

**SUL ROSS STATE UNIVERSITY
COMM 4310 Senior Capstone**

SPRING 2015
Weekly, by appointment
FAB 208

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Regular Office Hours:
TBD, walk-in basis
All others by appointment

COURSE DESCRIPTION

The senior capstone is the culminating course in the Communication major sequence. Capstone experiences allow each student to demonstrate the capacity to bring information, skills, and ideas acquired from the major to bear on one significant research project. It is aimed at providing students with the opportunity to integrate the knowledge and skills they have acquired as communication majors.

COMMUNICATION DEPARTMENT Program Learning Outcomes

This course is designed to meet one or more of the program learning outcomes applied to all Communication majors.

The graduating student will demonstrate:

- 1) competency for appropriate oral communication in public presentations.
- 2) competency for appropriate use of presentation software – specifically power point.
- 3) the ability to analyze arguments including identification of the major elements of the argument such as claims, warrants, data and backing
- 4) competency in appropriate discipline specific written communication.
- 5) the ability to apply communication theory to the analysis of communication situations.
- 6) competency in the use of media technology including video, audio and web technologies.
- 7) general knowledge of communication concepts and terminology

Course Requirements: You and I will see each other at least once every two weeks throughout the term. We begin by choosing a topic, developing a written story, creating a written production plan, and then implementing the plan through either video or audio production. You will then post-produce the project and deliver on DVD (video) or CD (Audio). Network delivery (YouTube, Vimeo, self-hosted website) is also an acceptable medium

Procrastination: You need to start working on this class right away and to keep going, week after week, even though your final project is due months and months from now. A major audio or video project is not the kind of thing that can be done at the last possible moment; it requires steady progress. For example, by the first week, you need to come

close to finalizing your topic. By the second week, a story treatment is due, and so on. Another way of putting this: for the duration of this class, you and I are pen-pals who need to see each other, or write to each other, at least once every two weeks. If you vanish for three months, your cheat yourself out of a major life accomplishment and are unlikely to pass the class.

COURSE OBJECTIVES

By the end of this class, students will:

- Demonstrate proficiency with audio and/or video equipment
- Understand the relationship between image/sound and story
- Create a compelling narrative project for portfolio use
- Evaluate and critique merit and functionality of various kinds of visual / aural storytelling on a case-by-case basis.

COURSE ASSIGNMENTS:

- 1) Written story treatment
- 2) Written production plan
- 3) Final Project

Required Textbooks for this class:

None.

Materials Required:

Minimum 8gb flash drive, formatted for Macintosh

CLASS DATES: Assignments and Deadlines

Note that these dates and the details of each class are subject to change at the instructor's discretion

February 7 – Written Story Due.

March 5 – Production Plan Due

March 17 – Begin Production

April 15 – Post Production begins

April 30 – First Cut of Project Due

May 12 – Final Cut of Project Due

GRADING

Assignments are valued as follows:

1) Written story	15%
2) Production Plan	15%
3) Effort/Quality of Work	15%
4) FINAL PROJECT	55%

Grading Criteria:

A = Exceptional. Demonstrates mastery of material beyond expectation. Professional quality of work. Highest level of scholarship.

B = Above average. Demonstrates mastery of material. Work is of better-than-expected quality, but not quite professional. High level of scholarship.

C = Average. Demonstrates proficiency with material. Work is of amateur quality. Ordinary level of scholarship.

D = Below Average. Less than proficient with material. Work shows errors, careless mistakes, or is just plain wrong. Poor scholarship.

F – Failure. Material incomplete. Work grossly negligent or incomplete. No evidence of scholarship present.

LATE PAPERS

Deadlines are an inescapable part of responsible, professional, adult life. Late papers will lose a letter grade for each day that the paper is late.

If you discover, **a week or more in advance**, that you have multiple deadlines converging on the same day, you may request a change in deadline> Such a change may be granted at the instructor’s discretion. Once the deadline has passed, it’s too late to ask for exceptions. Manage your time and deadlines wisely.

STUDENTS WITH DISABILITIES

Sul Ross State University is committed to equal access in compliance with the Americans With Disabilities Act of 1973. It is the student’s responsibility to initiate a request for accessibility services. Students seeking accessibility services must contact Counseling and Accessibility Services, Ferguson Hall, Room 112. The mailing address is P.O. Box C-171, Sul Ross State University, Alpine, Texas 79832. Telephone: 432-837-8203.