**Introduction**  
Welcome to Contemporary Communications! In this class, you will learn all of the different aspects of media, with a central focus on video production, broadcast journalism, and media literacy. You will also learn the various phases of television production and gain hands-on experience with professional equipment and mobile technology. You will learn the process of scriptwriting, storytelling, editing and how to capture the images that tell a story viewers will remember.  
  
This class requires an extremely high level of responsibility. You will be using expensive, delicate equipment. Your behavior will directly impact our broadcasting program and your personal grade.  
  
Thanks for being a part of this class! The best way to learn is to keep an open mind, ask questions, ask for help, and to respect your classmates and their work. Feel free to contact me for extra help at any time. I’m happy to help!  
  
Regards,

Mr. Sand

[jeff.sand@k12.sd.us](mailto:jeff.sand@k12.sd.us)

mrsand.weebly.com  
  
  
**Goal**  
The goal of this course is to present an overview of the media industry with plenty of hands-on projects. Students should gain confidence and understanding in a variety of communication situations.  
  
**Course**  
This is a one-semester elective course. You have elected to take this course, so please elect to bring a positive attitude each day. Major units we will study include the following: iMovie, Production Techniques, Television Studio Operation, Broadcast Scriptwriting, Copyright Laws, Journalistic Styles, Video Equipment Operation, Web Publishing and Specialized Stories: digital storytelling, news, features, sports, etc. You will learn pre-production, production, and post-production techniques and protocol. You must be interested in self-directed learning environment, be willing to take personal initiative on all projects, and work towards creating excellent time management skills in order to succeed in this class.  
  
**Personal website**  
Each of you will create your own Weebly website and SchoolTube account. Most of the work you will produce this semester will be turned in via your website.  
  
Here is a list of class expectations that you need to learn, remember, and practice.  
  
1. What's most important?  
Succeeding in this class is not difficult if you are able to do THESE KEY THINGS:

* Be here....be on time....be prepared for class....be nice while you're here!
* Since this is a laboratory class that gives access to expensive video equipment, you must assume a professional attitude and demeanor when you enter the Innovation Lab and when you are using the school’s equipment.
* Students must keep a positive attitude, respect other people, the equipment and furnishings.
* Listen carefully to other students, potential or actual subjects, teachers, etc.
* Know and follow all school procedures and rules.
* Use all equipment check out and check in procedures properly.
* Use fieldwork time appropriately.
* If you realize this class is just as important as your other classes and treat it as such, you will do very well.

2. What if I'm absent?

* YOU SHOULD:
  + Review mrsand.weebly.com
  + ASK A TRUSTED CLASSMATE FOR NOTES YOU MIGHT HAVE MISSED.
  + Remember, if you are absent, it is YOUR responsibility to secure any notes, handouts, or assignments you may have missed.  NO ONE WILL DO THIS FOR YOU.
* Any work missed during an UNEXCUSED ABSENCE CANNOT be made up for credit.

3. What if I'm late to class?

* Generally, the most important information of the hour comes at the very beginning, so be here on time.  If you are late to class, hand me your pass, sit down and catch up with the class WITH AS LITTLE INTERRUPTION AS POSSIBLE.

5. SUPPLIES NEEDED:

* A charged laptop
* A recording device such as a phone, camera, laptop, etc.
* A positive attitude and willingness to work as a team

**What you can expect from me:**

* An atmosphere that is fun, yet conducive to everyone's learning
* Consideration of your individual learning needs
* Respect for your opinions
* Fairness
* Lessons applicable to society and your future success

**What is expected of you**

* Come to class and BE ON TIME
* Be PREPARED for class EVERYDAY
* Turn in and perform work that you have put effort into and are PROUD of
* Respect the space and opinions of others
* Participate appropriately in all class activities

Other EXTREMELY important notes  
  
**Deadlines**  
Assignments will be given deadlines.  Assignments/Projects handed in late will be **penalized 10 points per day**and **will not be accepted after five days late**. In addition, you will ALWAYS be able to revise any project you wish for a higher grade at least ONE TIME, which must be done on your own time and will be due no later than our Semester Test time.  
  
  
**Equipment and Handling**  
The production equipment (cameras, microphones, computers, etc.) need to be treated with respect. Please be mindful and respectful of the value of these professional tools.     
  
The following guidelines will occur as a consequence for mishandling equipment:

* You leave ANY equipment out when you’re finished with it
* You don’t RECHARGE camera batteries
* You forget to sign out equipment completely or partially
* You don’t return equipment from overnight use prior to 8:15 am the next school day
* Anything else I deem inappropriate or misuse of your class time or equipment usage
* Consequences you will receive for not following these guidelines;
  1. A warning
  2. A ZERO on the current assignment
  3. Three Strikes = A ZERO on the current assignment and you lose ALL equipment privileges for the remainder of the school year!

**Equipment Checkout**

* You must follow the proper protocol for checking out equipment or you will lose privileges.
* Equipment that is returned late is subject to a $5 fine per day.

**Filming Privileges**  
The privilege of being able to film outside of the classroom is an opportunity you will all be given.  If I receive ANY negative feedback from other staff while you are out working on a class project, this privilege will immediately be taken away for the remainder of the semester.

* Be respectful of others in the halls/classrooms
* All school rules apply to you while you are working outside this room
* Return to this room immediately after filming and before the bell rings, you are responsible for keeping track of time (I do not give late passes to class)
* Absolutely no filming:

                1.  In bathrooms/locker rooms  
                2.  Outside the building without permission  
                3.  In empty classrooms/rooms without permission  
  
Remember, when you leave this classroom with a video camera, you are representing the entire Contemporary Communications class and our school.   
  
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**GRADES**  
Evaluation will cover class work, pre, actual, and post production activities, critiques, field work and teamwork, critical evaluations and reviews and class participation/attendance.