EXPERIENCE LAB

JOMC 197, 297, 397, 497
Fall 2021

Course Information

1 credit

Date & Time: varied by program

Location: Andersen Hall and Experience Lab (third floor of Lincoln Children's Museum)

Prerequisites: The prerequisites are as follows: JOMC 197 for JOMC 297; JOMC 297 for JOMC 397; and JOMC 397 for JOMC 497. There is no prerequisite for JOMC 897

Course Delivery

Course will be delivered in a hybrid, in person format. Students are required to be in person for weekly program meetings and professional-in-residence scheduled times for each program unless ill, under quarantine, or have prior approval from the faculty.

What is the Experience Lab?

The College of Journalism and Mass Communications is known for its professionally oriented learning opportunities. The CoJMC Experiential Learning Lab will provide an opportunity for students to gain hands-on learning experience from the first semester they enroll in the college. Each one-credit practicum will allow students to build their academic skill set, explore their professional interests and apply their learnings in a practical and reflective way. Experience Lab areas include Jacht, Buoy, Heartland UNLimited Sports, KRNU, Nebraska Nightly and the Nebraska News Service. Industry professionals will provide direct feedback and mentoring throughout the process. The CoJMC is launching the new program in the fall of 2021 with a small cohort of students. Beginning in the fall of 2022, all CoJMC majors will be required to work four to six hours per week as part of the program. Student leaders will manage day-to-day operations alongside faculty. Professionals in Residence will provide feedback on story ideas, editing layout, design, strategy and more. There will be an increased focus on working with and telling the stories of underrepresented communities.

COURSE OBJECTIVES: ACEJMC COMPETENCIES

The College of Journalism and Mass Communications is accredited by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC). The mission of ACEJMC is "to foster and encourage excellence and high standards in professional education in journalism and mass communications." ACEJMC recommends that all graduates should be aware of certain core values and competencies. This course addresses the following competencies:

Apply tools and technologies appropriate for the communications professions in which they work

ACEJMC Outcomes

One of ACEJMC's principles is to promote student learning by assessing student achievement of the competencies listed above at the course and program level.

Specifically, we will work toward accomplishing the following outcomes:

Awareness:
- Awareness of how edited content is planned, produced, directed, edited, and published.
- Awareness of the importance of production deadlines.
- Awareness of the types of tools, technology, and software needed for edited content and for presentation.

Understanding:
- Understanding what it takes to put together quality content for distribution to a mass audience.
- Understanding the principles and techniques associated with scripting, performance, technical direction, shooting, and editing a broad variety of multimedia content.

- Understanding how to operate hardware essential to video production as well as video editing software and graphic manipulation skills essential to an edited production.

Application:
- Applying the terminology, principles, and techniques to producing, directing, and performing in edited video and live presentations.
- Meeting deadlines.
- Effectively operating hardware, creating graphics, and editing content on non-linear editing systems.
- Developing materials for a professional portfolio.

GRADING POLICIES

Pass/No Pass

Passing the course is on the amount, quality and timeliness of work you contribute to the Experience Lab. This includes assistance with research, analysis, strategy, creative concepting, news and sports content, execution of finished products, and interactions/presentations with the public and clients. Expect to spend 4-6 hours a week in the Experience Lab. Hours logged in Clockify will be used as a graded component of passing the course, so log ALL your hours. Engagement and participation in each area constitutes attendance; if you are physically present but are not contributing to the workflow during class, you will be considered absent. (See also: Class Attendance and Commitment).

Performance Grading Criteria

Throughout the semester, the student leadership and the faculty will be evaluating your performance based on the following criteria:

- 20% Attendance & Punctuality
- 10% Reliability/Dependability
- 10% Quality of Work
- 10% Communication Skills
- 10% Judgment & Decision-Making
- 10% Initiative & Flexibility
- 10% Cooperation & Teamwork
- 10% Knowledge of Position
- 10% Training & Development

You will be evaluated on the following scale:

- Exceeds Expectations
- Meets Expectations
- Needs Some Improvement
- Needs Serious Improvement
- Unacceptable

Complete details and criteria can be found in Canvas with the assignments/evaluation forms.

Course Grading Scale

The Experience Lab is a "Pass/No Pass" course. "Pass" is interpreted to mean a grade of "C" or above. A grade of "C-" is not acceptable.

A	100%	to 94%
A-	< 94%	to 90%
B+	< 90%	to 87%
B	< 87%	to 84%
B-	< 84%	to 80%

C+	< 80%	to 77%
C	< 77%	to 74%
C-	< 74%	to 70%
D+	< 70%	to 67%
D	< 67%	to 64%
D-	< 64%	to 61%
F	< 61%	to 0%

ASSIGNMENTS

EXPERIENCE LAB PROCESS & PROJECTS

This course departs from most others you've taken in your academic career in several ways. There will be no quizzes or tests. There will be no graded weekly assignments. You will be challenged to work as part of a team to make constant progress on your assigned project; to act as a professional; to manage time and meet deadlines; and to communicate within the Experience Lab community. While you may not realize it at first, you will be graded constantly, through your participation, interactions and demeanor, behavior, and practical demonstration of your knowledge and skills. You must attend your team's weekly meetings and professional-in-residence hours; more than three absences may result in not passing the class. Faculty members have the right to "fire" anyone who is not meeting the demands of this class, which means you will be asked to leave the class, taking a NP or a W (see also: Experience Lab Firing Policy).

You are part of a professional team and are accountable to the student leaders and instructors, who together are the leadership team of the Experience Lab. We operate as if we were in a business setting, and we expect performance at a professional level. One of the keys to success is your ability to plan and to carry out that plan. To avoid disasters, be proactive, not reactive. Do not wait until the last minute for anything.

All work must be approved by the leadership team and course instructors prior to publication and/or presentation to the client.

EXPERIENCE LAB POLICIES

Appearance

Appropriate attire and grooming are required when performing duties potentially bringing you into visual contact with clients, sources, and if you appear in any content or materials. You will interact with official and non-official sources throughout the semester and want to leave a positive impression. You are representatives of UNL, The College of Journalism and Mass Communications and your major.

Originality

We want to generate and develop original ideas and content that is unique for our market. Your ability to identify and develop original work will influence your grade in this course. We encourage you to model your style after professional mentors and techniques, but you must maintain your own originality.

Courtesy

All persons are expected to conduct themselves in a professional manner at all times. Review of peer work is expected, and should always be conducted constructively. You are expected to question your own work and that of your peers, but to do it kindly and understand that the goal of any critique is to improve the product. We expect you to help one another to every extent possible to create the best work.

Conduct

The Experience Lab space is a dedicated space for work on news, sports and creative content as well as client projects. Careless handling of the equipment, horseplay, or anger management issues will not be tolerated. In addition, professionals-in-residence will be regularly stopping in for meetings, so your conduct should indicate to them that we are a professional organization.

Experience Lab Firing Policy

While it is not a commonly used procedure you can and may be "fired" from the Experience Lab. Activities and events that might constitute a fireable offense remain at the discretion of the faculty in charge, but include any combination of the following:

- Disrespectful and/or antagonistic attitudes or actions toward professionals in residence, sources, clients, peers, leadership, or faculty
- Failure to contribute at a level deemed critical to project success
- Consistent failure to communicate effectively with team members, professionals in residence, faculty, sources and clients

While it is technically not possible to "fire" an Experience Lab employee, the Experience Lab firing procedure involves being asked to not return to class for the remainder of the semester, turning over all content-related files and information to the leadership team, being removed from all Experience Lab applications, and being given a choice between withdrawing from the course or taking an F.

Equipment-Specific Guidelines

We maintain high production quality standards:

- All video must be properly exposed and color corrected in the camera
- All video must be focused and steady
- Most video shoots will require 2 cameras; prepare accordingly
- Always use appropriate microphones for the recording situation - If you have bad audio, you have bad video
- Always use headphones to check and set audio levels
- Audio levels should be set in camera and normalized to -12db prior to editing
- All video must be presented at maximum quality
- NO hardware leaves the CoJMC without being checked out of the system
- Before anything is sent to a client, it must be reviewed by the instructor and approved by the account executive
- Video project files must be organized, consolidated (use the Media Manager), and archived upon completion of the project
- All video production work time must be logged
- Back up everything. Twice

EQUIPMENT POLICIES

College-owned Equipment

You will likely need to check out equipment from the college as you complete your work in the Experience Lab. Get familiar with the checkout room and what's available. You will need to know what types of equipment to request.

Any changes to the equipment check-out hours will be posted at the checkout room. Note: Equipment may be checked in and out ONLY during posted business hours. In addition, only designated personnel may check in and out equipment.

Students may be able to reserve equipment by contacting the checkout room manager. At check out, all students will be expected to properly sign out for each piece of equipment. When equipment is checked in, staff will check to ensure that each piece of gear is returned. Any piece of gear that is not returned will be noted by the staff, who will eventually notify your instructor for possible grade deductions. Be careful of entrusting others with using and/or checking in equipment that is checked out in your name. Since it is assumed that equipment is in your possession, you are ultimately financially responsible for it! No exceptions!

Camcorders, computers, and other gear are expensive and relatively fragile. The College assumes "reasonable wear" but will hold students financially responsible for loss or damage resulting from neglect or abuse. Such students will be expected to promptly pay for repairs or replacement. Likewise, studio equipment must be handled responsibly. Software applications are also easily damaged or erased. No student is authorized to modify, erase or reconfigure software applications or media files on any computer-based system used in this course, regardless of their level of previous experience or training using similar hardware and/or software. If necessary, cases of suspected abuse, neglect, or loss will be referred to College administrators for resolution. Students who have an unresolved conflict regarding the payment of lost or damaged equipment will not be assigned a course grade until the conflict is resolved to the satisfaction of the College.

NOTE: The student in whose name the equipment is assigned will be the person responsible for the payment resulting from damages or losses. Take care of and guard the equipment!!
In the case of shared equipment (equipment checked out to two or more parties at a time), all members of that group are equally responsible financially for damage or replacement costs unless certain members of that group agree to assume that responsibility. Grades will be withheld for all parties sharing equipment (or for those agreeing to responsibility) until missing equipment and/or satisfactory payment for damage or loss is received.

COURSE SOFTWARE

Canvas

To submit required work/assignments, receive announcements, and review the syllabus, go to https://canvas.unl.edu/. To view content on a mobile device, download the free Canvas app from the iTunes or the Google Play store. Search for 'Canvas by Instructure' in your app store. To get help with Canvas problems, click 'Help' from the left side menu in Canvas. Help is available 24/7 via phone (1-877-244-8884) or chat.

Microsoft Teams

Students will be sent an invitation to a Microsoft Teams workspace. This workspace will serve as our main form of communication inside and outside of class. Please accept the invitation once you receive it to your UNL email. Once you accept the invitation, please add a photo (not avatar or other image) of yourself to your profile and update your profile with your full name. Full information about using Teams in your course can be found on Canvas.

COLLEGE AND UNIVERSITY POLICIES

Academic integrity

Every student must adhere to the policy on academic integrity set forth in the UNL Student Code of Conduct as outlined in the UNL Bulletin. Students who plagiarize may receive a failing grade on an assignment or for an entire course and may be reported to the Student Judicial Review Board. The work a student submits in a class must be the student's own work and must be work completed for that particular class and assignment. Students wishing to build on an old project or work on a similar project in two classes must discuss this with both professors. Academic dishonesty includes

- handing in another's work or part of another's work as your own.
- turning in one of your old papers (including something you wrote in high school) for a current class.
- turning in the same or similar paper for two different classes,
- using notes or other study aids or otherwise obtaining another's answers for a quiz or an examination.

Anything and everything you include in your papers that comes from another source must be attributed with proper citation. That includes ideas and opinions.

Plagiarism consists of using phrases, sentences or paragraphs from any source and republishing them without alteration or attribution. The sources include, but are not limited to, books, magazines, newspapers, television or radio reports, Web sites and other students' papers.

Academic Success Coaching

UNL offers individual coaching sessions on time management, goal setting, motivation, study routines, study skills, test preparation, study groups, and general transition issues related to academic success. You can schedule free appointments for individual academic coaching with First-Year Experience and Transition Program staff through MyPLAN. You can also take advantage of study stops--which provide individual and group study with learning consultants in a variety of disciplines--and free group workshops on topics such as time management, goal setting, test preparation, and reading strategies. See https://success.unl.edu/ for schedules and more information.

Well-Being Coaching

UNL offers individual coaching focused on student well-being and strengths. The student coaches have been trained to help other students thrive using the nine dimensions of the well-being framework. You can schedule online with the coach of your choice at https://resilience.unl.edu/.

Mental Health

UNL offers a variety of options to students to aid them in dealing with stress and adversity. Counseling and Psychological & Services (CAPS) is a multidisciplinary team of psychologists and counselors that works collaboratively with Nebraska students to help them explore their feelings and thoughts and learn helpful ways to improve their mental, psychological and emotional well-being when issues arise. CAPS can be reached by calling 402-472-7450. Visit https://caps.unl.edu/ for more information.   Big Red Resilience & Well-Being (BRRWB) provides one-on-one well-being coaching to any student who wants to enhance their well-being. Trained well-being coaches help students create and be grateful for positive

experiences, practice resilience and self-compassion, and find support as they need it. BRRWB can be reached by calling 402-472-8770. Visit https://resilience.unl.edu/ for more information.

Students with Disabilities

The University strives to make all learning experiences as accessible as possible. If you anticipate or experience barriers based on your disability (including mental health, chronic or temporary medical conditions), please let me know immediately so that we can discuss options privately. To establish reasonable accommodation, I may request that you register with Services for Students with Disabilities (SSD). If you are eligible for services and register with their office, make arrangements with me as soon as possible to discuss your accommodation so they can be implemented in a timely manner. SSD contact information: 117 Louise Pound Hall.; 402-472-3787

Diversity & Inclusiveness

The University of Nebraska-Lincoln does not discriminate on the basis of race, ethnicity, color, national origin, sex (including pregnancy), religion, age, disability, sexual orientation, gender identity, genetic information, veteran status, marital status, and/or political affiliation.

The College of Journalism and Mass Communications values diversity in the broadest sense – gender, age, race, ethnicity, sexual orientation, economic status, physical and intellectual ability, religion, education and geography. We recognize that acknowledging, building understanding and incorporating diversity throughout the curriculum prepare students for communications careers in a global society. As communicators, we know journalism, advertising, public relations, broadcasting and other forms of strategic communications must reflect society in order to be credible, reliable and effective. Inaccuracies or biases in our written, spoken and visual reports mean we have failed as journalists. Diverse voices and perspectives improve our accuracy and truthfulness. In advertising and public relations, we cannot succeed if we do not understand the value of or know how to create inclusive communications that reflect a diverse society.

Trespass Policy (Regents' Policy 6.4.7)

The areas of University academic, research, public service, and administrative buildings of the University used for classrooms, laboratories, faculty and staff offices, and the areas of University student residence buildings used for student living quarters are not open to the general public. Any person not authorized to be or remain in any such building area will be deemed to be trespassing on University property, and may be cited and subject to prosecution for criminal trespass in violation of Neb. Rev. Stat., § 28-520 or § 28-521.

Emergency Policy

UNL Alert provides free notification by landline, cell phone, text message, e-mail, fax, and pager during an emergency. Visit http://emergency.unl.edu for a link and instructions on how to sign up for alerts pertaining to UNL. If you receive a UNL Alert notification during class, please share the information immediately. Additional information about emergency preparedness and response at UNL as well as the university's operating status can be found on emergency.unl.edu.