

CMI 4313: Adventure Media

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Course Description:

The wide-open road and no schedule, a brisk snowscape at the top of an iconic “fourteener,” mud-caked running shoes, a dense Northwest forest with meandering single-track, human-power, non-mainstream sport, exhaustion, accomplishment, and a few scrapes and bruises. Man(and woman)kind desire it, literature and journalism document and create a sense of it, and multi-million dollar industries promote it: *ADVENTURE!*

This course offers students practical, creative, and strategic insight and experience in assessing and producing media centered around the concept and popularized notion of *adventure* by placing them in the middle of it! Specifically, this class’s primary learning and application takes place during a one-week intensive outdoor lab environment amidst a Chihuahuan Desert bikepacking expedition in Big Bend Ranch State Park. Students will engage in various hands-on, industry-standard and creatively professional media production practices that editorially document and feature, as well as commercially promote, this popular adventure activity. As a result, students will not only be exposed to a challenging, real-world production environment, they will also leave the course with applicable, high-quality portfolio material that will be useful in showcasing their skills and industry understanding to potential employers in this and like fields.

Students will apply previously learned skills in photography, video, and other creative disciplines in a specific content area—adventure—as well as develop an understanding of natural history, outdoor education and communication, and lifestyle promotion, as well as the travel media industry. Experience in this course can further enhance skills necessary for media students to enter into niche industries, such as outdoor marketing, eco- and adventure/outdoor-tourism, and action sports media—both editorial and commercial. The class will also directly contribute to a student’s understanding of the natural environment and practices the outdoors industry takes in order to conserve related recreational and preservation settings.

This class presents a special learning experience, and aside from one other course taught through Prescott College, it is the only college-level course that incorporates bikepacking. It is especially unique in that it is the only course in the nation (and possibly the world) that features bikepacking as both the lab environment and source of course programming. This not only removes the student from the traditional classroom and places them in an ultra-intense professional learning environment, it also establishes a primarily constructivist approach to learning, one that incorporates a discussion- and production-heavy setting for students to simultaneously learn and influence one another under the guidance of the faculty. It emphasizes the significance of having skills outside those traditionally taught in media production classes (see schedule for more details) and it abstractly but powerfully conveys the significance in being adaptive to the professional environment and processes necessary to obtain a career in today’s creative industry.

Class Web site:

<http://www.raiderlink.ttu.edu> (eLearning)

A Dropbox.com link will be sent to you for submitting assignment work. Details to follow.

Recommended Texts:

Various texts will be employed to illustrate and guide students' understanding of relevant principles, strategies, and industry-standard and appropriate practices. Readings, web links, and interactive examples will be distributed through the class Blackboard portal and in-person meetings.

Software Advisement:

I encourage having access to industry standard creative workflow applications, like those found in the Adobe Creative Cloud suite of software. You are fortunate to have a wealth of computer technology within "arm's reach" at Texas Tech, and it is to your benefit to take advantage of it. This course does not physically meet in a computer lab, so be judicious with the time necessary to complete assignments where such technology is vital to the end result.

Learning Objective	Assessment(s)
Effectively understand and convey the concept of adventure through the production of related visual content.	Lab Immersion, Discussion, Production Assignments
Effectively use aesthetically compelling visual production techniques such as light, composition, exposure, depth of field, and other tools of basic visual theory and operation to create effective visual adventure media.	Lab Immersion, Discussion, Production Assignments
Apply visual storytelling practices in marketable ways to a broad-yet-niche outdoors media industry.	Discussion, Production Assignments
Demonstrate useful pre-production skills, such as research, scouting, previsualization story proposal and expedition preparation.	Lab Immersion, Discussion, Production Assignments
Establish an understanding of the ethical concerns surrounding adventure/outdoor/action sports and how they direct media approaches to such topics.	Discussion, Production Assignments
Develop media development teamworking abilities, as well as group/work/time management skills necessary for a career in creative media production.	Lab Immersion, Discussion, Production Assignments

*****Students are responsible for being aware of any changes made during lecture or by electronic communication to the course outline, announcements, or requirements that are not specifically outlined in the syllabus. Students are also responsible for readings and other media assignments that will regularly occur throughout the semester in accordance to lecture topics.

Assignments:

- 1. Class Participation (20%):** This class is participation intensive. Students are expected to attend each class meeting and engage in both individual and group activities related to conducting successful coursework. Likewise, in an effort to better prepare everyone for the two bikepacking expeditions, each student is required to attend at least two weekly group rides made available by either the course instructor, Jerod Foster, or the course teaching assistant, Justin Rex (details will follow and be communicated via email and/or Facebook group). Teamwork is essential for everyone's individual success in the class, and participation is fundamental for this to work!
- 2. Adventure Journaling (10%):** Each student is expected to maintain a journal for *at least* every day that the class meets. Journal entries should be between 250 and 500 words and reflective of your thoughts pointed toward this class, adventure in general, bikepacking, professional assignment work, and any other topics/concepts/issues that you deem relevant for both the journal and your assignment work. You may go over the word limit if you feel it's needed. Keep in mind that what your journal can and very possibly will inform the development of your concurrent assignment work, so don't approach this as just another assignment, but rather view it as a tool for your own professional development.

Journal due dates:

- a. Wednesday, February 6 by 5 p.m. (Special theme:** What is the relationship between adventure and the environment?)
 - b. Wednesday, February 20 by 5 p.m.**
 - c. Wednesday, March 6 by 5 p.m.**
 - d. Wednesday, March 20 by 5 p.m. (all entries for each day of the Big Bend Expedition)**
- 3. Stock Content for Documentary Production (15%):** Over the course of the semester, the course will engage in the production of a self-reflective documentary highlighting the connection between the course and the opportunity it presents to create a significant engagement between students and the natural world. This film will be presented to one of our key clients for the semester, Planet Forward. Additionally, the film will be entered into one or more film festivals over the next year. In an effort to involve the entire class in this production, students will be required to produce stock visual content (b-roll) from the collective class's and their individual experiences on the two bikepacking expeditions. Specifics for this contributing assignment will be provided during one of the two earliest class meetings. Content produced for this assignment can be utilized to some extent for the Group project outlined below, but emphasis will be placed on completely original stock visual/visual+audio content.
Due Date: March 22, 2018 by 11:59 p.m.
 - 4. Adventure Commercial Assignment (25%):** Each student will be responsible for producing a minimum number of marketing/branding creative products for course supporter, Oveja Negra Bikepacking. These products can be both video and photographic, but photography will be emphasized for this assignment, and the class as a group will produce them per client/partner needs. The primary outlet for content is social media. Specific needs will be outlined no later than the third official class meeting.

Due Date:

- a. Rolling submission deadlines for client/partner needs**

5. **Adventure Short Film Group Project (30%):** Three groups students will produce individual short films (three and a half to five minutes long) about the synergy between bikepacking and place for our course partner, Bikepacking Roots. Films will focus on three different topics within this theme that the non-profit would like to highlight in their efforts to both draw attention to the sport/activity and a growing need for increased, continued outdoor experiences that ties human activity to available lands, environments, cultures, etc.. Specifics will be discussed during the first two class meetings, and several relevant due dates are established to keep the production of these films on track. Directorial guidance and consultation will also be provided along the way by several alumni of the class.

Group Assignments:

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| 1. Group ONE:
Rider and Landscape | Tanner Fowler
Madison Walker
Judson Eddins
Hope Huneke
Kaylee Swinford |
| 2. Group TWO:
Public Land | T.R. Kerr
Codi Clark,
Luis Meade
Tate Hilken
Macy Tapp |
| 3. Group THREE:
Bikepacking Culture | Alex LeBlanc
Jacey Snapp
Max Westheimer
Hallie Ivey
Trisha Nag |

Due dates:

- a. **Friday, February 8 by 11:59 p.m.:** Draft two-page outline of short film
- b. **Friday, February 22 by 11:59 p.m.:** Half-page summary statement and short film treatment
- c. **Saturday, March 30 at 8 a.m.:** Draft One of short film
- d. **Saturday, April 13 at 8 a.m.:** Draft Two of short film
- e. **Saturday, May 4 at 8 a.m.:** Final short film is due.

Criteria for Grading:

Texas Tech University Operating Policy 34.12 states that instructors may not post grades for any examinations, including final examinations, unless permission is granted by the department chairperson and a substantiated random identification procedure is in place. Leaving papers with social security numbers visible for students to pick up violates confidentiality as well.

Assignment grades will be posted on the students' Blackboard portals. Students will login into the portal using their eRaider ID and password. If you have any problems receiving grades via Blackboard, please contact the instructor to make necessary arrangements.

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Grading Scale:

A: 90 – 100 percent

B: 80 – 89 percent

C: 70 – 79 percent

F: Less than 70 percent

Extra Credit:

You may earn extra course credit by participating in approved research projects within the College of Media & Communication. Each hour of study participation is worth one (1) point added to your final average in the class, up to three (3) points.

To sign up for available studies, please go to <http://ttucomc.sona-systems.com>. For questions on how to create accounts, sign up for studies, and manage your studies, please go to <https://www.depts.ttu.edu/comc/research/ccr/participation.php>

All research credits must be earned and assigned to your chosen course by 5 pm on Tuesday, May 7. Credits earned and/or assigned to a class after that date will not be incorporated into your grade.

Questions about study participation or earning credits may be directed to Ms. Kristina McCravey (kristina.mccravey@ttu.edu), Center for Communication Research Lab Manager, or to Dr. Glenn Cummins (glenn.cummins@ttu.edu), director of the Center for Communication Research.

Schedule (tentative):

Pre-Expedition

Day ONE:	Sat. 2/2	Course Introduction Group Ride (Lubbock Lake Landmark/Mae Simmons) Mountain Biking Fundamentals Conceptualizing <i>Adventure</i> and <i>Place</i> Why bikepacking? Adventure Formats and Documentation
Day TWO:	Sat. 2/16	Group Ride (Southland) Basic mechanical instruction Pre-visualization and research
Day THREE:	Sat. 3/2-3	Group Overnight Bikepack (Rails-to-Trails at South Plains to Caprock Canyon State Park Round Trip) Loaded bike travel Scheduling an expedition Adventure business

Bikepacking Expedition

Day ONE:	Sat. 3/9	Log: Early morning load in and departure Arrive to Lajitas, pitch camp, outline the following week Lab: Account and prepare equipment Overview of assignment duties/roles in final product Evening stock and b-roll production Workflow preparation for following five days
Day TWO:	Sun. 3/10	Log: Early morning equipment and provisions accounting Delivery of “supply drop” van to Saucedo Lab: Location/visual scouting Establishing visuals Adventure journaling Management of digital space
Day THREE:	Mon. 3/11	Log: Break camp, transport to Barton Warnock Center (BWC) Pack into “expedition” mode Depart BWC for Crawford Smith House (CSH) (13.3 miles) Pitch camp Lab: Group ONE Principal shooting Adventure Portraits
Day FOUR:	Tues. 3/12	Log: Break camp, pack into “expedition” mode Depart CSH for Pila Montoya 1/2/3 (8.5 miles) Pitch camp at Pila Montoya Lab: Group TWO Principal shooting Working with talent/models/professional athletes Interviews

Day FIVE:	Wed. 3/13	<p>Log: Unload bikes and stay in place Ride El Solitario (25.3 miles) Equipment maintenance Half-rest day</p> <p>Lab: Shooting interstitials Data/production backup and equipment recharge Field Workflow practices Final package initial edit and previsualization</p>
Day SIX:	Thur. 3/14	<p>Log: Break camp, pack into “expedition” mode Depart Pila Montoya for Saucedá (9 miles) Depart Saucedá for Chorro Vista campsite (10.3 miles) Pitch camp at Chorro Vista</p> <p>Lab: Group THREE Principal Shooting Adventure and the Environment Client/Commercial Adventure Production Product and Promotion</p>
Day SEVEN:	Fri. 3/15	<p>Log: Break camp, pack into “expedition” mode Depart Chorro Vista for BWC via Dome Loop (23 miles) Pitch camp at Lajitas</p> <p>Lab: Wrap-up and Catch-up High-Five</p>
Day EIGHT:	Sat. 3/16	<p>Log: Break camp, pack into van Leave for Lubbock</p>
<i>Post-Expedition</i>		
Day ONE:	Sat. 3/30	Expedition De-Brief Mapping Timelines for Final Media Product Critique of Editorial and Documentary Project Work
Day TWO:	Sat. 4/13	Critique of Editorial and Documentary Project Work
Day THREE:	Sat. 5/4	Final Delivery of Assignment Work and Presentation

COURSE POLICIES

Accountability

Late Work:

Late work will not be accepted. Only under circumstances listed under the Attendance Policy section of the syllabus will late work be turned in. Any late work not in compliance with these statements will receive a grade of zero (0). If you anticipate an absence on days of due assignments because of absences outlined below, please see the instructor ahead of time so arrangements can be made to turn in work.

Extenuating Circumstances:

The possibility exists that throughout the semester, events may occur that are beyond a student's control (e.g. family death, sudden illness, car wreck). If you foresee any event that will prevent you from meeting an assignment deadline or attending an exam, please provide notice to me well in advance. If the circumstances are sudden, documentation must be provided from family, a doctor, or the Dean's office for accommodation to be made. Without proper documentation or timely notification, make-up assignments or exams will not be provided.

Attendance Policy

Due to the unique scheduling and structure of the course, students are expected to attend every class meeting set in the schedule. Absence from one class meeting will result in a letter grade deduction and a consultation with the leading faculty. Two absences will result in an automatic removal from the class and a failing grade.

Email Policy:

Emails to me must include a salutation AND a closing. These are professional courtesies and they showcase your attention to detail and formality—especially to a potential employer. I will also address emails to you and to the group with both a salutation and a closing.

I will do my best to respond to your email within 24 hours. If you do not hear back from me within 48 hours, email me again. If you do not hear back from me at any point, make sure you included a salutation and closing within your email message.

Absence due to religious observance:

The Texas Tech University Catalog states that a student who is absent from classes for the observance of a religious holy day will be allowed to take an examination or complete an assignment scheduled for that day within a reasonable time after the absence (p. 52). The student is expected to provide written notification to the instructor of each class that the student will be absent for a religious holy day (pp. 52-53).

Absence due to officially approved trips:

The Texas Tech University Catalog states that the person responsible for a student missing class due to a trip (e.g. department chair, director, coach) should notify the instructors of the departure and return schedule in advance of the trip. The student may not be penalized and is responsible for the material missed (p. 52).

Disabilities and Accommodations

Any student who, because of a disability, may require special arrangements in order to meet the course requirements should contact the instructor as soon as possible to make any necessary arrangements. Students should present appropriate verification from Student Disability Services during the instructor's office hours. Please note instructors are not allowed to provide classroom accommodations to a student until appropriate verification from Student Disability Services has been provided. For additional information, you may contact the Student Disability Services office in 335 West Hall or 806-742-2405.

Academic Integrity

<http://www.depts.ttu.edu/opmanual/OP34.12.pdf>

It is the aim of the faculty of Texas Tech University to foster a spirit of complete honesty and high standard of integrity. The attempt of students to present as their own any work not honestly performed is regarded by the faculty and administration as a most serious offence and renders the offenders liable to serious consequences, possibly suspension. "Scholastic Dishonesty" includes, but is not limited to, cheating, plagiarism, collusion, falsifying academic records, misrepresenting facts, and any act designed to give unfair academic advantage to the student (such as, but not limited to, submission of essentially the same written assignment for two courses without the prior permission of the instructor) or the attempt to commit such an act.

See more detailed information at the link directly above and the link to the Code of Student Conduct below.

On Cheating:

Dishonesty on examinations and quizzes or on written assignments, illegal possession of examinations, the use of unauthorized notes during an examination or quiz, obtaining information during an examination from the examination paper or otherwise from another student, assisting others to cheat, alteration of grade records, illegal entry to or unauthorized presence in an office are instances of cheating.

Complete honesty is required of students in the presentation of any and all phases of course work as their own. This applies to quizzes of whatever length as well as to final examinations, daily reports, lab work, and term papers.

If you are found to be cheating on any graded aspects of the class, you will receive a value of zero (0) for that particular item, and for any other item afterwards in which you are found to be cheating. If you are found to be cheating on an exam, you will automatically receive a grade of zero (0) for the exam, and you will be asked to leave the room.

On Plagiarism:

Northwestern's "Principles Regarding Academic Integrity" defines plagiarism as "submitting material that in part or whole is not entirely one's own work without attributing those same portions to their correct source." Plagiarism can occur in many forms besides writing: art, music, computer code, mathematics, and scientific work can also be plagiarized.

If you present photographic works that are owned or created by others, you will not receive credit for the assignment, and you will be subject to the following statement:

As a result of completing registration at Texas Tech University, every student agrees to the following statement: "I understand that Texas Tech University expects its students to be honest in all their academic work. I agree to adhere to this commitment to academic honesty, and understand that my failure to comply with this commitment may result in disciplinary action up to and including expulsion from the University."

The presence of any plagiarized material will not be tolerated and will result in an automatic "F" for the assignment in question, and possibly an "F" in the course. Please talk to me if you have any questions.

Let us stress two things: (1) Any use of words, ideas, or images that are not your own and that are not considered common knowledge must be accompanied by a citation. This includes material taken from your text, from the Internet/web, or from any other source. (2) If you are in doubt as to whether something should be cited, provide the citation(s).

Civility in the Classroom

<http://www.depts.ttu.edu/studentaffairs/CampusCrime/documents/CivilityInTheClassroom.pdf>

Students are expected to assist in maintaining a classroom environment that is conducive to learning. To ensure that all students have the opportunity to gain from time spent in class, unless otherwise approved, students are prohibited from engaging in any form of distraction. Inappropriate behavior in the classroom shall result, minimally, in a request to leave the class.

ABSOLUTELY NO TEXTING IN CLASS. PERIOD.

Texting during class has become an increasingly annoying habit. Students engaged in this behavior will be asked to stop. Repeat offenders will be asked to leave the classroom. MP3 players, portable gaming or video devices, or reading newspapers is also prohibited during class meetings. Furthermore, the teacher reserves the right to request that students remove all sunglasses and caps/hats during tests.

The use of laptop computers has become increasingly common in the academic community, and they serve as a wonderful means of enhancing the classroom experience for some students. However, they also have the potential to serve as a significant distraction for others when they are not being used for classroom activities. Thus, the official policy for this class regarding laptop computers is that they may be used for note-taking purposes only. Any student found violating this policy forfeits the privilege of using his or her computer for the remainder of the semester.

CODE OF STUDENT CONDUCT (Student Handbook): <http://www.depts.ttu.edu/dos/handbook/>

Title IX Statement: Texas Tech Resources for Discrimination, Harassment, and Sexual Violence:

Texas Tech University is committed to providing and strengthening an educational, working, and living environment where students, faculty, staff, and visitors are free from gender and/or sex discrimination of any kind. Sexual assault, discrimination, harassment, and other [Title IX violations](#) are not tolerated by the University. Report any incidents to the Office for Student Rights & Resolution, (806)-742-SAFE (7233) or file a report online at titleix.ttu.edu/students. Faculty and staff members at TTU are committed to connecting you to resources on campus.

Some of these available resources are: TTU Student Counseling Center, 806-742-3674, <https://www.depts.ttu.edu/sc/> (Provides confidential support on campus.) **TTU Student Counseling Center 24-hour Helpline**, 806-742-5555, (Assists students who are experiencing a mental health or interpersonal violence crisis. If you call the helpline, you will speak with a mental health counselor.) **Voice of Hope Lubbock Rape Crisis Center**, 806-763-7273, voiceofhopelubbock.org (24-hour hotline that provides support for survivors of sexual violence.) **The Risk, Intervention, Safety and Education (RISE) Office**, 806-742-2110, rise.ttu.edu (Provides a range of resources and support options focused on prevention education and student wellness.) **Texas Tech Police Department**, 806-742-3931, <http://www.depts.ttu.edu/tpd/> (To report criminal activity that occurs on or near Texas Tech campus.)

Dropping a course is the student's responsibility. Neither the instructor nor the academic advisor is responsible for drops. Students can only drop six courses from all Texas state institutions, so transfer students should be especially careful of dropping courses at Tech.

Equipment

Although we are not gear junkies, we know that having thought about what you will be taking along on a bike for a week can either make or break your experience (which can have a positive or negative effect on the work you create). Below are a few lists of what we believe will either be essential and/or worth considering bringing along to make your experience a positively productive one.

We are also very fortunate to have curated relationships with both local/regional and national/international gear/supply manufacturers and retailers to hopefully make accessing some of the items listed below a bit easier/affordable (that is, if you don't already have it all in a closet somewhere).

Mountain Hideaway, our local outdoor retailer has always provided students in some of our classes a 15% discount on gear, and Velocity Bikes also provides a 15% student discount on bikes, should you be interested in shopping. Both retailers will also be receiving the same list of items we've detailed below in order to help you in the shops if you choose to shop local!

Required Equipment (apart from production equipment):

Clothing:

- a. Helmet
- b. Shoes
- c. Shorts/Bottoms (w/ chamois pad)
- d. Gloves (think colder temperatures)
- e. (Wool) socks
- f. Shirts/Jerseys
- g. Baselayers (longsleeves)
- h. Cap or beanie
- i. Packable Coat (down/synthetic-consider freezing temperatures)
- j. Rain jacket
- k. Sunglasses/glasses/contacts

Gear:

- a. Bike
- b. Tubeless tire setup (required)
- c. Two tubes
- d. CO2 cannisters (x4) and related pump
- e. Stan's sealant (x2 2oz.)
- f. Tire boot
- g. Small bike tool
- h. Extra chainring bolts
- i. 5mm Allen screws (x2)
- j. Bag(s)
- k. Water bottle(s)
- l. Nalgene (or Nalgene-like bottle to sleep with)
- m. Backpack w/ bladder
- n. Shelter
- o. Sleeping bag (consider freezing temperatures)
- p. Flashlight or headlamp
- q. Food
- r. Sunscreen
- s. Journal

Unrequired Equipment, but worth considering:

- a. Water filters/tablets
- b. Small, portable camp stove and fuel canisters
- c. Chain tool and lube
- d. Voile straps
- e. Hand warmers
- f. Toothbrush
- g. GPS/Bike Computer/Emergency Tracking Device
- h. Portable USB Charger
- i. Altitude Sickness Medication/Supplement
- j. Camp clothing (separate from cycling clothing)

Clothing:

Be sure to pack enough cycling clothing for two days of high activity (provided that you'll probably wear each item at least three times). Also, springtime in Moab/southern Utah can be quite cool. It's typically dry during this season, but it's not uncommon for it to freeze at night. Pack accordingly. Think layers.

Footwear is **very important** to consider for the course. I can't emphasize this fact enough! Make sure to bring footwear that you will be able to wear on the bike but also suitable for long trekking in what can be rough country. Comfortable, durable footwear makes the experience even more enjoyable. Brands of suggested footwear for this type of environment/activity include: Giro, Specialized, and Keen. Other brands that make similar footwear are certainly prolific as well.

We're pretty much walking advertisements for Mountain Hideaway and dirtbag bikeshops, but all of this can be found in your closet, or at many retail outlets (Academy, Cabelas, Mountain Hideaway, etc.). Do not, and I repeat, DO NOT stress over spending gobs of money on clothing and gear. In the end, if you're going to tear up anything while you're on this trip, your clothing should be the most expendable. Expect to rip a shirt or cake your shoes in mud, dust, and manure (OK, maybe not manure). However, if there is one thing to consider investing in, it's the footwear and a solid cycling bottom with a chamois pad.

I'd love to have a lady's equivalent to my packing, but honestly, it probably wouldn't change too much. Don't worry about being formal. Just come packed for the task at hand.

NOTES: