

MSP 5547: MA Project Workshop

CRN 38495. 3.0 Credit Hours (i.e. expect 6 hours out of class work each week)

Fall, 2023

Tuesday 5:00-7:30pm

Online Meetings Link: Join URL: <https://temple.zoom.us/j/99924521367>

Slack: <https://mspmaprojectworkshop.slack.com/>

Instructors:

Prof. Laura Zaylea

Email: Laura.Zaylea@Temple.edu

Email hours: M-F 9:30-11:30am

Office Location: Annenberg 203b

Office hours: T/Th 12-1pm or by appointment

Zoom link:

<https://temple.zoom.us/j/2152043433>

Prof. Adrienne Shaw

Email: adrienne.shaw@Temple.edu

Email hours: 10am-12pm M-F

Office Location: Annenberg 203a

Office Hours: T/Th 12-1 or by appointment

Zoom link:

<https://temple.zoom.us/j/98637378446>

Class Meeting Structure:

We will meet on Zoom during scheduled class time (Tuesdays 5-7:30pm) for discussion and activities. Assignment overview videos will be pre-recorded and you should watch these shortly after they are posted to Slack. There are some weeks where in lieu of meeting you will be assigned to do individualized training or meetings with committee members.

Course Description:

From the TU Course Catalog: This workshop-style course gives students the preproduction and previsualization tools needed to design and produce a well-crafted, well-researched media production for their Media Studies and Production Master of Arts final graduate project.

Goal: Students will gain a deeper understanding of preproduction tools and will complete the research, project design, and organization needed to achieve a successful Master of Arts final project.

This workshop-style course gives students hands-on experience with the preproduction tools and techniques needed to ensure that their final work for the Master of Arts in Media Studies and Production program is professional, unique, creative, feasible, and grounded in quality research. This workshop includes both creative production planning as well as researching and articulating the core themes and intellectual questions driving your hands-on production work. It will include analyzing a variety of media works and “working backwards” to pinpoint the influence of preproduction tools (location scouting, storyboarding, equipment training) on outcomes. We will explore tools and resources available to you, and each student will consider the many options (production modes, genres, strategies, and tools) within media production and which is best for this project at this time. We will then explore practical elements of preproduction and

previsualization including doing academic research, planning a film shoot, casting actors and/or securing documentary subjects, arranging for locations, securing permits and contracts, and putting together a realistic budget and achievable production schedule. The goal of this course is to assist students in designing compelling, challenging and realistic final projects. Topics include: Aesthetic framework and crafting cinematic point of view; assessing needed technical skills and training; determining the core research questions driving this work; finding a support system as you critique and share work; forming crews; and securing people resources (cast members for narrative productions, subjects for documentary work, production teams for hands-on work, etc).

Course Objectives:

- Introduce theories and techniques of preproduction
- Tie in critical theories and research with hands-on production work
- Create an environment for productive critique and feedback
- Gain hands-on experience with preproduction tools
- Build skills in academic research and writing
- Consider long term objectives of the work produced and how to best engage with professional communities and audiences.

Upon completion of this course, students should be able to:

- Clearly articulate what their final MA project is, why they are creating it the way they are, and how they plan to realistically achieve their vision
- Design projects that are challenging, engaging, and feasible
- Write intent statements that articulate the essence of the project intent, how theoretical work drives production choices and how production choices influence research direction
- Demonstrate understanding of project design and preproduction tools
- Identify key authors in their field and conduct a literature review, identifying the core research questions driving their work.
- Describe their work in relation to a larger artistic and/or scholarly context
- Watch a film or piece of media and identify its underlying themes and the preproduction work that may have been needed to create it
- Create a blog/website that documents their research and creative process and can ultimately house their final MA project.

Recommended Readings: There are recommended texts that will help you with various skills required to complete an MA project listed on Canvas in Course Reserves (online course reserves). Primarily, however, you are identifying the work you need to read to inform your individual projects. Students should expect to read 2 or more articles per week, most of which you will be finding through your own research, guided by your project needs. All readings are available to you through Canvas/the Library, and you should be able to access books and articles through your Temple Library accounts (more information on linking Google Scholar to your TU accounts [here](#)).

FAQS	
What should I call my professors?	Dr. Shaw, Professor Zaylea
What pronouns do my professors use?	She/her, she/her
When/where are my professors' office hours?	See page 1
Where should I ask questions about assignments, the course, etc.?	Slack #office-hours
Where should I ask for extensions/about my grades?	Email, though we cannot tell you your grades via email. Check Canvas for all grades.
When will you answer my emails/Slack message?	During our email/Slack hours. See page 1.
Can I get an extension/excused absence?	See policies on both in the syllabus and on Canvas.
Are there readings for this class?	For the most part you are finding research materials related to your project to read throughout the semester. If there are required readings they are available on Canvas.
When is this assignment due/where are the instructions? Where do I submit it?	All of this information is on Canvas.
How do I...?	Have you checked the how-to pages on Canvas? If it's not there, post to #office-hours.
Is there a final exam?	Nope!
Do you post slides?	No, but assignment overview videos (not discussions) are recorded and will be linked on Slack. Post questions to Slack #office-hours if you have them.
When will our grades be posted?	Typically, within 1-2 weeks of the assignment deadline.
Who is grading this assignment?	Dr. Shaw and Prof. Zaylea share grading responsibilities for this course.
Can you write me a letter of recommendation?	Sure, but check the instructions on Dr. Shaw's website before you ask either of us: https://adrienneshaw.com/letters-of-recommendation/

Assignment Types:

There are three main assignment types for this course, worth a total of 1000 points. You can find them listed under “assignments” in Canvas. There you will also find the detailed instructions for each assignment as well as information on where/how it is submitted.

1. **Regular participation (230 points):** This includes regular engagement with course discussions (100 points, synchronous and asynchronous options available). This includes doing ONE of the “maker days” which overlaps with the Mobile Media course your instructors are co-teaching (details on Canvas). In addition, you are required to post one response each week to a classmate’s blog **(130 points)** by the start of the next class after the blog post was due. Respond to the person who posts their link to #blog on Slack **after** your post (if you are the last person to post, respond to the first person’s post for that blog prompt). Each one is worth **10 points**.
2. **Weekly Blog posts (390 points):** Each week you are required to post to your own blog following the instructions listed for that week’s post in the related Canvas module. These should be clearly written, with proper grammar, citations (APA style), and fulfill the requirements of the prompt for that week. Each post should be a minimum of 200 words, have a meaningful title, and posted to #blog in Slack with the related number for that prompt. Each one is worth **30 points**.
3. **Major Assignments (380 points):** In addition to these regular assignments, your final project has been broken up into smaller milestone assignments. Detailed instructions and due dates for each are on Canvas.
 - a. Potential Committee (25 points)
 - b. Training modules (25 points)
 - c. Essay outline, literature list, and writing schedule (50 points)
 - d. Project Treatment (50 points)
 - e. Initial Media (25 points)
 - f. Proof of concept (100 points)
 - g. Pre-production binder (50 points)
 - h. Next deliverable plan and one-on-two meeting (25 points)
 - i. Spring 2020 Timetable and Finalized Committee Paper (30 points)

GRADES:

Using the scale enumerated here, grades are determined from your points out of 1000 total possible:

A 930-100	B 83-869.9	C 73-769.9	D 63-669.9
A- 90-929.9	B- 80-829.9	C- 70-729.9	D- 60-629.9
B+ 87-899.9	C+ 77-799.9	D+ 67-699.9	F Below 60

You can use Canvas to see a clear breakdown of assignments, points values, and use the “what if” tool to gauge your final grade.

Extra credit: As per Klein policy, we are only allowed to make extra credit available to the entire class, thus we cannot give you a special extra credit assignment because you forgot to turn something in. As this is a graduate class guiding you through the components you need to complete your MA degree-required culminating project we will not be offering extra credit.

SYLLABUS CHANGES: Because we are dependent on technology and because we are human, there are some situations in which it might become necessary to change or adapt projects, assignments, and related course schedules. This syllabus, its assignments and related course calendars are subject to reasonable change and adaptation with the understanding that the changes shall not be punitive in nature and do not significantly interfere with the successful completion of course objectives. Any update to the course syllabus will be announced in class, posted on Canvas/Slack, and/or announced via Temple University email.

IMPORTANT NOTICE: Your instructors are co-teaching two courses this semester (this one and MSP 4541: Mobile Media), which meet at the same time. There will be some weeks where we will introduce an assignment and expect you to work together in the Zoom meeting while neither of us is present. One of us will always come back to the meeting to check in before you are allowed to sign off for the evening.

COURSE SCHEDULE:				
Date	Week	Topics	Due Before Class	Due Friday by 11:59pm*
Aug. 29	1	Introductions and Brainstorming	Review previous MA projects listed on Slack and MA Project proposal guidelines	Set up Blog and create Slack accounts. Weekly Blog #1.
Sept. 5	2	Guest speaker: Kristina DeVoe; Pre-planning	Skim "Craft of Research" Potential Committee Response to classmate's blog #1	Weekly Blog #2
Sept. 12	3	Production Day: Equipment Training + Media Analysis	Training Modules List Response to classmate's blog #2	Weekly Blog #3
Sept. 19	4	Time Management Workshop +Maker Day	Essay outline, literature list, and writing schedule Response to classmate's blog #3	Weekly Blog #4
Sept. 26	5	No Class: Training on your own and/or meeting with your committee or Kristina DeVoe	Response to classmate's blog #4	Weekly Blog #5
Oct. 3	6	Production Day	Project Treatment Response to classmate's blog #5	Weekly Blog #6

Oct. 10	7	Guest Speaker +Maker Day	Response to classmate's blog #6	Weekly Blog #7
Oct. 17	8	No Class: Training and production on your own and/or meeting with your committee or Kristina DeVoe	Response to classmate's blog #7	Weekly Blog #8
Oct. 24	9	Reviews and Critiques	Initial Media Response to classmate's blog #8	Weekly Blog #9
Oct. 31	10	Research and Writing Check In; +Maker Day	Skim "They Say/I Say" Response to classmate's blog #9	Weekly Blog #10
Nov. 7	11	Project Check In and Workshop Day	Preproduction Binder Response to classmate's blog #10	Weekly Blog #11
Nov. 14	12	No Class: Training and production on your own and/or meeting with your committee or Kristina DeVoe	Response to classmate's blog #11	Weekly Blog #12
Nov. 21 NO CLASS FALL BREAK/THANKSGIVING				
Nov. 28	14	Proof of Concept Screening and Critique	Proof of Concept Response to classmate's blog #12	Weekly Blog #13 Sign up for one-on-two meeting
Dec. 5	15	One-on-Two meetings (no class): Feedback and Next Steps	Next Deliverable Response to classmate's blog #13	

Final Assignment: Spring 2024 Timetable and Finalized Committee Paper DUE
December 8, 11:59pm on Canvas

* Assignments due by 11:59pm on Fridays have a built-in grace period to the following Monday by 10am. Additional time is possible if you request an extension in advance.

Fall 2023 Academic Calendar: Per the academic calendar, the last day to add/drop a full term 16-week course is Monday, September 11th. The last day to withdraw is **Monday, December 11th.**

POLICIES AND COURSE EXPECTATIONS: There are more detailed descriptions of the late assignments, attendance, disabilities and accommodations, and inclusivity policy available on Canvas.

Recording Policy: We will not be recording live discussions (unless required by DRS accommodations) except if the class decides it is necessary on a given day and everyone agrees to the recording. No one in this class should be recorded without their expressed consent (including instructors). Lectures are pre-recorded and available via Slack.

Attendance: We will be meeting in live discussion sessions on Zoom Tuesdays 5-7:30 pm (though sometimes we may end earlier) unless otherwise noted in the syllabus. Knowing that internet access can be inconsistently reliable for some, however, you will not be penalized if you miss a given zoom session. Your "engagement" grade will be negatively affected if you never make the synchronous zoom meetings. However, if you miss a day here or there, there are asynchronous ways to earn points. See the "course engagement" assignment for more details. We do ask that EVERYONE do everything they can to attend our first-class session and weeks where major components of your projects are due.

Late Assignments: Due dates are in place to structure the course and to help all of us organize our time. There is also a time after which an assignment can no longer meet its pedagogical goals. For that reason, assignments due in or before class (see schedule) cannot be accepted late. For assignments due on Friday at 11:59pm, there is a built-in grace period to Monday at 10am. In addition, if you need additional time, we are willing to grant you a negotiable, no penalty extension if you contact us (**both of us**) by the due date/time. When writing, indicate what date/time you plan on submitting the assignment. We retain the right to tell you if the extension is unacceptably long, but until you hear from us assume the extension is granted. Note, however, that if you do not submit the assignment by the scheduled deadline, we cannot guarantee you will get comments on your assignment (just a score/grade). If you do not contact us, you will receive a zero for the assignment (**no exceptions**).

Inclusivity Policy: There is an inclusivity policy on Canvas. You will be asked to agree to this at the start of the semester, committing yourself to promoting a safe and inclusive classroom for all students, guests, and instructors.

Range of Possible Costs: This course has no required course materials that must be purchased. Your individual project budgets may vary, but you are encouraged to make use of equipment and spaces available to you as Temple students.

Technology Policy: To fully participate in this course, students will need access to a computer or similar device that can access Zoom and a reliable internet connection. This course uses Zoom, Canvas, Slack, and email regularly. If needed, computers are available through on-campus computer labs including the Tech Center and Annenberg Postproduction. In addition, limited technology resources are available for students

who do not have the technology they need for class. Students with educational technology needs may submit a request outlining their needs using the Student Emergency Aid Fund form. The University will endeavor to meet needs, such as with a long-term loan of a laptop or Mifi device, a refurbished computer, or subsidized internet access. Student Emergency Aid Fund:

<https://deanofstudents.temple.edu/news/student-emergency-aid-fund> Also, please be aware of Temple's Technology and Software Usage Policy:
<https://secretary.temple.edu/sites/secretary/files/policies/04.71.11.pdf>

Accommodations and Basic Needs: The need for any accommodations should never get in the way of your access to education. We will do our best to work with any student who requires accommodations and to minimize the access barriers posed by course structures and materials. Similarly, if you find yourself struggling to meet your own basic needs, there are a variety of resources available to you I can help you with. See Canvas for additional details, contact details for University services, as well provisions for students with children, chronic illness, economic difficulties, etc.

Academic Honesty/Originality of work: Plagiarism is the representation of someone else's ideas, quotations, or research as your own. It is a form of theft. Passing off someone else's work as your own is a failing offense in the classroom, and a firing offense in the professional world. Violations or attempted violations of academic honesty include, but are not limited to, cheating, fabrication, and plagiarism. You should not be submitting work for this class that was originally completed for another class. All written assignments must enclose directly quoted material inside quotation marks, include in-text parenthetical citations for all material drawn from another source (including direct quotations, summaries, and paraphrased material), and include a works cited list. **All citations must be formatted in APA (American Psychological Association) style.**

We will discuss ChatGPT in class, but in short AI simply won't be able to articulate the connections between research and your creative practice. There are ways that generative AI might be useful in brainstorming your projects. If you do use any generative AI in any way, however, you are expected to cite that usage using APA style and specify which technology was used, how the information was generated (including prompts used), and how the output was used in your work. A link for how to do so is on the "How to Cite sources" page on Canvas.

It is also worth noting that plagiarism and academic dishonesty are not limited to written text. Using copyright-protected music, images, or video clips without proper citations and/or unauthorized collaboration without prior approval and/proper credits is also a form of academic dishonesty. If you have questions about what can or cannot be included in a project, or how to properly cite material, please speak with the course instructors *before* the project is due.

PLAGIARISM IS NOT TOLERATED. See Canvas for an outline of the plagiarism penalty structure. Students with questions about University policy on academic honesty should refer to the “Student Responsibilities” section of the Temple University Undergraduate Bulletin: <http://bulletin.temple.edu/undergraduate/about-temple-university/student-responsibilities/>

Conduct Code: Individuals enrolled in this course are expected to conduct themselves in a civil and respectful manner, both toward their instructors and fellow students. In accordance with Temple’s Student Conduct Code (Policy Number: 03.70.12), acts of misconduct for which students are subject to discipline include, but are not limited to, intentional interference with or disruption of class as well as behavior or conduct which poses a threat to the mental, emotional, or physical well being of self or others. Non-compliance, interference or resistance to this code is considered actionable when a student fails to comply with a reasonable verbal or written instruction or direction given by a University employee (e.g. instructor, teaching assistant or staff member). In such cases of violation, it is the University employee’s right and responsibility to seek out the appropriate sanctions (e.g. suspension, separation, probation, enrollment restrictions, or expulsion from the University) pursuant to the conduct code policies.

Student and Faculty Academic Rights and Responsibilities Policy: Freedom to teach and freedom to learn are 2 inseparable facets of academic freedom. The University has a policy on Student and Faculty Academic Rights and Responsibilities (Policy #03.70.02) which can be accessed through the following link: http://policies.temple.edu/getdoc.asp?policy_no=03.70.02