

To: IRA Granting Committee
David Daniels, Instructionally Related Activities Coordinator
Christina Smith, Communication Program Chair

From: Tracylee Clarke, Professor of Communication

Re: IRA Grant Report #1011: *"A Series of Unfortunate Events"* - Stuart Bass, Film Editor

Date: March 12, 2019

This document provides a report and assessment of Instructionally Related Activities (IRA) Grant #1011: *"A Series of Unfortunate Events"* used to bring Stuart Bass, Film Editor to speak to our campus community. What follows is a description of the event, assessment of funded activity as it relates to learning outcomes, experience responses from students, and use of funding.

I. Event & Lecture Description

Stuart Bass, Film Editor who has won an Emmy for his creative editing and is currently working on the Netflix special *"A Series of Unfortunate Events"* gave two separate lectures to students enrolled in Communication courses and the general campus community focused on the creative challenges of editing and professional development opportunities in the film and entertainment industry.



Creative Challenges of Editing

Guest Lecture in COMM 328: Communicating Storytelling
Tuesday, March 5 (10:30 AM – Noon)

Strategic Communication in the Entertainment Industry

Guest Lecture in COMM 350: Strategic Communication
Tuesday, March 5 (3:00 PM - 4:30 PM)

During both of these presentations, Mr. Bass showed examples of creative editing techniques to communicate emotion and create ambience in film making. Mr. Bass also had lunch with Communication Program faculty and a few community members to discuss ways to enhance our curriculum and provide professional development opportunities for our students. He then participated in a campus tour led by a Communication student and spent time with Communication majors in an informal discussion session focused on networking opportunities in the industry.

II. Relation to Course Curriculum

These events are in line with our efforts to promote the *Visual Communication* minor offered in collaboration with the Art Program which is intended to provide students with skills to analyze and produce communication-driven works in film, video, television, print, and other screen-based media. In addition, both events relate to curriculum in *COMM 328: Community Storytelling* (Communication Program elective) and *COMM 350: Strategic Communication* (required courses for Organizational Communication). Course learning outcomes the event specifically supported include:

COMM 328: Community Storytelling

- Learn writing and storytelling techniques to articulate local issue and become prepared for advocacy

COMM 350: Strategic Communication

- Develop and evaluate the structure, content and consequences of both traditional and emerging digital media usage in strategic communication and public relations

III. Assessment of Student Learning

Students were held responsible for content learned through a midterm exam in both classes.

IV. Participant Response & Evaluation

Students were engaged in the presentations and during a focus group held after the events students discussed how they were able to link what they learned from Mr. Bass to course content. They also requested additional opportunities to learn from experts in the field.

V. Budget

The total budget for this grant was \$1000 used as an honorarium and compensation for time and travel expenses of the speaker.

VI. Attendance (both events)

Attendance was not taken, however students enrolled in both classes were required to attend and 40+ participants attended each event. Several faculty members from the Communication Program and three individuals from the community were also in attendance.

VII. Documentation

