: B	81% – 80%: B-
79% – 78%: C+	77% – 72%: C	71% – 70%: C-
69% – 68%: D+	67% – 62%: D	61% – 60%: D-
59% and below: F		

Course Schedule:

I reserve the right to change this schedule to meet the needs of the class.

Understanding the Schedule of Assignments:
> *HTS = How to Shoot Video that Doesn't Suck*
> **BOLD ITEMS** = Homework to be turned in or important information
> [ ] = Planned Activity or Assignment

Week One

Thurs 8/29   [Introduction to Solution-Oriented Journalism]

Week Two

Thurs 9/5   **DUE: SOLUTION-ORIENTED JOURNALISM SHOW-AND-TELL**
READ: *HTS,* "Entertain or Die"
[Production meeting; Individual Media Project conference with instructor]

Week Three

Thurs 9/12   **DUE: SOLUTION-ORIENTED JOURNALISM TOPIC/SUBJECT**
READ: *HTS,* "Should it Be a Video?"
[Production meeting; writing, research, editing, work day]

Week Four	
Thurs 9/19	**VIRTUAL CLASS – INDEPENDENT WORK DAY** READ: *HTS,* "Know Your Audience" [Production meeting; see Blackboard for assignment details]

LAST DAY TO WITHDRAW WITHOUT INSTRUCTOR APPROVAL (9/20)

Week Five	
Thurs 9/26	**DUE: SOLUTIONS-ORIENTED WRITTEN STORY DRAFT(S)** READ: *HTS,* "Know Your Story" [Story evaluation and revision]

Week Six	
Thurs 10/3	**DUE: INDIVIDUAL MEDIA PROJECT ROUGH CUT/DRAFT** READ: "Think in Shots" [In-class work day on Individual Media Projects]

MIDTERM GRADES

Week Seven	
Thurs 10/10	READ: *HTS,* "Keep It Short: The Rubbermaid Rule" [In-class work day on Solutions-Oriented Media Project]

Week Eight	
Thurs 10/17	**INDUSTRY DAYS AT THE CHICAGO INTERNATIONAL FILM FESTIVAL** *October 17-19*

Week Nine	
Thurs 10/24	**DUE: SOLUTIONS-ORIENTED AUDIO & VIDEO STORY ROUGH CUT/DRAFT** READ: *HTS,* "When You Need a Script" [Rough cut evaluation and revision]

Week Ten	
10/28 – 11/1	**CCSJ ANNUAL HUMANITIES FESTIVAL** *Our regularly scheduled class will not meet this week. Instead, students are required to attend five events during the Humanities Festival. The events take place all week, both in the daytime and in the evening. You'll need to plan ahead to work around your personal schedule. A sign-in sheet will be available at each event. Students who do not attend five events will be marked absent and not receive credit for the assignment.*

Week Eleven	
Thurs 11/7	**DUE: INDIVIDUAL MEDIA PROJECT ROUGH CUT/DRAFT** READ: *HTS,* "Edit with Your Brain" [Individual Media Project Evaluation]

Week Twelve	
Thurs 11/14	READ: *HTS,* "Zoom with Your Feet" *HTS,* "Set the Shot and Hold It" [In-class work day on Solution-Oriented Media Project]

Week Thirteen	
Thurs 11/21	**DUE:** **SOLUTIONS-ORIENTED AUDIO & VIDEO STORY FINAL CUT/DRAFT** READ: *HTS,* "Say No to Bad Shots" [In-class work day on final audio project]

NO CLASS – FALL BREAK (NOVEMBER 25-30)

Week Fourteen	
Thurs 12/7	READ: *HTS,* "See the Light" [Individual Media Project Showcase and Discussion]

LAST DAY TO WITHDRAW WITH INSTRUCTOR APPROVAL (12/6)

Week Fifteen	
Thurs 12/12	**DUE:** **INDIVIDUAL MEDIA PORTFOLIO**

Responsibilities

Attending Class:	You cannot succeed in this class if you do not attend. We believe that intellectual growth and success in higher education occur through interaction in the classroom and laboratories. Being absent doesn't excuse you from doing class work; you have **more** responsibilities to keep up and meet the objectives of this course.
	Students who miss more than **SIX (6) hours of class** will receive a zero (0) for the attendance portion of their final grade.
	In accordance with the English Program attendance policy, any student missing more than **NINE (9) hours of class** will receive an **F** (a failing grade) for the course**.**
Turning in Your Work :	You cannot succeed in this class if you do not turn in all your work on the day it is due.
	To pass the course, you must complete and turn in all required assignments. Work is to be turned in at the beginning of class on the due date listed on the course syllabus or stated by the instructor in-class or online. All written work must be typed and stapled (unless otherwise instructed).
	Late Work: You will not receive credit for any late assignment unless you have made formal, written arrangements with the instructor via email prior to the next scheduled class session. Any work submitted more than **five days late** will receive a zero. Contact me at mcassello@ccsj.edu to determine how/where you should submit any late work. In other words, do not show up to class a week after an assignment is due, hand in your work, and expect to receive credit for it.
	Missed In-class Work: Except under dire circumstances (e.g., serious bodily injury requiring hospitalization or prolonged illness) in-class activities such as worksheets, journals, quizzes, review of notes/annotations, presentations,

performances, group work, etc. cannot be made up if you are absent on the day the assignment is due.

Meeting Standards for Classroom Behavior:	• **Use all the class time.** Come to class on time and stay in class until the end. Coming late, leaving early, and getting up during class disrupts the class and disrespects others. • **Come prepared.** Bring your texts, be prepared to take notes, and be able to demonstrate that you have completed the assignments for the day through your participation in class. • **Respect others.** Listen when your classmates and the instructor are speaking. Think about their contributions. Respond appropriately. • **Use electronic devices only for class purposes.** Engage with your classmates and the instructor without technological distractions. • **Eat before or after class.** Consume meals, snacks, and other food items outside of the classroom. Eating during class detracts from the learning environment. Drinks, cough drops, hard candy, etc. are permitted, so long as they do not become a distraction.
CCSJ Student Honor Code:	This course asks students to reaffirm the CCSJ Student Honor Code: I, as a student member of the Calumet College academic community, in accordance with the college's mission and in a spirit of mutual respect, pledge to: • Continuously embrace **honesty and curiosity** in the pursuit of my educational goals; • Avoid all behaviors that could impede or distract from the academic progress of myself or other members of my **community**; • Do my own work with **integrity** at all times, in accordance with syllabi, and without giving or receiving inappropriate aid; • Do my utmost to act with commitment, inside and outside of class, to the goals and **mission** of Calumet College of St. Joseph.
Doing Your Own Work:	If you turn in work that is not your own, you will be subject to judicial review by the Faculty-Student Grievance Committee. These procedures can be found in the Student Planner. The maximum penalty for any form of academic dishonesty is dismissal from the College. Using standard citation guidelines to document sources avoids plagiarism. You'll find guides to the major citation methods at the CCSJ Specker Library Web page at http://www.ccsj.edu/library/subjectsplus/subjects/guide.php?subject=cite **PLEASE NOTE:** All papers may be electronically checked for plagiarism.
Sharing Your Class Experience:	Your voice matters! At the end of the term, you will have the opportunity to evaluate your classroom experience. These confidential surveys are essential to our ongoing efforts to ensure that you have a great experience that leaves you well prepared for your future. Take the time to complete your course evaluations – we value your feedback!

Withdrawing from Class: After the last day established for class changes has passed (see the College calendar in the CCSJ Course Catalog), you may withdraw from a course by following the policy outlined in the Course Catalog.

Communicating with your Professor: *Blackboard*: Blackboard will be used to distribute readings, handouts, and announcements. Your grades will also be recorded regularly in Blackboard. It is essential that you log into Blackboard regularly to ensure that you stay informed about the course. If the campus is closed or class cancelled due to bad weather, alternative assignments will be distributed via Blackboard and must be completed on time.

*Office Hours***:** Students are encouraged to use office hours for assistance and clarification. Office hours are an excellent forum to discuss individual questions which are not appropriate during class (a question about your particular assignment, a question about the English Program, your attendance, etc.). Appointments are not necessary, but they help me to prepare for your visit and ensure that I will not be out of the office. My office hours are specified on the first page of the syllabus.

*Email***:** I will use CCSJ's email to send urgent announcements about class or assignments. You should use CCSJ's email to communicate about absences and to ask small but important questions (e.g. clarification about an assignment). Don't use email to request information or materials readily available elsewhere (e.g. due dates ← listed on the syllabus, handouts ← available on Blackboard). I generally respond to emails within 24-48 hours with the exception of breaks/holidays when I may be unavailable until the next scheduled business day.

*Phone Calls***:** Reserve phone calls for urgent communications. For example, call if you have a flat tire and will be unable to make it to class or if you have been snowed in. My office phone number is (219) 473-4322.

In all instances (Blackboard, office hours, email, phone), remember that communication with college instructors should *always* maintain standards of professionalism and formality.

Resources

CCSJ Book Rental Program:	The CCSJ Book Program ensures that everyone has the right course materials on the first day of class to be successful. You pay a book rental fee each semester, and in return, receive all the materials for all your classes prior to the beginning of classes. At the end of the semester, simply return the books. For traditional students, the Book Rental Program is conveniently located in the library, where students can pick up and return their books. For students in accelerated programs and graduate programs, books will be delivered to their homes and they can return them by mail. For more information, see http://www.ccsj.edu/bookstore. **All books must be returned at the end of the semester or you will incur additional fees, which will be charged to your student account.**
Student Success Center:	The Student Success Center provides faculty tutors at all levels to help you master specific subjects and develop effective learning skills. It is open to all students at no charge. You can contact the Student Success Center at 219 473-4287 or stop by the Library.
Disability Services:	Disability Services strives to meet the needs of all students by providing academic services in accordance with Americans with Disabilities Act (ADA) guidelines. If you believe that you need a "reasonable accommodation" because of a disability, contact the Disability Services Coordinator at 219-473-4349.
Student Assistance Program:	Through a partnership with **Crown Counseling,** Calumet College of St. Joseph provides a free Student Assistance Program (SAP) to current students. The SAP is a confidential counseling service provided to students for personal and school concerns which may be interfering with academic performance and/or quality of life. The SAP counselor is available on campus once a week and off-site at the Crown Counseling offices in Crown Point or Hammond. For more information, **contact Kerry Knowles SAP Counselor,** at 219-663-6353 (office), 219-413-3702 (cell), or kerryk@crowncounseling.org.
CCSJ Alerts:	Calumet College of St. Joseph's emergency communications system will tell you about emergencies, weather-related closings, or other incidents via text, email, or voice messages. Please sign up for this important service annually on the College's website at: http://www.ccsj.edu/alerts/index.html.