Advanced Video Production
COMM/MM 4365.010
Tuesday/Thursday 2:00-2:50pm and 3:00-3:50pm

Course Description
The primary intent of the course is the completion of creatively produced and technically proficient video productions. This course reviews material from COMM/MM 2362 and then builds upon this knowledge as students produce several short projects. We will cover the process of studio and field pre-production, production and post-production for television and film. This course will acquaint students with advanced production techniques through lectures, discussions, demonstrations and screenings.

Student Learning Outcomes
Upon completion of this course, students will be able to:

- Gather, analyze, evaluate, and synthesize information relevant to a question or issue (CT1--Information Literacy)
- 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 a social learning documentary (SR2--Social Responsibility)
- Develop specific skills, competencies and points of view needed by professionals in the media industry.
- Develop hands-on experience with camera equipment, field and television studio environments.

Method of Assessing Learning Outcomes
Student learning outcomes will be assessed through the following course assignments:

Library Information Literacy Blackboard Course includes videos, tutorials and assessments to train students on methods of searching, plagiarism and basics of citation. Students will complete assessments at the end of each required video. (CT1 Information Literacy)

Music Video/Action Sequence Pitch includes a written and oral presentation that details the strategy and approach to story development for the video production. (CS1 & CS2 Communication Skills)

Team Evaluation includes an analysis and critique of individual efforts and divisions of responsibility for each team member (TW1 Teamwork)
Production 2 Social Learning Documentary is designed to address mutually defined community needs in collaboration between community partners, faculty, and students (SR2 Social Responsibility)

**Required Text**
Single Camera Video Production by Robert B. Musburger, PhD, Michael R. Ogden. This is an electronic book.

**Course Materials**
Students will need the following supplies
- Headphones
- Thumb Drive (Minimum 32 GB)
- SDHC Memory Card (8-64GB)

**Equipment and Editing Systems**
We will be using Adobe CC 2015 Premiere Pro for all editing assignments and projects. You will be assigned one external hard drive, which will be checked in and out of the Ram TV editing lab. Should you need them, you will also have access to After Effects, PhotoShop and Illustrator. Students must supply their own headphones for use during shooting and in the editing facility.

**Attendance**
Regular attendance at all class meetings is mandatory. You will be allowed three excused absences accompanied by a note from the doctor or official university notice. An unexcused absence means you have not provided written evidence from an accepted authority regarding your absence. The Department of Communication, Mass Media & Theatre 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 acceptable excuse will receive a zero.

**Course Communication**
I am available to answer questions just before and after class as well as during office hours and after, by appointment.

**Project Overview & Requirements**
Each individual, partnership and group will give a presentation before a class screening of the completed video production.

Production 1 **Music Video**: will include pitch, 2-column script, gathering talent, on-location shooting, in-studio shooting, music, lighting and editing. Solo Project (**200 points**)

Production 2 **Action Sequence**: will include pitch, film style script, gathering talent, on-location shooting, in-studio shooting (optional), character-dialogue, lighting and editing. Partner Project (**200 points**)

Production 3 **Social Learning Documentary (Final Project)**: will include research, treatment, location/personal releases, weekly reflection, gathering talent, shooting schedule, observational footage, on-location shooting, in-studio shooting, audio, lighting and editing. Solo Project. You will shoot and edit a 10 minute documentary video. Each person will give a presentation before a class screening of the completed video production. (**300 points**)

Thumb drives, scripts, treatments etc. will only be accepted in class on the day of presentation. **Late work will not be accepted! Come to class on the due date ready to present.**

**Midterm:**
This exam will involve the in-class screening of a documentary film followed by a written response to questions regarding practical pre-production issues raised by the film. A Blue Book will be provided for you in class. (**100 points**)
Final Exam:
There will be one multiple choice final exam at the end of the semester based on material covered during lecture. (100 points)

Video Production Proposal:
A 10-page production proposal will be created for a social documentary film theme. Community-based research at the current E. James Holland University Symposium on American Values is required. (100 points)

Reflections:
Continual self-reflection will occur during the process of engaging with the community and during pre-production/production/post-production of the final film. (25 points each)

Participation:
You also will be graded on informed participation in lab activities, in-class demonstrations, Blackboard assignments, screening presentations and discussion. (10 points each)

Grading Scale
1080-1200 points 90-100% A
960-1079 points 80-89% B
840-959 points 70-79% C
720-839 points 60-69% D
0-719 points Below 60 F

Academic Integrity
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. URL: http://www.angelo.edu/forms/pdf/Honor_Code.pdf

American Disability Act
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 statutes 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_Policies-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
<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>August 28</td>
<td>Course Overview &amp; Tour</td>
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<td>No Lab</td>
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<td>August 31</td>
<td>Camera Demonstration</td>
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<td>September 5</td>
<td>Pitch Music Video / Scriptwriting</td>
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<td>September 7</td>
<td>Video Editing Demo</td>
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<td>September 12</td>
<td>Audio Editing Demo</td>
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<td>September 14</td>
<td>Camera Lab Workshop Shooting/Editing Day</td>
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<td>September 19</td>
<td>Lighting Demo</td>
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<td>September 21</td>
<td><strong>Present Music Video</strong></td>
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<td>(all materials must be submitted by the start of class or will not</td>
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<td>be accepted at all)</td>
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<tr>
<td>September 26</td>
<td>Chapter One-Production Philosophy: The Difference between Studio &amp;</td>
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<td>Field Production. Lab: Microphone/Lighting Demo</td>
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<td>September 28</td>
<td><strong>Library Basic Information Literacy Tutorial</strong></td>
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<td>Submit 1 print research source for your doc film on Bb</td>
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<td>October 3</td>
<td>Chapter 5-The Production Process: – Legal Considerations In-Studio/</td>
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<td>Field Shooting</td>
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<td>October 5</td>
<td>Chapter 5-The Production Process: – Proposals</td>
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<td>October 10</td>
<td><strong>Lib Guides &amp; Films on Demand</strong></td>
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<td>Submit 1 film research source for your doc film on Bb</td>
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<td>October 12</td>
<td>Chapter 5-The Production Process:– Preproduction In-Studio/Field</td>
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<td>Shooting</td>
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<td>October 17</td>
<td>Midterm Review</td>
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<td>Lecture outlines for midterm</td>
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<td>October 19</td>
<td>Midterm Exam</td>
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<td>October 24</td>
<td>Pitch Documentary Film</td>
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<td>October 26</td>
<td>On-location Scouting &amp; Recces (Reconnaissance) for Documentary (digital)</td>
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<td>Film</td>
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<td>October 31</td>
<td>Chapter 2-Aesthetics in Media Production</td>
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<td><strong>Shooting Schedule Due</strong></td>
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<td><strong>Documentary Analysis Reflection due on Bb by 11:59p</strong></td>
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<tr>
<td>November 2</td>
<td>Shooting/Editing Day</td>
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November 7  Present Documentary Film
     Remote Location Survey Due
     Location/Personal Releases Due
     Peer Review & Evaluation Due
     Short Description due on Bb by 11:59p
     Treatment due on Bb by 11:59p
     -purpose, style & approach, research summary with references
     Learning Expectations & Outcomes Reflection due on Bb by 11:59p

November 9  Chapter 8- Your Future
     Pitch Action Sequences

November 14  Scriptwriting
     In-Studio/Field shooting

November 16  Final Draft Demonstration
     On Location shooting

November 21  Aspects of Post-Production
     On-location shooting, Editing

November 23  No Class – Holiday!!

November 28  Shooting/Editing Day

November 30  Shooting/Editing Day
     Editing, export to J Drive & Upload to Blackboard

November 5  Final Exam Review

December 7  Present Action Sequence
     (all materials must be submitted by the start of class or will not be accepted at all)

     FINAL EXAM Tuesday, December 12th @ 1:00pm