

# e-Communication

## Intro to Journalism & Entertainment Video

### *Syllabus*

Welcome back to the **e-Communication 21<sup>st</sup> Century Academy!** In this course, students will further explore the creative fields of **Journalism and Entertainment Video**. Students will learn through a collaborative, project-based classroom environment. This is an advanced technical course which will consist of both short and long-term projects. Students will be exposed to hands-on filming and editing techniques and will edit projects using Adobe Premiere Pro. Students will storyboard and create original films and will enlist other members in the course to support, critique, and produce their ideas and products. e-Communication provides a platform for learners to communicate, collaborate, innovate and design. Learners will create a variety of media for school, community, and professional clients. Students will be encouraged to earn and log endorsement hours (e-hours) throughout their sophomore/junior/senior years in e-Comm.

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## Instructional Strategies & Assessment

This course will involve primarily collaborative work, so communication will be the key to success in this class. In addition, students will be expected to identify what they want to learn and how they will learn. Students will create and maintain a professional YouTube Channel of video work created both in and outside of class. This YouTube Channel will serve as a portfolio. Students will be assessed using

industry standards and performance rubrics rooted in e-Comm's 5 Guarantees: *Leadership, Collaboration, Communication, Project Management, and Technical Skills.*

## Deadlines

Deadlines are firm in the video industry. Meeting (or not meeting) deadlines will affect students' evaluation and grades. There may be circumstances in which deadlines may be altered or extended for classes or individuals. Students will receive 50% credit and a **MISSING** mark in the gradebook for late or missing assignments in the gradebook if they are not submitted by the deadline. Late work and project corrections will always be accepted. There will be a **10% late credit deduction** when deadlines are not met. Communication is key when working with clients, employers, and teachers!

## Grades

Students will receive grades for each project and assignment. Projects are worth 15+ points each and assignments are typically worth 5-10pts each. Long term projects may have checkpoints that could be worth points. **\*\*Always submit projects for review by the deadline, even if projects are not 100% finished. Projects may be edited, resubmitted, and re-graded.**

**PLEASE NOTE: Students who do not meet the standards of minimum performance in Academy courses will be placed on probation or removed from the Academy.**

## Attendance

Deadlines are essential in the workplace, and employees must adhere to timelines in order to meet client expectations in a timely manner. Emails to teachers are required in cases of absence. If you are going to miss a deadline due to an absence, the project may be accepted late with prior email or in-person notification. If a teacher is not notified prior to a missed deadline, a late credit deduction will take effect. No excuses. Tardiness and absences will be monitored and will impact student performance. Students may be admitted to class late with a hall pass.

## Communication

Students and parents may contact teachers via email (see emails provided on the first page).

## Portfolio

The primary purpose of a portfolio is to showcase student work and promote students through a means of media that is public to peers and industry professionals.

- Portfolio works selected by the learner will identify specific skills sets, interests, and talents for future job placement.
- Portfolios will be maintained and updated throughout the learner's e-Communication career.
- Portfolios and projects will be reviewed between the learner and instructor to provide feedback and improve student learning and growth.

- Portfolio organization is determined and negotiated with the instructor.
- Portfolio will be used as an integral part of the *e-Communication Endorsement* process.
- Portfolios will be showcased at the end of the learner's senior year at *Senior Show*.

## Classroom Expectations:

- Come to class prepared.
- Treat all people and property with respect.
- Follow the school dress code.
- Do not form lines or crowds at the classroom door.
- Do not move computers, keyboards, mice, etc.
- Do not unplug or touch other students' computers, keyboards, or mice in the lab.
- NO FOOD OR DRINK at the computer desks, with exception of water (sealed lid required- no straws).
- All work must be school appropriate.
- Other devices brought from home may occasionally be used at teachers' discretion.
- No gaming, downloading software, or wasting class time. Any extra time should be spent improving technical skills, following tutorials, or updating portfolios.
- Restroom Policy: 1 person may use the restroom at a time with a hall pass.
- Be responsible for your own belongings and coursework (SAVE YOUR DIGITAL WORK).
- Be **creative** and be **original**.

## Required Course Materials

- 16GB minimum Class 10 SD card with last name or initials written on it in permanent marker
- Pencils or pens for story boarding/pre-production
- Earbuds/headphones (for watching tutorials and editing videos)
- Personal Gmail account needed for portfolio/YouTube Channel

## Optional Course Materials

- Lined notebook for notetaking
- External storage drive (8GB or more)
- **Adobe** applications installed on a device to use outside of school

## Suggested Electives for e-Communication Students

We suggest exploring any variety of the following courses offered at Olathe Northwest in order to excel in e-Communication content areas:

- *Basic/Advanced Digital Photography (AR 455/AR 465)*
- *Principles of Marketing I/II (BU 546P/BU 547P)*
- *Drawing I/II/III/IV (AR 410/AR 420/AR 430/AR 440)*