

**JMC 500 New Media** 6 credit hours  
**Master Certification**

**course description** To be a successful new media content professional, one must master the digital tools used in the discipline. Students in this course will create advanced new media narrative projects while earning up to four Apple Final Cut Studio professional certifications.

**course objectives** The objective of this course is to provide a capstone experience for those Graphic Design and Journalism & Mass Communication majors wishing to achieve professional-level mastery of the technology used in creating new media narratives. Through advanced projects and Apple Authorized Training Center curriculum, students will have an intense, immersive experience in new media design including:

- \* Certification in Final Cut Pro Level Two, Color Correction in Final Cut Studio, Sound Editing in Final Cut Studio, and Motion
- \* A unique, advanced new media project and multi-format digital distribution models
- \* Advanced critique and rigorous deadline schedule

**course requirements** Students must complete an original, complex new media narrative project properly utilizing all components of Final Cut Studio. Students must also pass at least two certification exams.

**final project** Students will create a short form narrative new media project showcasing their abilities in Final Cut editing, Motion graphics, Sound scoring and editing, and color grading. The project must attain a professional level of craftsmanship and be prepared for multi-platform media distribution.

**grading criteria** Grades will be assigned via the following:

Color exam	10 points
Sound exam	10 points
Final Cut Pro exam	10 points
Motion exam	10 points
Final Project	60 points
TOTAL	100 points

**attendance policy** As a pre-professional class, we expect professional effort and attitude. Students will be allowed one unexcused absence. Excused absences include participation in varsity athletics, extreme circumstances, and verified illness requiring a doctor's note. Unexcused absences include everything else. Do not schedule elective medical procedures during class, as they will not be excused.

After two unexcused absences (one week of class), each additional absence will result in the final grade being lowered one full letter grade. There will be no exceptions.

***class cancellation policy*** Classes may be cancelled in the event of weather emergencies. Please consult the university weather line (280-5800) or your email before leaving home for class.

***academic honesty statement*** The complete Academic Honesty policy can be found in the latest Bulletin and student handbook. Within this course we expect students to utilize original works in their portfolios, and to respect copyright law with regards to imagery contained within those projects. All students are expected to complete their own work. Penalties for violating academic honesty within this class include a grade of zero on any assignments or quizzes that shown to be non-original or plagiarized work.

***Integrity Pledge*** (from “Learning in the Academy: An Introduction to the Culture of Scholarship”)

The students and faculty of the Creighton College of Arts and Sciences comprise an academic community established within the framework of Jesuit ideals and firmly rooted in the concept of integrity.

In an effort to instill integrity in those attending this College and to reaffirm its significance along each student’s academic journey, the College has set in place an Integrity Pledge. Your instructors will from time to time present the Pledge for your signature on tests and quizzes and ask you to include it with your signature on writing assignments you submit.

The Pledge promotes a shared culture of integrity amongst Creighton students, while also acknowledging in its language that each of us holds him- or herself accountable for any attenuation or neglect of the conventions that define academic integrity.

The intent of this Pledge is not to act heavy-handedly. The College’s students and faculty strongly believe that each student intends to present his or her own original work. But the Pledge serves as a regular reminder of Creighton University’s commitment to the very highest standards of integrity—not only academic but also personal integrity.

***course topics & schedule***

- week 1:*** Intro to advanced editing, intro to course projects, exams and technology overview
- week 2:*** Editing basics, advanced editing, trimming, audio editing
- week 3:*** Multicam editing, compositing, filters, nested sequences

- week 4:*** Finishing, troubleshooting, output,
- week 5:*** FCP Advanced Editing Exam, Rough project Critique 1
- week 6:*** Intro to Color, contrast, controlling color, correcting for continuity, primary grading, secondary grading
- week 7:*** Advanced secondaries, color effects, grade management, keyframing effects, tracking, primary out, rendering, certification exam
- week 8:*** Project composition time and Rough project critique II
- week 9:*** Sound editing basics, mixing basics, Soundtrack Pro, recording, fixing audio files, recording dialogue
- week 10:*** Editing dialogue, multitake editing (adr), spot sound effects, scoring, multitrack mixing, certification exam
- week 11:*** Intro to Motion, composites, templates, motion with fcp, sharing
- week 12:*** Animation with behaviors & keyframes, creating content, text effects, emitters and replicators, audio
- week 13:*** Speed and optical flow, stabilizing and tracking, keying, 3d, cameras and advanced 3d, certification exam
- week 14:*** Project composition time and finishing
- week 15:*** Final output formats, burning and Critique III