

# Promotions Fall 2017

**Syllabus:** The Promotions team at WalTV helps promote student activities, events, and announcements on the Waldorf University Campus and the surrounding area. This is achieved by using Adobe After Effects & Premiere Pro along with Photoshop, Illustrator, ProTools, and/or Blender to make promotional animations to be broadcasted on both YouTube and WalTV.

**Overview:** We will meet weekly on Monday nights following Practicum. We will present the previous weeks assignments and go over what is due the next week. Examples for each assignment will be given. The first few meeting times will be learning and reviewing how the systems work and how to complete your assignments. All assignments must be completed and worked on. If examples were shown and guidelines given- those must be followed. Assignments will not be allowed if effort seems slack- you will have to recomplete by the next week for points. Tips and critiques will be given the following time we meet and any changes to those assignments will be given bonus points. Homework will be docked if turned in late and give a zero if never completed. There will be a chance of makeup work at the end only if needed or interested in extra points. Attendance and working Live Events are part of your grade so make sure to reach the total by the end of the semester. Students in this group will be asked to help other groups out along the semester when big projects come up. Practicum is a team effort, and we all work together. The point of practicum is to give students real hands on experience and help learn a variety of communications skills. Directors and Managers want to help students find passion within the stations and are here to help. If you have any questions or need help feel free to contact me at [Andrew.may@waldorf.edu](mailto:Andrew.may@waldorf.edu) or (641)251-4846

## Assignments:

Assigned	Due Date	Assignments
9/11/2017	9/17/2017	WalTV/KZOW Bumpers
9/18/2017	9/24/2017	Sponsors
9/25/2017	10/1/2017	Sports
10/2/2017	10/8/2017	Clubs & Organizations
10/9/2017	10/15/2017	Homecoming /Candidate Review
10/16/2017	10/22/2017	Happy Halloween/Fall Bumper
10/23/2017	10/29/2017	SWAT Comedy Series
10/30/2017	11/5/2017	Sponsor
11/6/2017	11/12/2017	Clubs & Organizations
11/13/2017	11/19/2017	Happy Thanksgiving/Fall Bumper
11/20/2017	11/26/2017	Winter Holiday Bumper
11/27/2017	12/3/2017	Distress Days

These assignments are subject to change due to unforeseen circumstances.

One can receive extra credit by producing extra promotions or by updating previous work.

## Points/Grading:

Assignments: 50% of grade- Late? Drops Grade value each week missed.

Attendance: 10% of grade- Miss > 4 classes- below a C, Constantly late? Drop half a grade (A to A-).

Live Events: 40% of grade- must meet assigned number- if below number by 1 or 2- half grade, below by 3 or more whole grade dropped per number missed.