

COMM 2324: Practicum in Electronic Media

Texan Mosaic Staff

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Instructors

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Course Description

COMM 2324 serves as the staff course for **Texan Mosaic**, South Plains College's student-produced digital media outlet. Students will work as members of a multimedia production team to plan, report, produce, edit, and prepare original content for publication on Texan Mosaic platforms.

The semester is organized into a series of **production cycles** designed to reflect the workflow of a professional newsroom and media organization. During each cycle, students will pitch a project, gather the necessary interviews and visual material, produce and edit their work, and prepare the finished project for publication.

Students will rotate among different types of content throughout the semester, including **News, Features, Interview/Profile, Entertainment, and Social Media/Audience Engagement**.

Projects may be completed individually or collaboratively depending on the needs of the story.

The course emphasizes practical experience, creative problem-solving, ethical media production, collaboration, meeting deadlines, and producing portfolio-quality work.

Course Objectives

By the end of the course, students will be able to:

1. Identify and pitch story ideas appropriate for a college and community audience.
2. Develop a production plan and select an appropriate format for a story or topic.
3. Research topics, identify reliable sources, and conduct effective interviews.

4. Capture usable video, audio, photographs, and b-roll using appropriate production equipment.
 5. Write and edit scripts, captions, headlines, and other supporting content for digital publication.
 6. Edit multimedia projects using industry-standard production software and techniques.
 7. Produce content appropriate for websites, video platforms, and social media.
 8. Apply basic standards of accuracy, fairness, attribution, copyright, and ethical media production.
 9. Collaborate with other members of a production team while completing assigned responsibilities.
 10. Meet production deadlines and prepare finished work that is suitable for publication or inclusion in a professional portfolio.
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How the Class Works

Texan Mosaic operates as a working student media staff. Most class time will be used for pitching stories, planning projects, conducting interviews, gathering content, editing, reviewing work, and preparing projects for publication.

The semester is divided into **six production cycles**.

Most cycles last **two weeks**. Cycle 1 lasts three weeks so students have additional time to become familiar with the production process. Cycle 6 also lasts three weeks because it includes the Thanksgiving holiday.

During each cycle, students will select an approved project within their assigned content category.

Content Categories

Students will rotate through the following categories:

- **News:** Timely stories about events, decisions, issues, or information relevant to SPC students or the surrounding community.
- **Features:** Stories that explore interesting people, programs, places, experiences, or topics in greater depth.
- **Interview/Profile:** Stories centered on an individual, group, expert, or conversation.
- **Entertainment:** Content related to arts, music, sports, campus culture, events, trends, or other topics intended primarily to engage or entertain an audience.
- **Social Media/Audience Engagement:** Platform-first content designed to inform, engage, explain, promote, or connect with Texan Mosaic audiences.

Students should complete each category at least once during the first five production cycles. During Cycle 6, students may return to a category based on newsroom needs, instructor approval, or a skill they would like to strengthen.

Production Cycle Project Options

For each cycle, students will complete **one of the following options**:

Option 1: Video Package

Produce one **1 to 2 minute multimedia video package**.

The project must include:

- An approved topic or story pitch
- At least one interview
- Relevant b-roll
- Clear and usable audio
- Appropriate editing
- A beginning, middle, and end
- Any necessary narration, graphics, text, or natural sound
- A publication-ready headline and description or caption

Video packages may be completed individually or with a partner depending on the scope of the project.

Option 2: Social Media Projects

Produce **two separate social media projects** during the cycle.

Each project may be:

- A **30-second to 1-minute reel**, or
- A **photo carousel containing at least five photographs**

The two projects may cover the same overall topic or two different topics.

Each project should be designed specifically for a social audience and include any captions, text, headlines, or supporting information necessary for publication.

Social projects may be completed individually or with a partner when approved by the instructors.

Collaboration

Some assignments will be completed individually and others may be completed with a partner. In special circumstances, instructors may approve groups of three when the scope of a project requires additional production roles.

Working with a partner does not automatically mean that both students receive the same grade. Each student is expected to make a meaningful contribution to planning, reporting, production, and/or editing.

Students should be prepared to explain their individual responsibilities and contributions to a collaborative project. Individual grades may be adjusted when the amount or quality of work completed by group members differs significantly.

Grading

The course is worth **1,000 total points**.

Assignment	Points
Production Cycle 1	150
Production Cycle 2	150
Production Cycle 3	150
Production Cycle 4	150
Production Cycle 5	150
Production Cycle 6	150
Attendance & Participation	100
Total	1,000

Grading Scale

Grade	Points
A	900-1,000
B	800-899
C	700-799
D	600-699
F	0-599

Production Cycle Grades

Each production cycle is worth **150 points**.

Projects will be evaluated based on the requirements of the selected format and the student's ability to:

- Plan and develop the project
- Gather appropriate interviews, information, and visual material
- Tell a clear and engaging story
- Demonstrate appropriate technical production and editing skills
- Produce accurate and ethical content
- Prepare the project for publication
- Meet deadlines and demonstrate professional responsibility

Detailed project rubrics will be provided in Blackboard.

For students completing the social media option, the two required projects together equal the 150-point cycle grade.

Attendance & Participation

This is a hands-on production course. Much of the work required to successfully complete projects will happen during scheduled class time.

Attendance and active participation are worth **100 points** of the final course grade.

Students begin the semester with 100 attendance points. An unexcused absence may result in a deduction of up to 10 attendance points. Repeated tardiness, leaving class early, or attending class without participating in production work may also reduce attendance points.

Students who need to leave the classroom during class time to conduct an interview, gather b-roll, photograph an event, or complete other approved production work must check in with an instructor before leaving. Approved production work completed during class time will count as attendance.

When an absence is unavoidable because of illness, an official college activity, emergency, or another approved circumstance, students should communicate with the instructors as soon as reasonably possible.

Because collaborative projects depend on multiple people, students are responsible for communicating with their partners when an absence affects scheduled production.

Deadlines

Deadlines are part of professional media work and are therefore part of each production cycle grade.

Students should communicate problems **before a deadline whenever possible**. An interview cancellation, equipment problem, technical issue, or change in story circumstances does not automatically mean that a project cannot be completed. Students should work with the instructors to identify another approach when problems occur.

Late work may lose points in the deadline and professionalism portion of the project rubric. A late project may also lose publication opportunities if the content is no longer timely.

The goal is not simply to turn something in. The goal is to learn how to adapt and finish a publishable project when a production plan changes.

Publication Standards

Work produced for this course may be considered for publication through Texan Mosaic websites, social media accounts, broadcasts, or other student media platforms.

Submission of a project for a grade does not guarantee publication.

Before a project is published, instructors or student editors may request corrections involving:

- Accuracy
- Grammar or AP style
- Audio or video quality
- Editing
- Captions or headlines
- Copyright
- Attribution
- Accessibility
- Ethical or legal concerns

Students may be required to make reasonable corrections before their work is published.

Projects containing fabricated information, fabricated quotations, misleading editing, plagiarism, copyright violations, or other serious ethical problems may be removed from publication consideration and may be subject to additional academic consequences.

Equipment & File Responsibility

Students may use department cameras, microphones, tripods, lighting equipment, computers, and other production tools when available.

Students are responsible for:

- Using equipment appropriately
- Returning checked-out equipment on time
- Keeping track of batteries, memory cards, cables, and accessories
- Saving and backing up project files
- Maintaining organized project folders
- Reporting damaged or malfunctioning equipment

Equipment failure does not automatically excuse a missed deadline. Students should report equipment problems as soon as they occur so another production plan can be developed.

Students are encouraged to have access to an SD or SDXC memory card with adequate storage for video production.

Artificial Intelligence in Texan Mosaic

Artificial intelligence tools may be useful in professional media work, but they must be used carefully and transparently.

Students may use approved AI tools for activities such as brainstorming, organizing ideas, generating possible interview questions, troubleshooting technical problems, or exploring different approaches to a project.

AI may **not** be used to fabricate:

- Sources
- Interviews
- Quotations
- Facts
- Photographs or video presented as documentary evidence
- Audio presented as the voice of a real person
- Events that did not occur

Students remain responsible for verifying all information used in their work.

AI-generated writing should not replace the student's own reporting, writing, decision-making, or creative work. Students should disclose significant use of generative AI to the instructors before the project is published.

Because Texan Mosaic produces content for a public audience, accuracy and transparency take priority over convenience.

Professional Expectations

Students in this course are members of a working student media organization. They will interact with students, faculty, staff, community members, public officials, organizations, and other sources while representing Texan Mosaic and South Plains College.

Students are expected to:

- Communicate professionally with sources and classmates
- Arrive prepared for scheduled interviews and production work
- Respect interviewees and members of the public
- Verify information before publication
- Follow instructor and editor feedback
- Meet agreed-upon deadlines
- Handle equipment responsibly
- Follow ethical and legal standards for media production

Mistakes are part of learning production. Failing to communicate, repeatedly missing commitments, or ignoring corrections is a professional issue and may affect project grades.

Course Schedule

The schedule is tentative and may change in response to campus events, breaking news, production opportunities, equipment availability, or other circumstances.

Dates	Production Schedule	Work Due
Aug. 24- Sept. 10	Cycle 1: Three-Week Production Cycle. Course orientation, Texan Mosaic workflow, category assignments, pitching, reporting, production, editing and publication preparation.	Cycle 1 Project
Sept. 14- 24	Cycle 2. New category rotation and production project.	Cycle 2 Project

Dates	Production Schedule	Work Due
Sept. 28- Oct. 8	Cycle 3. New category rotation and production project.	Cycle 3 Project
Oct. 12- 22	Cycle 4. New category rotation and production project.	Cycle 4 Project
Oct. 26- Nov. 5	Cycle 5. Final required category rotation and production project.	Cycle 5 Project
Nov. 9- 13	Newsroom Flex Week. Special coverage, publication work, production workshops, project corrections, equipment training, or other staff needs.	No additional cycle project
Nov. 16- Dec. 3	Cycle 6: Three-Week Production Cycle. Students select an instructor-approved category based on newsroom needs or individual skill development.	Cycle 6 Project
Nov. 25- 27	Thanksgiving Holiday	No assignments or submissions
Dec. 7- 10	Finals Week and Semester Closeout. Publication cleanup, file organization, equipment return, portfolio collection and staff reflection.	No additional graded production cycle

Syllabus Changes

Because this course operates as a working student media staff, production needs and opportunities may change during the semester. The instructors reserve the right to adjust project schedules, deadlines, category assignments, or production expectations when necessary.

Any significant changes will be communicated to students in class and/or through Blackboard.