

**COM 470- DVD & Emerging Media: Authoring & Project Management**

**Spring 2012**

**Don't Panic.**

**NAVIGATIONAL AIDS:** DVD and Emerging Media: Authoring & Project Management Syllabus

**INSTRUCTOR:** Prof. Michael H. Rand, phone- 687-5076, email: [m.rand@csuohio.edu](mailto:m.rand@csuohio.edu)  
Office (MU-126) hours: Mondays 2p-3:30p, Wednesdays 11a-Noon & 2p-3:30p and by appointment.

**TEXTS:**

Required:

DVD Demystified, Third Edition, Jim Taylor, McGraw-Hill, 2005  
[Publishing in the Age of DVD](#), a pdf file, available through the Digital Video Communication Center web page and on DVCOMM lab computers.

Recommended:

Desktop DVD Authoring, Douglas Dixon, New Riders, 2003 (very practical)  
DVD Authoring & Production, Ralph LaBarge, CMP Books, 2001  
,  
How to Shoot a Movie & Video Story, Arthur L. Gaskill & David A. Englander, Morgan & Morgan, 1988

**ITINERARY**

You have probably heard of Murphy's Law. It goes something like this, "If something can go wrong, it will and always at the most inopportune time."

One popular corollary of Murphy's Law says, "The probability of a slice of toast falling butter side down is directly proportionate to the value of the carpet." There are many more.

Welcome to DVD. Where when you believe everything will go well, it may not. But, don't panic, this happens to everyone.

This course will explore the world of DVD and emerging technologies. What they are, what they do, what they MAY do and what you would like them to do. We'll achieve this through DVDs and other media, possible guest speakers, lab exercises, readings, discussions, lectures and anything else we can get our hands on that will help us along our journey. We will also explore how visual storytelling (sequencing) fits the world of DVD and emerging media.

While there is a substantial body of knowledge about DVD, much of which is contained in our principal text **DVD Demystified**, there is much about this medium and its allied technologies which are still evolving. There will no doubt be advances and changes during the semester. We will all need to be flexible in order to adapt. As a result your input will be greatly valued. But, you will be held to high standards for grading purposes.

About DVD Demystified: Since its First Edition was published in 1997, this book has become the "bible" of the DVD trade. Indeed, it's safe to say many more DVD authors, project coordinators and other practitioners use it as a technical reference than use the actual published DVD Forum standards. Some of what is in the book is highly technical and will NOT be required learning for this course. Much of what is in the book, however, will. You will be guided as to what knowledge you will need to pull from the book and what is more properly reference material.

If you read Douglas Adams' novel **The Hitchhiker's Guide to the Galaxy**, you know the legendary book within the book has its imitators. That's also the case with **DVD Demystified**. Don't be fooled, until a contender surfaces, it is THE book.

You are also encouraged to join DVD lists-- a number of which are on the web, and share what you learn with the class. We will explore some DVD web sites together and you will be expected to explore others on your own. You are encouraged to share with the class examples of

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interesting DVD or other new media efforts you may come across, simply bring them to my attention and we'll work them in as time allows.

**EVALUATION:**

Most of what's created in the realm of DVDs is the result of effort by a team. Often, team members function independently to provide the pieces and parts that make up the whole. Everyone must do their job well to turn out a successful project. As a result you will be graded on both your individual efforts and your team efforts on exercises. Individual exercises, reports and projects also will be assigned.

There will be assigned readings on DVD and other new media related topics of interest which will be discussed in class. Some will be handouts, some articles, some reading on web sites. You will be asked to prepare two short oral presentations which will be explained in class.

There will be a major individual/team project and written report which will be presented to the class during the final exam period. Format of the project/papers will be discussed in class.

There will be a Midterm exam. The Final Exam session will be explained in class.

Regular attendance is critical. Since we meet only twice each week, more than two absences will result in grade penalty. (10 points will be deducted for each class missed beyond two.) Habitual tardiness will also hurt your grade. At the **beginning** of each class, readings will be assigned, and you will be told of any schedule changes, so be prompt. If you must be absent, leave a message at 687-5076 or send an email.

**But wait, there's more!**

These are the individual elements of course grades:

Oral reports	10%	(50 pts.)
Mid-term exam	15%	(75 pts.)
Lab exercises	10%	(50 pts.)
Final project/paper	40%	(200 pts.)
Class participation and attendance	<u>25%</u>	(125 pts.)
	100%	(500 pts.)

**Capstone note:**

As COM 470 is a Capstone Experience course. A course approved for the Capstone Experience must meet the following criteria:

1. Be offered as part of the credits included in a student's major requirements.
2. Promote at least three of the six skill areas (writing, quantitative literacy, critical thinking, oral communication, information literacy, group work).

**Remember: Your acceptance of this syllabus and continued enrollment in this course constitutes a contract. You are agreeing to accept the grading and other provisions outlined within the syllabus.**