

EMF 477: REAL WORLD - Senior Portfolio

Meets on Mons and Weds 2-3:15pm in Media Center room 104

Instructor: Dr. Dave Reiss

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Office Hours: Mon/Tue/Wed 12:30-2:00

Website: <http://www.davidreiss.com/EMF477.html>

ON RESERVE in LIBRARY and source for class handouts:

Media Career Guide: Preparing for Jobs in the 21st Century

By: James Seguin, Sherri Hope Culver

What Color Is Your Parachute? 2012: A Practical Manual for Job-Hunters and Career-Changers By: Richard N. Bolles

What Color Is Your Parachute? Job-Hunter's Workbook By: Richard N. Bolles

Course Format and Objectives:

This course is designed to provide an understanding and skills needed to create demo reels or other creative samples showcased via web-based on-line portfolios. The course will also cover job searching, resume creation, applying for jobs, entering festivals and competitions, freelancing, and professional networking various media organizations. Students will practice privately interviewing for jobs w/ the instructor. Guest Speakers from the industry will give presentations throughout the semester.

TEXTS, READING, MATERIALS REQUIRED FOR COURSE:

There is NO REQUIRED textbook for this course. I will provide HANDOUTS of articles, have textbooks on reserve in the library for your reference, and use online resources that takes place of purchasing a textbook.

You will need access to your media from your creative projects, as well as be able to as well as EDIT your existing course projects and other media. Access to VML EDIT Labs is provided.

CLASS POLICIES

No EATING or DRINKING is permitted at ANY time in the Media Center classrooms or media labs. The ONLY exception is a beverage bottle you can CLOSE and SEAL, and use occasionally.

SCHEDULE - LATENESS:

Since most of the class is commuting – I ask EACH of you to TEXT or CALL my cell phone – 301-806-2843 W/ Name in text, if you are going to be late. This is the ONLY acceptable way of coming into class late. PLEASE do everything you can – like leaving early to anticipate parking, and get here ON TIME – as we'll be covering key topics at the start of class.

Late Work is NOT accepted after the project's deadline without prior consent of the Instructor.

ELECTRONIC DEVICES

CELL PHONES are NOT Permitted to be used at ANY time in my class. PERIOD. If you a text in my class you will be asked to leave the classroom.

We will use the lab computers in this class - BUT EVERYONE needs to be FOCUSED on the FRONT of the class. Recent research findings indicate that some college students who multitask during class perform at the same level as those who NEVER came to the class.

EMF GOOGLE GROUP LIST SERVE

All EMF students are required to join the EMF Google Group List Serve at <http://groups.google.com/group/TowsonEMF>. This will guarantee that you receive daily postings regarding digital media, video, film, and audio production topics including festivals, special screening, guest speakers, film/video crew needs, internships, and jobs.

Use this email address (TowsonEMF@googlegroups.com) to post your own messages to the group. The main page will also archive all posts.

Assignments:

All Projects must be handed over at the beginning of the class. Students are expected to complete assigned exercises before class on the due dates listed in syllabus or as announced in class.

Participation:

Students are expected to participate in class critiques, discussions and exercises with undivided attention.

Disability Policy

This class adheres the Towson University Disability Policy. If you have a documented disability, please see me right away after the first class privately, so we discuss how to best accommodate your specific needs.

Plagiarism

The EMF department has a published statement on Plagiarism, and Towson University has statements on both Academic Dishonesty and Student Academic Integrity, all of which pertains to your work in

this course. ALL WORK must be newly created for THIS COURSE with students in this class section ONLY.

Ownership and Use

Please be aware that the professor may keep copies of ANY and ALL student work for future teaching purposes only. If anyone has issues with this policy regarding a student project, it is up to the individual or group to notify the instructor. Also when shooting interview subjects, either a verbal and written release is required.

Civility Code

All EMF students, staff, and faculty are committed to collegial and academic citizenship demonstrating high standards of humane, ethical, professional, and civil behavior in all interactions.

EMF places a priority on learning. We value the inherent worth and dignity of every person, thereby fostering a community of mutual respect. Students have the right to a learning environment free of disruptive behaviors. Faculty have the right to define appropriate behavioral expectations in the classroom and expect students to abide by them. Faculty have the responsibility to manage and address classroom disruption. Staff have the right and responsibility to define appropriate behaviors necessary to conduct any university activity free of disruption or obstruction.

The use of offensive, threatening or abusive language, writing, or behavior will not be tolerated and can lead to academic dismissal. Further information about civility can be found in Appendix F of the university catalog.

SCHEDULE

Managing your schedule is critical for this course, and anticipating other course conflicting projects due dates.

COURSE REQUIREMENTS AND GRADING:

The criteria that will determine your final course grade are:

- 35% Demonstration Media Reel(s).
- 35% Web-Based Portfolio
- 10% Production Resume(s)
- 5% Application to Three (3) jobs w/ custom cover letters.
- 5% Submission of One (1) creative project festival/competition.
- 5% Class attendance.
- 5% Class Participation including Practice Job Interviews

PROJECT GRADING

Evaluation of a student's performance in this course as a whole will be guided by the following criteria:

A: demonstration of Excellent work (written and oral) in fulfillment of course requirements; improvement during the semester will be weighed in evaluation.

B: Good work (written and oral) in fulfillment of course requirements; improvement during the semester will be weighed in evaluation.

C: satisfactory work (written and oral) in fulfillment of course requirements

D: assigned work is not satisfactory or not completed and/or student fails to meet minimum attendance requirements.

F: failure to meet minimum course goals -- written assignments, class participation, and other course requirements.

Much of our class time will be spent in discussion and presentation. I will strive for an atmosphere where every student participates and receives the constructive and respectful response of myself and other students. Through this interaction, you will strengthen your critical skills and heighten your understanding and enjoyment of photography, art, movies, and other forms of visual communication.

Exercises, experiential learning, assignments, related to class lectures, discussions and readings:

There will be many opportunities during the class meetings for you to participate in one-of-a-kind opportunities, which are directly related to the class. You must be present in class to be able to get credit for these experiences. If a student misses a class session during which a quiz, exercise or special learning opportunity occurs, he or she will receive a 0% for that work as well as a 0% for attendance.

Attendance and Participation:

If you miss a class you are responsible for getting notes and assignments from another student. Find a buddy in class, and trade phone numbers. Don't miss class.

CLASS PROJECTS

Demonstration Media Reel(s).

Web-Based Portfolio

Production Resume(s)

Application to Three (3) jobs w/ custom cover letters.

One (1) creative project festival/competition submission.

Practice Job Interview Sessions w/ Instructor

REAL WORLD/SENIOR PORTFOLIO ASSIGNMENT CALENDAR

Please check class website <http://www.davidreiss.com/EMF477.html> for updates to the assignment calendar. This is a framework for the course and may change based on various factors including guest speaker availability. Guest speakers are working professionals in the field and will come to class based on their schedules.

Week 1: Introduction

First Class is MON Sept 3rd.

Review the syllabus.

Discuss what each student what type of online portfolio – film/video/sound/writing for the semester.

ASSIGNMENT Due week 2: Find THREE good online portfolios – one for video/film, one for audio, and one for writing.

Week 2: ONLINE PORTFOLIOS

DUE: Each student PRESENTS their 3 choices of online portfolios. CLASS CRITIQUE.

Students will learn about creating their own web-based portfolios using various online tools from free blogs to creating their own websites.

ASSIGNMENT:

START INDIVIDUAL Demo Reels and Online Portfolio Websites.

Week 3: DEMO REELS

DUE:

Student will present Basic Ver 1 EDIT IN PROGRESS of Demo Reel. Students will present Basic Ver 1 ONLINE PORTFOLIO in progress.

Week 4: PRODUCTION RESUMES

Students will compile a list of their skills and creative work References will be discussed and students will create IN CLASS their first version of their resume.

Week 5: MEDIA WEB CHANNELS - YouTube or Vimeo

DUE:

Student will present Ver 2 EDIT IN PROGRESS of Demo Reel. Students will present Ver 2 ONLINE PORTFOLIO. Students will present Ver 2 REVISED version of Production Resume.

Week 6: NETWORKING & JOB SEARCH & Self-PROMOTION

Professional Associations

Media Job Listings

Social Media: Linked In, Facebook, etc.

WithoutaBox.com

Week 7: FREELANCING

Discussion of freelance media production positions, various rates, business cards, billing etc.
GUEST SPEAKER(s).

Week 8: APPLY FOR JOBS

ASSIGNMENT: Find 3 jobs to apply to, and write 3 customized cover letters. GUEST SPEAKER(s).

Week 9: TBD

ROUND 1: Instructor/Student practice job interviews.
In Class LAB time for various components of Final Project.
GUEST SPEAKER(s).

Week 10:

Creative Festivals and Competition
ASSIGNMENT: 1 creative project festival/competition submission.
GUEST SPEAKER(s).

Week 11:

ROUND 2: Instructor/Student practice job interviews.
In Class LAB time for various components of Final Project.
GUEST SPEAKER(s).

Week 12:

In Class LAB time for various components of Final Project.
GUEST SPEAKER(s). Instructor/Student practice job interviews.

Week 13: NO CLASS WED – Thanksgiving Break

In Class LAB time for various components of Final Project.
GUEST SPEAKER(s). Instructor/Student practice job interviews.

Week 14:

FINAL VERSIONS Ver 1 PROJECTS DUE
Class review/critique and revisions.
3 jobs application w/ custom cover letters.
Demo Reel
Online Portfolio
Production Resume

Week 15:

REVISED FINAL PROJECTS ALL DUE!
APPLICATION to 3 jobs w/ custom cover letter.
FINAL Demonstration Media Reel.
FINAL Online Portfolio Website
FINAL Production Resume.

Students will present their final projects to the class for critiquing.

SUGGESTED READING & COURSE BIBLIOGRAPHY

Media Career Guide: Preparing for Jobs in the 21st Century

By: James Seguin, Sherri Hope Culver

What Color Is Your Parachute? 2012: A Practical Manual for Job-Hunters and Career-Changers By: Richard N. Bolles

What Color Is Your Parachute? Job-Hunter's Workbook By: Richard N. Bolles

The New Media Reader edited by Noah Wardrip-Fruin and Nick Montfort

<http://www.newmediareader.com/>

The Language of New Media by Lev Manovich

<http://www.manovich.net/LNM/>

Art of the Digital Age by Bruce Wands

<http://www.thamesandhudsonusa.com/new/spring06/523817.htm>

http://www.amazon.com/New-Media-Art-World/dp/0500203784/ref=pd_sim_b_1

DIGITAL ART Second Edition by Christiane Paul

<http://www.thamesandhudsonusa.com/woa/520398.htm>

Information Arts: Intersections of Art, Science, and Technology by Stephen Wilson

Snap to Grid: A User's Guide to Digital Arts, Media, and Cultures (2000) by Peter Lunenfeld

<https://mitpress.mit.edu/catalog/item/default.asp?tid=3737&ttype=2>