

## **LMC 3813 F: Special Topics | Sports Media**

**Fall 2026 | 3 Credit Hours**  
**Fridays, 11:00 AM – 2:30 PM**  
**Location: TBD**

### **Instructor Information**

Instructor: Bentley Heyman  
Email: bheyman3@gatech.edu  
Office Hours: Tuesday and Thursday at 3:30 PM (Skiles 361) or by appointment

### **General Course Information**

#### **Course Description**

Sports media is one of the most dynamic and influential storytelling spaces in contemporary media. This course explores how stories are created, produced, and distributed across sports journalism, documentary, broadcast, and digital platforms.

Students will analyze and create sports media content through a hands-on, production-focused approach. The course emphasizes storytelling, interviewing, visual composition, editing, and audience engagement. By the end of the semester, students will produce original sports media pieces that reflect professional workflows and creative voice.

#### **Course Learning Outcomes**

Upon successful completion of this course, you should be able to:

- Develop and pitch compelling sports media story ideas
- Conduct effective interviews for sports storytelling
- Shoot and edit high-quality sports media content
- Apply cinematic and editorial techniques to real-world sports narratives
- Analyze sports media across platforms (broadcast, documentary, digital)
- Collaborate in production teams using professional workflows

#### **Required Course Materials**

- Access to DaVinci Resolve (free version is sufficient)
- Camera equipment (provided through LMC Films checkout)
- External hard drive (recommended)
- Selected screenings and readings (provided via Canvas)

#### **Grading Policy**

Final grades are based on a 1000-point scale:

- Story Pitch – 100 points
- Interview Assignment – 100 points

- Short Sports Media Piece #1 – 150 points
- Short Sports Media Piece #2 – 150 points
- Midterm Project (Feature Segment) – 200 points
- Final Project (Signature Sports Media Piece) – 250 points
- Participation & Engagement – 50 points

### **Description of Graded Components**

#### **Story Pitch (100 pts)**

Students will develop and pitch an original sports media concept. Focus on story, access, and audience.

#### **Interview Assignment (100 pts)**

Students will conduct and edit a filmed interview with a subject connected to sports.

#### **Short Sports Media Pieces (2 x 150 pts)**

Two short-form projects (1–3 minutes each) exploring different formats (highlight, profile, social content).

#### **Midterm Project (200 pts)**

A polished 3–5 minute sports media segment incorporating interviews, b-roll, and narrative structure.

#### **Final Project (250 pts)**

A signature sports media piece (5–8 minutes). Students will pitch, produce, and present a fully realized project.

#### **Participation & Engagement (50 pts)**

Active participation in workshops, critiques, and production collaboration.

### **Attendance and Participation**

This is a hands-on production course. Attendance is expected and essential. More than three unexcused absences will result in a one-letter grade reduction. Absences may be excused with documentation. Students should notify the instructor as early as possible.

### **Late Work Policy**

Assignments submitted after the due date will incur a penalty of one letter grade per week. Assignments more than three weeks late will receive a grade of zero. Exceptions may be made for documented emergencies.

### **Academic Integrity**

Georgia Tech aims to cultivate a community based on trust, academic integrity, and honor. Students are expected to act according to the highest ethical standards. Review Georgia Tech's Honor Code and the student Code of Conduct.

Any student suspected of cheating or plagiarism on a quiz, exam, or assignment will be reported to the Office of Student Integrity, who will investigate the incident and identify the appropriate penalty for violations.

### **Core IMPACTS**

Core IMPACTS is the University System of Georgia's General Education curriculum. If you are teaching a course that counts towards Core IMPACTS, you should include a syllabus statement about the Core area and associated career competencies. This resource developed by the Center for Excellence in Teaching and Learning and Online Education at Georgia State University includes template syllabus statements for each of the Core IMPACTS areas that you may adapt for your course.

### **Accommodations for Students with Disabilities**

If you are a student with learning needs that require special accommodation, contact the Office of Disability Services (404-894-2563) as soon as possible to make an appointment to discuss your special needs and to obtain an accommodations letter. Please also e-mail me as soon as possible in order to set up a time to discuss your learning needs.

### **Student-Faculty Expectations Agreement**

At Georgia Tech, we believe that it is important to strive for an atmosphere of mutual respect, acknowledgement, and responsibility between faculty members and the student body. The Student-Faculty Expectations articulate some basic expectations that you can have of me and that I have of you. In the end, simple respect for knowledge, hard work, and cordial interactions will help build the environment we seek. Therefore, I encourage you to remain committed to the ideals of Georgia Tech while in this class.

### **Instructor Note**

The instructor reserves the right to modify course materials or schedule as needed to support student learning.