

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

SUMMER II 2023  
Weekly, by appointment  
MOCAP 101

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Regular Office Hours:  
M/W 12-1, T/Th 11-12, walk-in basis  
All others by appointment

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## **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 Program Student Learning Outcomes**

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

At the end of this course:

- 1: Students will be able to analyze communication content for argument, including identification of major elements, such as claim, warrants, and data.
- 2: Students will be able to effectively construct messages appropriate to audience, purpose, and context; including electronic media technologies.
- 3: Students will be able to apply Communication theories, perspectives, principles, and concepts to the analysis of communication situations.

### **Communication Program Marketable Skills**

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- 1) Proficiency in public speaking in a variety of venues and formats,
  - 2) Effective writing skills, and
  - 3) Demonstrated ability to use of technology to deliver messaging.

**Course Requirements:** You and I will see each other at least once per week 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 per week. If you vanish for six weeks, you cheat yourself out of a major life accomplishment and **WILL NOT PASS THE CLASS. (READ: WILL NOT GRADUATE.)**

## **COURSE OBJECTIVES**

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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:**

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

## **Required Textbooks for this class:**

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*None.*

## **CLASS DATES: Assignments and Deadlines**

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

WEEK OF:

July 10 – Project Development Meeting

July 17 – Written Story and Production Plan due

July 24 – Production

July 31 – Post-production

Aug 7 – Post-production revisions; final cut by Aug 11.

AUG 15 – FINAL PRODUCT DUE

## GRADING

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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

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*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.*