WELCOME!	**This course is designed to equip students with the essential skills necessary to succeed as a production freelancer. Over eight weeks, students will delve into personal branding, client management, project management, financial management, and essential soft skills. Through a combination of lectures, workshops, and practical exercises, students will develop a solid foundation for building a sustainable freelance video production path.**
MY CONTACT INFORMATION	Instructor: Alyson Larson Contact: alandry@jou.ufl.edu, 813-495-1241 Office: G215D Hours: Monday 9-11 a.m.
CLASS TIMES	March 02 - April 24th Days: Thursday | Period 5 - 6 (11:45 AM - 1:40 PM) Room: G030
TEXTBOOKS	Resources will be included in Canvas
COMPUTER & SOFTWARE	Students will need a laptop capable of running Microsoft Office or Cloud-based apps such as Google Slides, Sheets and Docs as well as Adobe Creative Suite. Students will have access to the Mac editing labs in G215 and 3324.
DUE DATES FOR ASSIGNMENTS & ATTENDANCE	Due dates are noted on each assignment in Canvas. Late assignments turned in over a week late will be lowered 50% of the possible points. Acceptable reasons for submitting late assignments or absence from class without penalty include illness; Title IX-related situations; serious accidents or emergencies affecting the student, their roommates, or their family; special curricular requirements (e.g., judging trips, field trips, pro-fessional conferences); military obligation; severe weather conditions that prevent class partici-pation; religious holidays; participation in official university activities (e.g., music performances, athletic competition, debate); and court-imposed legal obligations (e.g., jury duty or subpoena). Other reasons (e.g., a job interview or club activity) may be deemed acceptable if approved by the instructor. Students are allowed one absence per semester. Each additional absence will result in a .5-point deduction from a student's final grade for each occurrence.
STUDENT LEARNING OUTCOMES	**Students will develop comprehension in the following:** • Develop a strong personal brand with a website/landing page and/or reel • Master the project life cycle from concept to delivery, including scopes, discovery calls, contracts, pitches and common mistakes • Students will learn foundational financials including budgets, rates, invoices and billings • How to navigate common challenges like time management, motivation and balance • Build effective client relationships and manage projects efficiently

UNIVERSITY POLICIES & CAMPUS RESOURCES

STUDENTS WITH DISABILITIES
Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the Instructor when requesting accommodation.

UF HONOR CODE
UF students are bound by The Honor Pledge which states, "We, the members of the University of Florida com-munity, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." The Honor Code (http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel.

Academic Policies & Resources: https://go.ufl.edu/syllabuspolicies

GATORWELL
For prevention services focused on optimal wellbeing, including Wellness Coaching for Academic Success, visit the GatorWell website or call 352-273-445

U MATTER WE CARE
If you or someone you know is in distress, please contact umatter@ufl.edu, 352-392-1575, or visit U Matter, We Care website to refer or report a concern and a team member will reach out to the student in distress.

STUDENT HEALTH CARE CENTER
Call 352-392-1161 for 24/7 information to help you find the care you need, or visit the Student Health Care Center website.

UNIVERSITY OF FLORIDA POLICE
Visit UF Police Department website or call 352-392-1111 (or 9-1-1 for emergencies).

UF SHANDS EMERGENCY HOSPITAL
For immediate medical care call 352-733-0111 or go to the ER at 1515 SW Archer Road, Gainesville, FL 32608; Visit the UF Health Emergency Room and Trauma Center website.

E-LEARNING TECH SUPPORT
Contact the UF Computing at 352-392-4357 or at helpdesk@ufl.edu.

Career Connections Center: Reitz Union Suite 1300, 352-392-1601.

LIBRARY SUPPORT
Various ways to receive assistance with respect to using the libraries or finding resources.

TEACHING CENTER
Broward Hall, 352-392-2010 or to make an appointment 352-392-6420. General study skills and tutoring.

WRITING STUDIO
2215 Turlington Hall, 352-846-1138. Help brainstorming, formatting, and writing papers.

STUDENT COMPLAINTS ON-CAMPUS
Visit the Student Honor Code and Student Conduct Code webpage for more info

ONLINE STUDENT COMPLAINTS
View the Distance Learning Student Complaint Process

UNIVERSITY POLICIES & INFORMATION

COURSE EVALUATIONS

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at https://gatorevals.aa.ufl.edu/students/. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course shell. Summaries of course evaluation results are available to students at https://gatorevals.aa.ufl.edu/public-results/ ,

CLASS RECORDINGS

Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in con-nection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceed-ing. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the writ-ten consent of the instructor. A "class lecture" is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a Univer-sity of Florida course. A class lecture does not include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or lecturer during a class session. Publication without permission of the instructor is prohibited. To "publish" means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to an-other person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book or magazine.

ASSIGNMENTS, PROJECTS, & GRADING

Content Assignments ....90 PTS
Attendance and Participation ....10 PTS

fractional totals will be rounded up

GRADING SCALE

94pts or higher	= A
90-93pts	= A-
88-89pts	= B+
84-87pts	= B
80-83pts	= B-
78-79pts	= C+
74-77pts	= C
70-73pts	= C-
65-69pts	= D
64pts or below	= E

Canvas has detailed reading, lectures, links to resources, and sample work. Students are advised to carefully consider all of the resources on Canvas.

MODULES

MODULE 1) Building Your Personal Brand; Target Audience, Networking, Online

MODULE 2) Client & Project Management Techniques; Docs & Communication

MODULE 3) Client & Project Management Techniques; Scopes & Contracts

MODULE 4) Financial Management

MODULE 5) Reels, Client Calls & Possible Guest Speaker

MODULE 6) Soft Skills; Communication, Time Management & Productivity

MODULE 7) Building Your Next Steps; Finals

RTV4930 Freelance Production 101

	MODULES	OUTSIDE OF CLASS
Mar 05	Freelance 101 intro; Target Audience, Personal Brand and Networking	Assignment 1: Personal Brand Statement & Target Audience
Mar 12	Week 2: Clients & Project Management; Sales process, pitching, client communication	Assignment 2: Personal Website or Landing Page (2 Weeks)
Mar 19	Spring Break: No Classes	
Mar 26	Week 3: Clients & Project Management; Scopes, Contracts, Communication, Timelines	
April 02	Week 4: Financial Management Rates, Invoices, Budgets, Billing, Taxes	Assignment 3: Practice Client Call & Present to class
April 09	Week 5: Guest Speaker or Client Call Talks; Reels & Portfolio	Assignment 4: Build a Reel
April 16	Week 6: Soft Skills; Comms, Productivity, Motivation, Time Management; Challenges	Pair up and work on final: SOW, Budget, Invoice, Deliverables, Brand Presentation
April 23	Week 7: Last Class; Client Presentations and Reels	Final: Client Build Out & Final Presentation