Instructor: Donald Plachno  
Office: Library Building, Room B317  
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Office Hours: Monday through Wednesday, 2:00pm to 3:00pm  
Thursday and Friday 9:00am to 10:00am  
Other times available by appointment

Beginning Video Production  
COMM/MM 1337.010 Spring 2017  
COMM/MM 1337.020 Spring 2017  
Monday/Wednesday 10:00am - 10:50am / 3:00pm -3:50 COMM/MM 1337.010  
Monday/Wednesday 11:00am - 11:50am /4:00pm -4:50 COMM/MM 1337.020

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:  
COMM/MM 1337 is designed to introduce students to 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.

Text:
*Video Production Disciplines and Techniques 11th edition*
by James Foust, Edward Fink & Lynn Gross (2012)

Course Materials:
Students will need the following supplies
- Headphones
- 6 DVD-R blank media
- At least 1 (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 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.

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: I am available to answer questions just before and after class as well as during office hours and after 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 week 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.

Spring 2017 Course Schedule
The class will be divided into two sections to concentrate on studio and field production

January 18th  Lecture: Overview of course objectives and equipment checkout procedure.
Lab: None
January 23rd, Lecture: Cameras
-Read chapter 5-
Lab: Camera Demonstration
January 25th, Lecture: Studio positions, cast and crew/ responsibilities
Lab: Rotate positions: camera operators, floor manager, director, audio, switcher, computer graphics, teleprompter, talent
January 30th, Lecture: Editing
-Read chapter 11
Lab: Editing Demonstration
February 6th, Lecture & Lab: Continue editing practice & export to hard drive
- Read chapter 11

February 8th, Lecture: Editing techniques and style
Lab: Filming outside: Three scenes with no dialogue
Pan, tilt, med, cu, long angles

February 13th, Lecture & Lab: Editing completed 3 scenes in class

February 15th, Lecture: Shooting and editing drills

September 20th, Shooting and editing drills

February 22nd, Shooting and editing drills

February 27th, Lecture: Script Writing Work Shop
Lab: On-location or In-studio shooting for PSA

March 1st, On-location or In-studio shooting for PSA
Lab: On-location or In-studio shooting for PSA

March 8th: Script Pitches Due. Each team will make their in class this day.

SPRING BREAK

March 20th, On-location or In-studio shooting for PSA
Lab: On-location or In-studio shooting for PSA

March 21st 11:59pm, PSA's Uploaded to Google Drive.

March 22nd PSA's Presented in Class. ALL Paperwork is due. NO LATE SUBMISSIONS!

-March 27th, Lecture: Corporate Videos
Lab: Decide approaches to highlight organization presentation/message – research in library. On-location scouting for Corporate Video

March 29th, Lecture: Pitch Corporate Videos
Lab: On-location or In-studio shooting for Corporate Videos

April 3rd, Lecture: On-location or In-studio shooting for Corporate Videos
Lab: On-location or In-studio shooting for Corporate Videos

April 5th, Lecture: On-location or In-studio shooting for Corporate Videos
Lab: On-location or In-studio shooting for Corporate Videos
April 10th, **EVERYONE! 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 11:59p**

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April 12th, Lecture: Documentary/Narrative Field Production
Lab: begin scheduling and filming for final project Meeting/Chase

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April 17th, Lecture: Depth of Field
Lab: On-location or In-studio shooting for Short Film

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April 19th, Lecture & Lab: On-location or In-studio shooting for Short Film

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April 24th, Lecture & Lab: On-location or In-studio shooting for Short Film

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April 26th, Lecture: Hand Signals & Studio Production
Lab: On-location or In-studio shooting for Short Film

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May 1st, Lecture: Final Exam Review
Lab: On-location or In-studio shooting for Short Film
Export Meeting/Chase to DVD

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May 3rd, **EVERYONE! Present Meeting/Chase**
(all materials must be submitted by the start of class or will not be accepted at all)

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**FINAL EXAM**
COMM 1337 010: Monday, May 8th, 10:30am
COMM 1337 01Z: Wednesday May 10th, 10:30am

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**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](http://www.angelo.edu/forms/pdf/Honor_Code.pdf)

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**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](http://www.angelo.edu/services/student_life/policystatement.html)

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