BEGINNING VIDEO PRODUCTION
COMM/MM 1337.010
TUESDAY/THURSDAY 4:30- 5:20pm / 5:30pm -6:20pm COMM/MM

STUDENT LEARNING OUTCOMES:
Upon completion of this course, students will be able to:

(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 public service announcements 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
Thumb Drive (Minimum 32 GB)
SDHC Memory Card (8-64GB)
Minimum 250gb Hard Drive

EQUIPMENT AND EDITING SYSTEMS:
We will be using Adobe Premiere Pro CC 2018 for all editing assignments and projects. You will need to provide an external hard drive for the editing lab. Should you need them we also have access to After Effects, PhotoShop and Illustrator. It is required that students supply their own headphones for use during shooting and in the editing facility.
ATTENDANCE:
Regular attendance at all class meetings, including labs are mandatory. You will be allowed two unexcused absences for the semester, after which you will need to provide a written excuse from the doctor, an official university notice or from some other recognized authority. If you fail to provide a proper excuse in writing, you will receive a ZERO for that day. This will include any assignments that were due on the day of your absence. This is non-negotiable. The Department of Communication and 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. If you fall under that percentage, you will fail the class regardless of your current grade. 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.

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 30 second spot for television, shoot and edit the PSA for an in-class presentation. *(Worth 100 points)*

**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 150 points)*

**Production 3:** *(Final Project)* This will be a short narrative or ACTION FILM, to be 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 200 Points)*

**Weekly Quizzes:** These multiple choice quizzes will be based on the reading materials, lectures and films viewed in the previous week of class. *(Worth 150 points)*

**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 200 Points)*

**Required Lab Exercises:** *(Worth 200 Points)*  
**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.

**Class Discussion:** You will be required to participate in discussions during class.
Videos, 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.

2018 Fall Course Schedule
Week 1: Overview of course objectives and equipment checkout procedure.

Lecture Cameras-Read Chapter 5. Camera Demo

Week 2: Lecture: Studio positions, cast and crew/ responsibilities
Read chapters 2, 9 & 10 Quiz on studio positions.
Lab: Rotate positions: camera operators, floor manager, director, audio, switcher, computer graphics, teleprompter, talent.

Lecture: Editing
Read chapter 11
Lab: Editing Demonstration

Week 3, Lecture: Editing
Read chapter 11
Lab: Editing Demonstration

Lecture & Lab: Continue editing practice & export to hard drive
Read chapter 11

Week 4, Lecture: Editing techniques and style Lab:
Filming outside: Three scenes with no dialogue Pan, tilt, med, cu, long angles

Lecture & Lab: Editing completed 3 scenes in class

Week 5, Lecture: Shooting and editing drills

Shooting and editing drills

Week 6, 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

Week 7 Script Pitches Due. Each team will make their pitch in class this day.

Week 8 On-location or In-studio shooting for PSA Lab:
On-location or In-studio shooting for PSA

Uploaded to Google Drive.

Week 9 Present PSA in Class. ALL Paperwork is due at beginning of class. NO LATE SUBMISSIONS!

Lecture: Corporate Videos
Lab: Decide approaches to highlight organization presentation/message – research in library. On-location scouting for Corporate Video
Week 10 Lecture: Pitch Corporate Videos
Lab: On-location or In-studio shooting for Corporate Videos

Lecture: On-location or In-studio shooting for Corporate Videos
On-location or In-studio shooting for Corporate Videos

Week 11 Lecture: On-location or In-studio shooting for Corporate Videos
Lab: On-location or In-studio shooting for Corporate Videos

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

Week 12 Lecture Action Field Production
Lab: begin scheduling and filming for final project Meeting/Chase

Lecture: More Action Film Techniques
Lab: On-location or In-studio shooting for Short Film

Week 13, Lecture & Lab: On-location or In-studio shooting for Short Film
Lecture & Lab: On-location or In-studio shooting for Short Film

Week 14, EVERYONE! Present Action Film
(all materials must be submitted by the start of class or will not be accepted at all)

Week 15, FINAL EXAM
COMM 1337 010: Thursday, December 13, 2018

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_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