BEGINNING VIDEO PRODUCTION
COMM/MM 1337.010
TUESDAY/THURSDAY 9:30am - 10:45am / 11:00am – 12:15pm
Class/Lab Library 326
Third Floor of the Porter Henderson Library

Instructor: Donald Plachno
Office: Library Building, Room Library 312 (Ram TV)
Phone: 325-942-2031 Email: donald.plachno@angelo.edu
Office Hours: Mon, Wed, Fri 8:00am -10:00am
Tue, Thu 12:00pm – 2:00pm

Other times available by appointment

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

(CS1-- Communication Skills)
□ Develop, interpret, and express ideas through effective oral and visual 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 announcement, 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 1: PSA - Students will produce, write, shoot and edit a Public Service Announcement (PSA) that would benefit the needs of students on the Angelo State University campus.

Production 2: Corporate Video - Students will connect with a University or Community partner to produce a corporate video designed to address a mutually defined community need. Students will be actively engaged with University/Community Partners who will communicate their needs to the student, scheduling interviews and participating in filming. Students will express ideas orally and in writing throughout this process.

Production: 3: Action Video – Students will produce, write, shoot and edit an action video. Students will use a variety of shots, angles, and cinematic techniques in order to translate their script into a coherent visually and audibly product.
COURSE OBJECTIVES:

COMM/MM 1337 is designed to introduce students to the basic techniques of television and film production. Projects in this course involve single and multica camera location shooting using your smartphone camera.

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.

THERE IS NO TEXT SELECTED FOR THIS COURSE—DO NOT BUY THE BOOK! If you have purchased a book, please return it, we will not be using it!

COURSE MATERIALS:
You will need the following items to be able to participate in this course:

- **Zecti Phone Rig** for Film making
  - Cold Shoe Mount Phone Video Stabilizer
  - $19.99
  - Purchase From Amazon

- **Rode Video Micro**
  - Compact On-Camera Microphone with Rycote Lyre
  - Shock Mount
  - $52.00
  - Purchase From Amazon

**FiLMiC**

Check it out @
https://www.filmicpro.com/

FILMIC PRO VERSION 6.0

$14.99

Purchase From

The Zecti Phone Rig will help you stabilize your videos for hand held shot and is compatible with our Manfroto tripods for a more stable image.

Audio is very important, and this Rode Video Micro is an excellent quality microphone for interviews, and nat sounds. If your audio is bad, your video is worthless.
**Filmic Pro 6.0** is the program we will be using to turn your smart phone into a HD/4K video camera. With Filmic you get many tools to make your video projects the best they can be. ISO, AWB, exposure, image stabilization, multiple frames rates including hyper-lapse and 120 frames per second slo-motion. Don’t know what that is, don’t worry, it’s all good, and I’ll teach you!

**Rode SC7 3.5mm TRS to TRRS Patch Cable:** To make the mic compatible with your smart phone. $14.99. Purchase from Amazon

**MillISO Headset Adapter CITA 3.5mm TRRS Y Splitter Headphone Jack Splitter:** This cable will allow you to plug in your mic and headsets to allow you to record and listen at the same time. CITA mean it will work with you smart phone. $9.99. Purchase from Amazon

**READ!**

Amazon provides students **Amazon Prime Student** free for 6mos. This includes, among other benefits, FREE two shipping on prime items. All the items listed, except the Filmic app, are prime eligible.

**THESE ITEMS NEED TO BE PRESENT IN CLASS JANUARY 25TH, 2019**

Below are some optional items to consider. They are NOT mandatory, but if you the means to get them, they can make your production life a little easier. And no, I do not get a kick back from Amazon.

1. **Beast Grip Extreme Wide Angle/Macro Lens:**
   37mm Thread. Gives you the ability to capture an entire scene in a limited amount of space. $39.95

2. **Newer 58MM Neutral Density Professional Filter Set:**
   Smart phones do not have typical apertures like a DSLR, so these filters can be used to reduce the amount of light and help reduce the chance of over exposure of your video.

3. **Camera & Camcorder LED Video Light Panel.**
   3200-5600K, dimmable, with NP-F550 Battery. Excellent for interviews. $35

4. **Apple iPhone Lightning to 3.5 adapter:**
   If you have an iPhone with a Lightning Jack, you will need this to plug in you mic. Get an original Apple adapter, no knock offs. The knock offs don’t work as well. Also, you should have received one of these in iPhone versions 6 to 8plus.
EQUIPMENT AND EDITING SYSTEMS:

We will be using Adobe Premiere Pro CC 2019 for all editing assignments and projects. You will need to provide your own an external hard drive for the editing lab. Should you need them, we also have access to After Effects, PhotoShop and Illustrator. It is also required that students supply their own headphones/earbuds 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 fail 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 office hours by appointment.

PHONE AND COMPUTER USE IN CLASS

During class, your phone, your laptop (if you use one) and class computer are to be used for class assignments only, NOT for personal use! Unauthorized use of devices in the classroom will result in one warning. If you persist, I will ask you to leave the class and give you a ZERO for the day, which will include any assignments due that day.

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 by a group of no more than 4. Each group will research an organization on campus or business off campus and produce a 4-5 minute corporate video emphasizing promotion, recruitment or training for the organization or business. This project will involve extensive pre-production work, including concept creation, location scouting, script writing, interviewing, as well as technically competent shooting, lighting, sound quality and editing. Each group 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 as a group of no more than four students. This final project emphasizes screen direction and condensing time and space through parallel action, cross cutting and cutaways. This production underscores the complexity of developing a sense of environment, building story structure and intensifying emotions with appropriate visual perspectives. (Worth 150 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 100 points Each)*

**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 beginning of the semester and will be multiple choice. *(Worth 200 Points)*

**Required Lab Exercises:** *(Worth 100 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 without a legitimate excuse!*

*Come to class on time, on the due date ready to present your project.*
2019 SPRING COURSE SCHEDULE

Week 1:
**Tue:** Overview of course objectives and equipment checkout procedure.

**Thu:** Lecture: Camera Angles and Lighting. Lab: Lighting demonstration.

Week 2:
Quiz: Camera Angles and Lighting.

**Tue:** Lecture: Studio positions, cast and crew/ responsibilities.
Tour of studio and work Stations.

**Thu:** Studio Positions camera operators, floor manager, director, audio, switcher, computer graphics, teleprompter, talent.

Week 3:
Quiz Studio Positions.

**Tue:** Lecture: Editing.
Lab: Editing Exercise.

**Thu:** Lecture: Editing Part 2.
Lab: Editing Exercise.

Week 4:
Quiz – Editing.

**Tue:** PSA group project assignment.
Equipment Due. Lecture: Filmic Pro Lab:
Filming Exercise with edit.

**Thu:** Lecture Filmic Pro So Motion/Hyper-lapse.
Lab: Filming Exercise with class edit.
Week 5:
Quiz – Filmic Pro.

**Tue:** Lecture: Audio on your smart phone.
Lab: Audio.
Exercise, indoor and outdoor.

**Thu:** Lecture: Script Writing. Lab writing a PSA.

Week 6:
Quiz-Audio.

**Tue:** Lecture: Live Analytics. Zebra, Clipping Overlay, False Color Overlay and Focus Peaking.
Lab: Release for shooting and editing.

**Thu:** Lecture: Ethics in Filmmaking.
Lab: Release for shooting and editing.

Week 7:
Quiz – Live Analytics.

**Tue:** PSA Project, Group Assignment. Visual Writing Assignment
Lecture: Cuts and Transitions
Lab: Interview film exercise with b-roll and audio.

**Thu:** Lecture: Filmic Pro Content Media Management.
Lab: Editing Exercise.
Week 8:

Quiz- Live Analytics/Content Management System/Cuts and Transitions

**Tue:** PSA Pitch Due. Lecture: Pull Point Focus.

Lab: Release to shoot or edit for PSA.

**Thu:** The importance of paperwork in filmmaking. Shot list, storyboarding, talent release, location release, etc…

Lab: Release to shoot or edit for PSA.

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Week 9:

**SPRING BREAK!!! HAVE FUN AND BE SAFE!**

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Week 10:

**PSA’s / Visual Writing Assignment Due Thursday!**

**Tue:** mandatory meeting to discuss your status and issues that might have occurred during your production.

Lab: Release for Shooting and Editing.

**Thu:** Present PSA’s, turn in Visual Writing Assignment, talent release(s).

Corporate Video Assignment

Lab: Location scouting exercise.

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Week 11

**Tue:** Lecture: Corporate Videos/Storyboarding

Lab: Storyboarding

**Thu:** Pitch Corporate Videos

Lab: Video: “How Star Wars Was Saved in the Edit”

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Week 12

**Tue**: Status meeting.
Lab: Release for shoot and edit.

**Thu**: Status meeting.
Lab: Release for shoot and edit.

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Week 13

Corporate Video Due on Thursday.

**Tue**: Status Meeting
Lab: Release for shoot and edit.

**Thu**: Present Corporate Video assignment, script, story board and release(s).
Action Film Assignment.

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Week 14

**Tue**: Lecture: the Cross Cut / Parallel Editing techniques-What’s the Difference?
Lab: Filming exercise.

**Thu**: Sound FX demonstration
Lab: Action Film Assignment edit.

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Week 15

**Tue**: mandatory meeting to discuss your status and issues that might have occurred during your production.
Lab: Release for Shooting and Editing.

**Thu**: mandatory meeting to discuss your status and issues that might have occurred during your production.
Lab: Release for Shooting and Editing.

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Week 16

**Tue:** Status Meeting

Lab: Release for shoot and edit.

**Tue:** Status Meeting

Lab: Release for shoot and edit.

Week 17

**Tue:** Action Film Presentation

**Thu:** Final Exam Review
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:

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_Polices-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