

MCOM 35003
EDITING AND POST-PRODUCTION
Spring 2026 Course Information

Instructor: John C. Dailey, Ph.D.
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Vines 155
479-788-7929
Virtual Office Hours: [MTWR 1:00 - 2:00](#) <<< Schedule A Meeting
Classroom/Class Time: Baldor 122, TR, 2:00 - 3:15

Required Textbook –

Goldsmith, Ben (2022). *Adobe After Effects: A Complete Course and Compendium of Features*
Santa Barbara, California: Rocky Nook. ISBN-13: 978-1681988658

Prerequisite: MCOM 25103 Media Production

Effective Catalog: 2018-2019

I. Course Information

A. Catalog Description

The techniques of creating a digital film from raw footage; including the use of video editing software, motion graphics, audio/video manipulation tools, and rendering.

B. Additional Information – None

II. Student Learning Outcomes

A. Subject Matter

Upon successful completion of this course, the student will be able to:

1. Utilize editing software to its fullest potential to create finished product.
2. Adjust the visual appearance qualities of base footage.
3. Integrate visual effects and motion graphics.
4. Create and master multiple audio tracks on a single piece.
5. Rebuild video and audio using software tools.
6. Render and export files using multiple compression techniques.
7. Edit footage using advanced techniques in the field.

B. University Learning Outcomes (ULO)

This course enhances student abilities in the following areas:

Analytical Skills

Critical Thinking Skills: Students will draw conclusions and/or solve problems during the editing/post-production process achieving an improved work flow and more precise work.

Communication Skills (written and oral)

The vision of the editor will be demonstrated to the audience through story-telling communication skills in the editing and post-production process, creating a stronger and more compelling communication tool.

III. Major Course Topics

- Audio/Video manipulation
- Footage management and workflow
- Advanced non-linear editing tools
- Post-production tools and techniques

- Rendering and Compression

COURSE OVERVIEW

This course will provide you with the knowledge and skills required to communicate effectively with motion graphics and with the ability to create infographics through the use of feature film-level compositing tools. Other topics covered include editing, camera work, and lighting.

You will learn how to create stunning visual effects and exciting animated 3D typography. This course will introduce you to the concept of motion design, examining a range of diverse issues, such as merging graphic design and animation with cinematic storytelling techniques.

Instructional methods:

The course is a mix of demonstration, hands-on application of concepts learned, and testing of those concepts. To successfully complete this course, students will do the following:

- Read assigned chapters.
- Watch recorded media.
- Complete quizzes.
- Complete projects and reflections.

Discussion and Participation:

There will be many opportunities to discuss readings and course content, discuss projects and give feedback, and analyze examples. Discussion and participation assignments are designed so we can ask questions, consider possibilities, and develop a better understanding of Visual Communication.

NOTE:

IF YOU HAVE ANY QUESTIONS AT ANY POINT IN THE SEMESTER, Please Ask!

Other class members may have the same question...

Submission, Grading, and Late Assignments

I encourage you to begin working on major projects as soon as they are assigned. For each project, you should plan out your work to ensure you meet the deadlines. We will have some class periods to work on your projects, but you will also need to work on your projects outside of class. Once you have finished, you must submit the assignment in Blackboard to be graded (please do not email me the project).

Grading creative projects takes time. I will strive to return your work graded and with feedback quickly, but this process typically takes 1-2 weeks. Your graded projects will include a rubric detailing the grade and feedback. Please look through the feedback because it can be useful in planning your future work.

You may submit work as you finish, and you may submit late. Your overall course grade will only be affected if a "pattern of late submissions" is present throughout the semester. **Generally, if 25% or more of your assignments are late, your final grade will be reduced by 10%.** All assigned work must be submitted before finals week.

Attendance: Class attendance is necessary, but not sufficient, for participation. An important component of the class is discussion. Students are expected to actively participate to the in-class discussions and activities. Being involved in the discussions will help you understand the course material and better perform on the quizzes.

Students are expected to attend all classes as specified in the course syllabi. I expect you to be in class on time. **Missing more than three class days will result in the lowering of your final grade by 2% for each day missed over three.** It is the responsibility of the student to promptly notify his or her instructor when unable to attend class. **Illness, family emergencies, or college-sanctioned activities can sometimes cause you to miss class. Absences may be excused if you discuss the activity (in advance, if possible) with the instructor.** If you cannot reach me, please leave a message with the Department of English, Rhetoric and Writing, and Media Communication, Vines Hall 225, (479-788-7557). The decision about whether to excuse an

absence rests with the instructor.

Evaluation Criteria:

Projects	Points	Due
1. "Production Company Logo"	100	04/02
2. "Film Post/Promo Bundle"	150	05/12
Lessons (25 points each)	125	- - DUE MONDAYS @ MIDNIGHT
Engagement & Participation	100	
TOTAL:	475 points	

Project Note:

All projects will be graded on the extent to which an intended message is effectively and creatively communicated. In addition, the grade for each project will be based on the quality of pre-production planning, raw material, the final edit, and individual participation. The entire class will informally critique all projects. The instructor reserves the right to keep copies of student projects to be used for future classroom instruction.

Deadlines: The due dates for projects are **not** flexible. Due to the limited availability of facilities and the high demand placed on this equipment by the other lab classes, late projects will not be accepted and incompletes will not usually be granted. Situations involving an illness or emergency will be dealt with on an individual basis.

Equipment Use: *Students who willfully or through negligence misuse and/or damage UAFS equipment or facilities will fail the class and will be required to reimburse costs for equipment/facility repair or replacement to the Department. Students who fail to adhere to media lab rules may have lab privileges suspended and may suffer project and/or course grade penalties depending on the severity of the infraction.*

ACADEMIC INTEGRITY (AVOIDING PLAGIARISM)

Plagiarism is often defined as representing the words or ideas of another person as your own in any academic exercise. In the academy, plagiarism is seen as the equivalent of theft. The University identifies a number of actions, including plagiarism, as forms of academic dishonesty. Please read the section on Academic Honesty in the *Student Handbook* and make certain that you understand the term plagiarism and its consequences. During the semester, we will discuss how to avoid plagiarism through the proper use of documentation. If you have any questions about what is or is not plagiarism, ask me. **NOTE: I shall consider any and all use of ChatGPT or other AI-based tools as willful acts of plagiarism. Such AI technologies rely on ingesting previous work, often without the author's permission.**

ADA STATEMENT

In compliance with the Americans with Disabilities Act (ADA), UA Fort Smith seeks to provide reasonable accommodations and services to students who have documented exceptionalities. Students who believe they are eligible to declare a disability for the purpose of requesting and receiving accommodations must submit all required documentation of their disability to Dana Andreassen, ADA Coordinator, for validation. Ms. Andreassen will develop an individualized plan for reasonable accommodation in learning and testing for all students qualifying for accommodation. Ms. Andreassen can be reached at 479-788-7577.

FERPA STATEMENT

According to the Family Educational Rights and Privacy Act, you have certain rights with respect to your educational records, including the right to inspect your own educational records, to request an amendment if you believe them to be in error, and the right to consent to disclosure of your records (with certain exceptions). Please refer to the UA-Fort Smith catalog for more information.

AVAILABLE SUPPORT SERVICES

Writing Center

The UAFS Writing Center is located in the Old Gym, around the corner from ROTC, and across the street from the RAWC. You can consult the Writing Center Web site from the UAFS home page and schedule appointments online through uafs.mywconline.com.

The Writing Center is staffed with undergraduate and professional writing tutors who will meet with you online or in-person for appointments and on a walk-in basis. Writing Center tutors DO NOT proofread, check spelling, or edit your work for you. They DO work with you to develop your writing skills so that you can better revise, proofread, and edit your own written work or oral presentations. If you have questions, you can contact the Writing Center through email at WritingCenter@uafs.edu or call 479-788-7228 for assistance.

Academic Success Center

The Gordon E. Kelley Academic Success Center (ASC) provides programs designed to meet individual student needs not met through the general curriculum. Currently, the ASC is located in Room 202 of the Vines Building. Students may contact ASC staff at 479-788-7675.

GRIEVANCE PROCEDURES

Students who have questions or concerns about their grades, the course, or an assignment are encouraged to see their instructor as soon as possible. If not satisfied with that discussion, students may see the Chair of the department (if there is an acting Chair). If not satisfied with that discussion, students may see the appropriate Dean. If not satisfied with that discussion—or to dispute an official course grade, students should contact the Academic Integrity Committee.

RIGHT TO MAKE CHANGES

The instructor reserves the right to make changes in the syllabus and/or schedule when necessary to meet learning objectives, to compensate for missed classes, or for similar reasons.

COURSE SCHEDULE

<u>Date</u>	<u>Read Before Class</u>	<u>Activities</u>
Week 1		
January 20		Hello...
January 22	Chapter 1 / pp 31-53	<i>Layout and Basic Animation</i>
Week 2		
January 27	>>> NO CLASS <<<	
January 29	>>> NO CLASS <<<	
Week 3		
February 3	Chapter 1 / pp 54-68	<i>Keyframe Animation</i>
February 5	Chapter 2 / pp 69-86	<i>Advanced Animation, Parenting & Text</i>
		Lesson 1 - DUE
Week 4		
February 10	Chapter 2 / pp 87-103	<i>The Graph Editor</i>
February 12	Chapter 2 / pp 104-114	<i>Adding Text</i>
		Lesson 2 - DUE
Week 5		
February 17	Chapter 3 / pp 115-138	<i>Shape Layers & Effects</i>
February 19	Chapter 3 / pp 139-160	<i>Animating an Emoji</i>
		Lesson 3 - DUE
Week 6		
February 24	Chapter 4 / pp 166-180	<i>Masking, Matting & Precomps</i>
February 26	Chapter 4 / pp 181-193	<i>Precomposing</i>
		Lesson 4 - DUE
Week 7		
March 3	Chapter 4 (cont.)	Project 1 - INTRO
March 5	>>> NO CLASS <<<	
Week 8		
March 10	Chapter 6 / pp 224-237	<i>Motion Tracking & Compositing</i>
March 12	Chapter 6 / pp 238-254	<i>Rotoscoping with the Roto Brush</i>
		Lesson 6 – DUE
Week 9		
March 17		LAB DAY
March 19		LAB DAY
Week 10		
March 24	SPRING BREAK – NO CLASS	
March 26	SPRING BREAK – NO CLASS	
Week 11		
March 31		Project 2 - INTRO
April 2		LAB DAY / Project 1 - DUE
Week 12		
April 7		LAB DAY
April 9		LAB DAY

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COURSE SCHEDULE (cont.)

Week 13

April 14
April 16

LAB DAY
LAB DAY

Week 14

April 21
April 23

LAB DAY
LAB DAY

Week 15

April 28
April 30

LAB DAY
LAB DAY

Week 16

May 5
May 7

BETA DAY

LAB DAY
LAB DAY

FINALS WEEK

May 12

FINAL SHOWCASE
2:00 to 4:00

Project 2 - DUE