MCOM 25103-02
MEDIA PRODUCTION
Fall 2025 Course Information

Professor: John C. Dailey, Ph.D.
E-Mail: John.Dailey@uafs.edu
Vines 155
479-788-7929
Virtual Office Hours: MW 1:00-2:00, TR 2:00-3:00 <<< Schedule A Meeting
Classroom / Class time: Baldor 122, MW, 11:00 - 11:50
Lab / Field Production: Fridays

Required Textbook –

Sandler, Morgan (2018). *Visual Storytelling: How to Speak to the Audience Without Saying a Word.* Studio City, CA: Michael Wiese Productions ISBN-13: 978-1615932894

Prerequisite or corequisite: MCOM 1203 Introduction to Media Communication

Effective Catalog: 2018-2019

I. Course Information

A. Catalog Description

Fundamentals of media production focusing on technical and aesthetic practices in audio-visual media, single-camera techniques, and visual storytelling techniques.

B. Additional Information – None

II. Student Learning Outcomes

A. Subject Matter

Upon successful completion of this course, the student will be able to:

1. Demonstrate the basic knowledge of terms and concepts related to the art and technology of digital media production
2. Describe and appreciate the responsibilities and duties of various crew positions
3. Apply production fundamentals to preproduction, production, and postproduction of video projects
4. Demonstrate an understanding of emerging trends in digital media production.

B. University Learning Outcomes (ULO)

This course enhances student abilities in the following areas:

Analytical Skills
Critical Thinking Skills: Students will draw conclusions and/or solve problems through production planning and execution on various technological platforms.

Communication Skills (written and oral)
Students will communicate effectively with a variety of audiences in any setting through media projects.

III. Major Course Topics

A. Visual Storytelling
B. Basic Story Structure
C. Composition
D. The Camera as a Storytelling Tool
E. Lenses and Focus
F. Lighting
G. Drawing the Audience's Eye
H. Camera Movement
I. Shooting Coverage

COURSE OVERVIEW

This course covers all major components of creating powerful media including lighting, camera functions, composition and storytelling. However, our main focus is not just creating compelling visuals, but more importantly creating images that inform and move the audience. Images carry emotional weight and we will learn how to harness these emotions to maximize the emotion of the story, while minimizing the amount of dialogue necessary. The course is presented in four basic modes (but not necessarily in this order): (1) demonstrations, (2) discussions of the reading, (3) production assignments and (4) chapter readings, quizzes and activities.

Evaluation Criteria:

Team Projects	**Points**	**Title**	**Due**
1. Mini Project	25	"Walkabout"	9/17
2. Visual Design (Composing)	75	"A Perfect Day…"	10/15
3. Chronological Design (Timing)	100	"The Chase"	11/05
4. Psychological Design (Feeling)	150	"Life: Unrehearsed"	12/05
Blog Discussion (15 points/chp)	135	- - DUE SUNDAYS @ MIDNIGHT	
Midterm	40		
Engagement & Participation	75		
TOTAL:	600 points		

Project Note:
The instructor reserves the right to keep copies of student projects to be used for future classroom instruction.

Deadlines: The due dates for projects are **not** flexible. Due to the limited availability of facilities and the high demand placed on this equipment by the other lab classes, late projects will not be accepted and Incompletes will not usually be granted. Situations involving an illness or emergency will be dealt with on an individual basis.

All projects will be graded on the extent to which an intended message is effectively and creatively communicated. In addition, the grade for each project will be based on the quality of pre-production planning, raw material, the final edit, and individual participation. Projects will be produced in teams and each member of the team will evaluate the performance of the other members. The entire class will informally critique all projects.

MCOM 25103-0001
Media Production
Dailey – Fall 2025

Equipment Use: *Students who willfully or through negligence misuse and/or damage UAFS equipment or facilities will fail the class and will be required to reimburse costs for equipment/facility repair or replacement to the Department. Students who fail to adhere to media lab rules may have lab privileges suspended and may suffer project and/or course grade penalties depending on the severity of the infraction.*

Our Class Blog (135 points)

https://mcom25103-02fs25.blogspot.com/

A TOTAL of 9 required posts for the semester... ONE PER CHAPTER on Sundays by Midnight.
Note: "Makeup Posts" after a chapter's "CLASS DISCUSSION START"
will not count towards the total!

POSTING INSTRUCTIONS

Click The "New Post" Link In The Upper Right Corner....



1) Title your post like this:
   YourFirstName__Chapter# - Example: John__Chp1
2) Create a label for yourself w/ your First and Last Name...
   EXAMPLE: Dr_John (found on the right under Post settings).
   Twirl left arrow up to add your label.
   OR Click on your already created label.
3) **ONE POST per person PER CHAPTER by CLASS TIME** on the day that the chapter is being discussed - SEE THE SYLLABUS.
4) **START YOUR POST BY MENTIONING A KEY IDEA** you are "reflecting upon, expanding, countering, etc." from the reading for that chapter.
5) **NEXT**, **FIND A LINK** to a resource on the web which supports your idea (AI search is OK!). Check to see if someone else has already posted the LINK you had in mind...
   >> *Think of these links as "conversation starters"* 😃 <<
6) **ADD YOUR LINK.**
7) Add a **BRIEF STATEMENT** which summarizes your link.
8) **HIT "Publish".**
9) **SAVE YOUR COMMENTS TO OTHER POSTS TO SHARE IN CLASS** instead of on the blog.

Attendance:

Students are expected to attend all classes as specified in the course syllabi. **Attendance is required EVERY MONDAY and WEDNESDAY.** I expect you to be in class on time. **You will lose 10 points for each class that you miss.** It is the responsibility of the student to promptly notify his or her instructor when unable to attend class. **Illness, family emergencies, or college-sanctioned activities can sometimes cause you to miss class. Absences may be excused if you discuss the activity (in advance, if possible) with the instructor.** The decision about whether to excuse an absence lies with the instructor.

ACADEMIC INTEGRITY (AVOIDING PLAGIARISM)

Plagiarism is often defined as representing the words or ideas of another person as your own in any academic exercise. In the academy, plagiarism is seen as the equivalent of theft. The University identifies a number of actions, including plagiarism, as forms of academic dishonesty. Please read the section on Academic Honesty in the *Student Handbook* and make certain that you understand the term plagiarism and its consequences. During the semester, we will discuss how to avoid plagiarism through the proper use of documentation. If you have any questions about what is or is not plagiarism, ask me.

AI USE

NOTE: Except as noted in class, I shall consider any and all use of ChatGPT or other AI-based tools as willful acts of plagiarism. Such AI technologies rely on ingesting previous work, often without the author's permission.

ADA STATEMENT

In compliance with the Americans with Disabilities Act (ADA), UA Fort Smith seeks to provide reasonable accommodations and services to students who have documented exceptionalities. Students who believe they are eligible to declare a disability for the purpose of requesting and receiving accommodations must submit all required documentation of their disability to Dana Andreassen, Director of Student Disability Services, for validation. Ms. Andreassen will develop an individualized plan for reasonable accommodation in learning and testing for all students qualifying for accommodation. Ms. Andreassen can be reached at 479-788-7577.

FERPA STATEMENT

According to the Family Educational Rights and Privacy Act, you have certain rights with respect to your educational records, including the right to inspect your own educational records, to request an amendment if you believe them to be in error, and the right to consent to disclosure of your records (with certain exceptions). Please refer to the UA-Fort Smith catalog for more information.

AVAILABLE SUPPORT SERVICES

Writing Center

The UAFS Writing Center is located in the Old Gym, around the corner from ROTC, and across the street from the RAWC. You can consult the Writing Center Web site from the UAFS home page and schedule appointments online through uafs.mywconline.com.

The Writing Center is staffed with undergraduate and professional writing tutors who will meet with you online or in-person for appointments and on a walk-in basis. Writing Center tutors DO NOT proofread, check spelling, or edit your work for you. They DO work with you to develop your writing skills so that you can better revise, proofread, and edit your own written work or oral presentations. If you have questions, you can contact the Writing Center through email at WritingCenter@uafs.edu or call 479-788-7228 for assistance.

Academic Success Center

The Gordon E. Kelley Academic Success Center (ASC) provides programs designed to meet individual student needs not met through the general curriculum. Currently, the ASC is located in Room 202 of the Vines Building. Students may contact ASC staff at 479-788-7675.

GRIEVANCE PROCEDURES

Students who have questions or concerns about their grades, the course, or an assignment are encouraged to see their instructor as soon as possible. If not satisfied with that discussion, students may see the Chair of the department (if there is an acting Chair). If not satisfied with that discussion, students may see the appropriate Dean. If not satisfied with that discussion—or to dispute an official course grade, students should contact the Academic Integrity Committee.

RIGHT TO MAKE CHANGES

The instructor reserves the right to make changes in the syllabus and/or schedule when necessary to meet learning objectives, to compensate for missed classes, or for similar reasons**.**

MCOM 25103-0001
Media Production
Dailey – Fall 2025

COURSE SCHEDULE

Date	**Readings / Projects**	***Premiere Pro Tutorials***
Week 1		
August 18	**Course / Blog Intro**	Hello… Pick Teams / Join Blog!
August 20	LAB DAY	***1. Projects / 2. Panels***
August 22	FIELD WORK	
Week 2		
August 25	**Chapter 1**	***3. Editing / 4. Exporting***
August 27	LAB DAY	Camera Demo
August 29	FIELD WORK	
Week 3		
September 1	**NO CLASS – Labor Day**	
September 3	**Chapter 2**	***5. Timing Edits***
September 5	FIELD WORK	
Week 4		
September 8	**Chapter 3**	***6. Timeline Trimming***
September 10	LAB DAY	Editing
September 12	FIELD WORK	
Week 5		
September 15	LAB DAY	***7. Graphics / Titles***
September 17	**"Walkabout" DUE**	
September 19	FIELD WORK	
Week 6		
September 22	**Chapter 4**	***8. Audio / 9. Color***
September 24	LAB DAY	Editing
September 26	FIELD WORK	
Week 7		
September 29	**Chapter 5**	Lens Demo
October 1	LAB DAY	Editing
October 3	FIELD WORK	
Week 8		
October 6	**Chapter 6**	Lighting Demo
October 8	**Midterm Exam – ONLINE**	
October 10	FIELD WORK	
Week 9		
October 13	LAB DAY	Editing
October 15	"**A Perfect Day" DUE**	
October 17	FIELD WORK	

COURSE SCHEDULE (cont.)

Week 10

October 20	**Chapters 7 & 8**	***10. Add Effects***
October 22	LAB DAY	Editing
October 24	FIELD WORK	

Week 11

October 27	**Chapter 9**	***11. Working with Clips***
October 29	LAB DAY	Editing
October 31	FIELD WORK	

Week 12

November 3	LAB DAY	Editing
November 5	"**The Chase" DUE**	
November 7	FIELD WORK	

Week 13

November 10	LAB DAY	Editing
November 12	LAB DAY	Editing
November 14	FIELD WORK	

Week 14

November 17	LAB DAY	Editing
November 19	**BETA DAY**	
November 21	FIELD WORK	

Week 15

November 24	**THANKSGIVING BREAK – NO CLASS**
November 26	**THANKSGIVING BREAK – NO CLASS**
November 28	**THANKSGIVING BREAK – NO CLASS**

Week 16

December 1	LAB DAY	Editing
December 3	LAB DAY	Editing
December 5	"**Life: Unrehearsed" DUE**	

FINALS WEEK

December 10	**FINAL SHOWCASE**
	Wednesday, December 12, 2025 11 a.m. - 1 p.m.