

DMA 140-501: Commercial Production

Spring 2019

Online

Business and Technology Room 111

Instructor: Justin R. Romine

Office: Business and Technology 111a

Office Hours: Wednesday 12:00p.m.-4:00 p.m. on campus and by appointment.

Email Contact: jromine@unm.edu

Cell: 702-835-2387

Course Description

DMA 140: Commercial Production is a comprehensive introduction to the basics of Commercial Production. Students will make commercials for a local business.

Course work, online demonstrations, group discussions, and lab work will accustom students to working with Production equipment. We use Final Cut X for editing, though students may use free software on their own computer. Students will learn hands on by using and experimenting with the equipment.

Part of the curriculum will be making a commercials for local businesses.

Students will learn how to write, shoot, direct, and edit a 15 second and two 30 second commercials effectively for a local New Mexico company.

Student Learning Objectives

Demonstrate introductory level working knowledge and demonstrate proper use of camera, lighting, sound, and any other production equipment used during production.

Students will build a portfolio of their completed commercials by writing, shooting, and editing footage into a commercial. Students will be able to showcase their works on a variety of platforms.

When working on a project a set of rules must be used to properly cover every aspect of shooting and producing. Students will demonstrate their understanding of these rules and concepts.

Student Responsibilities

Students are required to complete all assignments on time, participate in weekly discussion boards, and maintain a safe, respectable, positive classroom lab environment.

All equipment must be treated with care and respect. The equipment we have is very expensive; all measures and precautions must be taken when using equipment. There will be a strict sign-out policy for any equipment used inside and outside of the classroom.

Equipment

Students may use their own video equipment including a video enabled cell phone for their projects. You may also rent out equipment on Valencia campus.

Find the Work Study in Business and Technology Building to rent out equipment. You will have to fill out some paper work. There is usually a Work Study there until 4p.m. daily.

Attendance Policy

This is an online course. You will be required to login to Blackboard Learn multiple times each week to access the material and complete assignment and discussion boards.

Students with Disabilities

If you have a disability, please inform me of your special needs as soon as possible to ensure those needs are met in a timely manner.

Grading

Grading is based on completion of course assignment (no full credit will be given for late work), quality of individual technical and critical development, personal commitment and ability to work in a post-production setting. Personal commitment involves regular attendance, consistent effort, completion of work and the general willingness to learn.

There will be three required assignments of producing and editing commercials. There will be weekly discussion boards.

Assignments: 75%

Discussion Boards and other assignments: 25%

Required Text

Rebel Without a Crew: Or How a 23-Year-Old Filmmaker with \$7,000 Became a Hollywood Player. By Robert Rodriguez

There will be a copy on reserve in the library.

Computer Lab Responsibility Statement:

Computer Lab Responsibility: Please be advised that use of computer labs on UNM properties is governed by "Policy 2500: Acceptable Computer Use" which can be found at <http://policy.unm.edu/university-policies/2000/2500.html>.

Food and drink are also prohibited in any computer lab on campus. Anyone violating these policies is subject to possible suspension and loss of computer lab privileges.

Title IX Statement:

In an effort to meet obligations under Title IX, UNM faculty, Teaching Assistants, and Graduate Assistants are considered "responsible employees" by the

Department of Education (see pg.15 - <http://www2.ed.gov/about/offices/list/ocr/docs/qa-201404-title-ix.pdf>). This designation requires that any report of gender discrimination which includes sexual harassment, sexual misconduct and sexual violence made to a faculty member, TA, or GA must be reported to the Title IX Coordinator at the Office of Equal Opportunity (oeo.unm.edu). For more information on the campus policy regarding sexual misconduct, see: <https://policy.unm.edu/university-policies/2000/2740.html>

Academic Dishonesty and/or Plagiarism Policy

Each student is expected to maintain the highest standards of honesty and integrity in academic and professional matters. The University reserves the right to take disciplinary action, including dismissal, against any student who is found responsible for academic dishonesty. Any student who has been judged to have engaged in academic dishonesty in coursework may receive a reduced or failing grade for the work in question and/or for the course. Academic dishonesty includes, but is not limited to, dishonesty in quizzes, tests or assignments; claiming credit for work not done or done by others; hindering the academic work of other students; and misrepresenting academic or professional qualifications within or outside the University.