Communications 1337 or Mass Media 1337
Beginning Video Production

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OFFICE HOURS: Monday/Wednesday: 3pm-5pm;
Tuesday/Thursday: 10:45am-12:30pm
Friday: by appointment only

Beginning Video Production
COMM/MM 1337.010 Fall 2017 Monday/Wednesday 1:00pm - 1:50pm
COMM/MM 1337.01Z Fall 2017 Monday/Wednesday 2:00pm - 2:50pm

This is an ASU CONNECT! Course, STUDENTS gain enhanced learning by exploring and applying course materials in a hands-on, real world community context.

CONNECT! Program Level Outcome - Civic Responsibility
Connecting Civic Knowledge and Responsibility - Integrate knowledge from one's own study/field/discipline by consistently making accurate and relevant connections with civic responsibility and one's own civic participation.

Civic Communication - Tailors communication strategies to effectively express, listen, and adapt to others to establish relationships to further civic action.

Student Learning Outcomes
Upon completion of this course, students will be able to:
□ Develop, interpret, and express ideas through effective written communication

(CS1 -- Communication Skills)
□ Develop, interpret, and express ideas through effective oral communication

(CS2 -- Communication Skills)
□ Acquire skills in working with others as a member of a team

(TW1 -- Teamwork)
□ Demonstrate civic knowledge and responsibility by planning and producing promotional, recruitment and/or training corporate videos

(SR2 -- Social Responsibility)
□ Identify and describe equipment and editing software for digital video production
□ Create a video production with techniques commonly used in the media industry

Method for Assessing Student Learning Outcomes
Production 2: Corporate Video - Students connect with a community partner to produce corporate videos designed to address mutually defined community needs. Community Partners will have active engagement in communicating their needs with the students, scheduling interviews and participating in filming. Students will express ideas orally and in writing throughout this process.
Course Objectives:
Student will be engaged in the basic techniques of television production.
Projects in this course involve single camera location shooting digital cameras,
In-studio multi-camera production, non-linear editing equipment and writing for media production.
Visual storytelling concepts and creative post-production editing will be emphasized.

Textbook:

*Video Field Production and Editing  7th edition*

Course Materials:
Students will need the following supplies
☐ Headphones
☐ 128 Gb USB Flash Drive (Thumb drive, Travel Drive)
☐ 2 DVD-R for projects
☐ At least 2 (60 minute) Mini-DV tape, if you intend to request weekend checkouts

Equipment and Editing Systems:
We will be using Adobe Premiere for all editing assignments and projects. You will be assigned one
external hard drive, which will be checked in and out of the editing lab. Should you need them we also
have access to Audition, After Effects, PhotoShop and Illustrator. It is recommended that students
supply their own headphones for use during shooting and in the editing facility.

The R/TV Equipment Room is in the Library Building room LB340. Hours of operation will be
announced in class. The digital video cameras you will be allowed to use for this course may be checked
out from the Equipment Room along with batteries and tripods only during posted times.

Projects and Tests: Course requirements a final exam, three editing assignments and three field/studio
video projects each building up in technical and creative complexity. The emphasis in these productions is
your ability to visually tell a story. All projects for this course must be shot by the student. You may not
use footage shot before this course began or footage shot by someone other than your production partner.
The projects will be evaluated on both technical and creative levels.

Attendance: Attendance is mandatory. You are allowed two unexcused absences. These do not apply to
due dates of exams and assignments, so use them wisely. All other absences will require an excuse form a
doctor, hospital, police, funeral home or the University. Handwritten, emailed or texted excuses from
your family member are not legitimate excuses and will not be accepted. Each unexcused absence after
the first two will result in a loss of three points from you final course grade. The Department of
Communication & Mass Media has a departmental attendance policy requiring students to be present at
a minimum of 75% of all class meetings in order to pass the class. Exams or assignments missed due to
an unexcused absence will receive a zero. Work handed in late without an official notice, will not be
accepted.

Course Communication: See top of syllabus for contact information and office hours. I am available to
answer questions during class, as well as before and after lab, and during class time. In addition, I am available
during office hours or by appointment.
Basic Project Guidelines:

**Production 1:** Will be a Public Service Announcement, to be produced with a partner. The two-person team will decide on a topic, write a 60 second spot for television, shoot and edit the PSA for an in-class presentation. *(Worth 10% of final grade)*

**Production 2:** Will be a Corporate Video, to be completed individually. Each person will research an organization on campus or business off campus and produce a 3-4 minute corporate video emphasizing promotion, recruitment or training for the organization or business. Production 2 will involve extensive pre-production work, including concept creation, location scouting, script writing, interviewing, and technically competent shooting and editing. Each person will give a presentation before a class screening of the completed video production. *(Worth 15% of final grade)*

**Production 3:** *(Final Project)* This will be a short narrative film, completed individually. This final project emphasizes screen direction and condensing time and space through parallel action and cutaways. This production underscores the complexity of developing a sense of environment, building story structure and intensifying emotions with appropriate visual perspectives. *(Worth 20% of final grade)*

**Weekly Quizzes:** These multiple choice quizzes will be based on the reading materials, lectures and films viewed in the previous weeks of class. *(Worth 15% of final grade)*

**Final Exam:** This exam will be based on the reading materials, lectures and films viewed in class. The final exam will cover all of the lectures and readings given since the midterm exam and will be multiple choice. *(Worth 20% of final grade)*

**Required Lab Exercises:** *(Worth 20% of final grade)*

**Studio Crew Positions Rotating Assignment:** This assignment will be done in groups of 7 and 8. Each student will rotate crew positions in the television studio.

**Visual Writing Assignment:** This assignment will be done individually. Each student will develop a storyboard and write a pitch and treatment for a Public Service Announcement.

**Editing Assignments:** These assignments will be done individually. Each student will film a series of shots then edit the scenes to build a story.

**Reflections:** Continual written reflection will occur throughout the process of storytelling, during pre-production, production and post-production of the films. DVDs, scripts, treatments etc. will only be accepted in class.

**Late work will not be accepted! Come to class on the due date ready to present.**

**Participation:** You will be required to participate in discussions during class, as well as complete short in-class editing assignments in preparation for your final project.

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**Fall 2017 Course Schedule:**
The class will be divided into two sections to concentrate on studio and field production. The schedule may be changed by myself during the semester due to unforeseen scheduling conflicts.
**Week 1:** Lecture: Overview of course objectives and equipment checkout procedure, Lecture: Cameras, Read chapter 5 Lab: None

**Week 2:** Lecture: Studio positions, cast and crew/ responsibilities
-Read chapters 2, 3, & 4 Lab: Camera Demonstration

**Week 3:** Quiz 1, Read chapters 6, 7, & 8; Lab: Rotate positions: camera operators, floor manager, director, audio, switcher, computer graphics, teleprompter, talent. Lab: Editing Demonstration,

**Week 4:** Lecture: Editing - Read 9, 10, and 12, Lecture: Editing techniques and style Lab: Filming outside: Three scenes with no dialogue Pan, tilt, med, C.U, Long Shot and Angles Lab Lecture &: Editing completed 3 scenes in class

**Week 5:** Lecture & Lab: Continue editing practice & export to hard drive

**Week 6:** Quiz, Lecture: Shooting and editing drills, Lecture: Script Writing Work Shop
Lab: On-location or In-studio shooting for PSA; On-location or In-studio shooting for PSA
Lab: On-location or In-studio shooting for PSA; Script Pitches Due. Each team will make their in class this day

**Week 7:** On-location or In-studio shooting for PSA Lab:
On-location or In-studio shooting for PSA
Shooting and editing drills

**Week 8:** PSA's Uploaded to Google Drive. PSA's
Presented in Class. ALL Paperwork is due. Shooting and editing drills, Lecture: Corporate Videos

**Week 9:** Lab: Decide approaches to highlight organization presentation/message – research in library. On-location scouting for Corporate Video; Lecture: Pitch Corporate Videos, Lab: On-location or In-studio shooting for Corporate Videos, Lecture: On-location or In-studio shooting for Corporate Videos Lab: On-location or In-studio shooting for Corporate Videos

**Week 10:** Present Corporate Videos
(All materials must be submitted by the start of class or will not be accepted at all)
**CONNECT! Community Engagement Corporate Video Production Reflection Due on Blackboard by Friday at 11:59p**

**Week 11:** Lecture: Documentary/Narrative Field Production
Lab: begin scheduling and filming for final project Meeting/Chase;

**Week 12:** Lecture: Depth of Field
Lab: On-location or In-studio shooting for Short Film; Lecture & Lab: On-location or In-studio shooting for Short Film

**Week 13:** Lecture & Lab: On-location or In-studio shooting for Short Film,
Lecture: Hand Signals & Studio Production Lab: On-location or In-studio shooting for Short Film

**Week 14:** Lecture: Final Exam Review
Lab: On-location or In-studio shooting for Short Film
Projects exported to DVD

**Week 15:** Present Short Film Projects
(all materials must be submitted by the start of class or will not be accepted at all)

**Week 16:** FINAL EXAM
COMM 1337 010: Wed. Dec. 13th 1:00 -3:00pm
Honor Code
Angelo State University expects its students to maintain complete honesty and integrity in their academic pursuits. Students are responsible for understanding the Academic Honor Code, which is contained in both the print and web versions of the Student Handbook. The current student handbook is found on the ASU web site under ‘publications’ at this URL: http://www.angelo.edu/forms/pdf/Honor_Code.pdf

ADA Statement
Request for accommodations may be reviewed on a case-by-case basis, taking into account the essential elements of the academic course and/or the degree being sought. To the extent practical, the faculty and administration will make reasonable accommodations to assist qualified individuals with disabilities meet their degree requirements, consistent with the applicable provisions of Texas statues and the Regents’ RULES AND REGULATIONS. If you wish to have special accommodations made for your studies, please contact the Student Life Office, Room 112 University Center, (325) 942-2191. URL: http://www.angelo.edu/services/student_life/policystatement.html

Grade Appeal Process
As stated in Angelo State University Operating Policy and Procedure (OP 10.03 Student Grade Grievances), a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see Operating Procedure 10.03 at http://www.angelo.edu/opmanual/docs/Section_10_Academic_Polic Students/OP_10.03_Grade_Grievance.doc.

Student Handbook
The current student handbook is found on the ASU web site under ‘publications’ http://www.angelo.edu/content/files/17187-20122013-student-handbook-for-web

Available Software Purchases
Adobe Creative Cloud Student & Teacher Edition – Monthly Subscription
http://angelo.onthehub.com/WebStore/OfferingDetails.aspx?o=bb54b8ce-2ccd-e211-9d05-f04da23e67f4