BEGINNING VIDEO PRODUCTION
COMM/MM 1337.010
MONDAY/WEDNESDAY 9:00 am- 9:50 am // 10:00am – 10:50pm
Class/Library L326
Third Floor of the Porter Henderson Library

Instructor: Donald Plachno
Office: Library Building, Room B312
Phone: 325-942-2031 Email: donald.plachno@angelo.edu
Office Hours: 8:00-9:00 Monday through Friday
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 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 1: Photography – Students will learn the skills necessary for effective visual communication using a digital SLR camera. These skills include proper exposure, ISO, aperture and shutter speed controls, lighting, composition and basic image processing and editing. Regular quizzes will evaluate the student’s understanding of these concepts.

Production 2: 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: 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 multi-camera location shooting using your smartphone

Photography, Field Audio Production, In-studio Multi-Camera Production, Non-Linear Editing Equipment, Writing for Media Production, Visual Storytelling Concepts and Creative Post-Production editing will be emphasized.

TEXT: 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!

EACH GROUP WILL BE PROVIDED ACCESS TO FOLLOWING:

Dell Precision 5820 - Located in the Ram TV Edit Bays
  Intel I9-9000x 4.5 GHZ processor
  64 GB RAM
  4 TB Drive
  NVIDIA RTX 2080 8TB Video Card

2 Canon 77D DSLR cameras
3 Batteries
1 Charger
2 Boling LED Lights
2 Manfrotto Tripods

2 H4N Pro Digital Audio Recorders
2 Sennheiser EW Wireless Lavalier Microphones
Adobe Premiere Pro CC 2018 Editing Software
Adobe Photoshop CC 2018/Adobe Raw

Required Materials

Over the Ear Headphone. Not Bluetooth and Not Earbuds.*
Recommended Headsets for this class

SanDisk USB/Flash Drive CZ48 16 GB Drive

One SanDisk SDHC Extreme Pro, Class 10, HC I, UHS-3 Memory Card*
Recommended for this class
https://www.amazon.com/SanDisk-Extreme-UHS-I-Flash-Memory/dp/B005LFT3QG/ref=sr_1_7?keywords=sdxc+card+32+gigabyte+sandisk&qid=1576852318&sr=8-7
Portable Hard Drive, Minimum, 250 Gigabytes*

One 4 Pack of Double “AA” Batteries*

*Note: These items are the ones I recommend. You may have already have these items, or you want to find a cheaper equivalent of these items. You are free to do so, but please remember, cheaper isn’t always better. If you choose to go cheaper alternative, you do so at your own risk to both your project and your grade.

To help reduce defray costs I recommend that you sign up for “Amazon Prime Student.” It’s free for six months and you may cancel at any time. Besides getting good deals form Amazon, this will give you access to FREE two day shipping. So you have nothing lose.

Disclaimer: You can purchase these items anywhere you want. I do not represent Amazon in any way. My recommendation is based on my own experiences when I signed up of for Amazon Prime Student as a Graduate Student. I receive no compensation othe the feeling of joy I get from helping my students.

THESE ITEMS MUST BE PRESENT IN CLASS ON JANUARY 22, 2019
Students without a legitimate excuse as to why they do have their items, will have points deducted from their participation grade.

CLASS ATTENDANCE POLICY
Regular attendance is mandatory for this course. Attendance will be taken and counted beginning the first day of class. For each class or lab missed, you will be required to provide a typed/photocopied excuse. Acceptable excuses are from medical staff, police, lawyer, mortician, official university notice and any other recognized authority.

i) Failure to provide an excuse for your absence will result in a ZERO for the day missed.
ii) Exams or assignments missed due to an unexcused absence will result in ZERO. No makeup exam will be given.
iii) Work handed in late without an excused absence will result in a ZERO for the assignment.
iv) You will be counted absent if you are not present for the entire class/lab. This will result in a ZERO for that day.
v) Three tardies (more than 10 minutes) will result in an absence.
vi) For your photography/video production assignments you will be working in groups. You are expected to be available to the rest of your group for these assignments. Peer reviews of each member of the group will be submitted and may influence your final project grade. Failure to participate in the group could result in ZERO for the assignment.

One (1) point will be deducted from the student’s final participation average for each unexcused absence.
UNIVERSITY SPONSORED EVENTS
Students who will be absent from class due to a university sponsored event must be excused through the university. In these cases it is the responsibility of the student to complete any assignments they will be missing and to inform their groups prior to their departure. Please come talk to me if as soon as you know you will be missing a class.

DEPARTMENT ATTENDANCE POLICY
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. This number includes both EXCUSED and UNEXCUSED absences.

LATE TESTS
If you miss a test due to an excused absence (i.e., hospitalization, funeral of close family member, etc.) you must make the test up within a reasonable length of time (no more than one week or less.) It is the responsibility of the student to make all arrangements prior to the absence, if possible. A typed, signed and dated explanation must be given to the instructor upon returning to class.

COURSE COMMUNICATION:
I am available to answer questions just before and after class, during posted office hours and after office hours by appointment.

BASIC PROJECT GUIDELINES:

Photography: This will be a boot camp of how to operate a DLSR camera and basic photography skills.

Production 1: Will be a Public Service Announcement, to be produced with a group. The group will decide on a topic, write a 30 second script for television. Upon approval the group will light, shoot, record audio and edit the PSA for an in-class presentation.

Production 2: Will be a Corporate Video, to be completed by a group. Each group 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. This project will involve extensive pre-production work, including concept creation, location scouting, script writing, interviewing, as well as technically competent shooting, lighting, quality sound recording and editing.

Each group will give a presentation before a class screening of the completed video production.

Production 3: (Final Project) This project will be a short narrative or ACTION FILM, to be completed as a group. 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.
Movies: There will be five movies you will be required to watch during the semester. These films have been chosen to help you understand how filmmaking works. You will write a report covering the cinematography, editing, lighting, and sound of the film. Film titles will be announced in class.

Quizzes: There will be five quizzes that will be based on the reading materials, lectures or films viewed in class.

Final Exam: The final exam will cover all of the lectures and readings given since the beginning of the semester.

REQUIRED LAB EXERCISES:

Studio Crew Positions Rotating Assignment: This assignment will be completed in groups. Each student will rotate crew positions in the Ram TV 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.

CLASS ETIQUETTE

Please be a courteous student and peer. UNAUTHORIZED USE OF SMARTPHONES in class will result in an absence for the day, and will result in a ZERO for any work completed for that day. Students may not use Snapchat, Instagram, Facebook, or any other social media outlet to post pictures or videos of other students or their presentations in the classroom. Failure to comply with this rule will result in you being reported to the Dean of Student Life.

DRESS REQUIREMENT

This is a hands on class in which you will be operating equipment in the studio, lab, on campus and around San Angelo. You are required to dress appropriately and practice good hygiene in class and when you are out on assignment.
RELIGIOUS HOLIDAY OBSERVANCE

A. “Religious holy day” means a holy day observed by a religion whose places of worship are exempt from property taxation under Texas Tax Code 11.20. B. A student who intends to observe a religious holy day should make that intention known in writing to the instructor prior to the absence. A student who is absent from classes for the observance of a religious holy day shall be allowed to take an examination or complete an assignment scheduled for that day within a reasonable time after the absence. C. A student who is excused under section 2 may not be penalized for the absence, however; the instructor may respond appropriately if the student fails to complete the assignment satisfactorily.

HONOR CODE POLICY

Violations of academic integrity are very serious matters and are clearly documented in the ASU Student Handbook. The work a student submits in a class is expected to be the student's own work and must be work completed for that particular class and assignment. Plagiarism means intentionally or knowingly representing the words or ideas of another as one's own. This may include your own previous work. Plagiarism includes quoting or paraphrasing from other sources without acknowledging/citing the source of your information or presenting quoted material as your own words. You must be very clear about attribution of sources and you must know how to cite sources in a paper. Please see full Honor Code Policy at http://www.angelo.edu/cstudent/documents/pdf/Student_Handbook.pdf

DISABILITY STATEMENT

The Student Life Office is the designated campus department charged with the responsibility of reviewing and authorizing requests for reasonable accommodations based on a disability. It is the student’s responsibility to initiate such a request by contacting: Mrs. Dallas Swafford, Director of Student Development 325-942-2047 office or 325-942-2211 Fax dallas.swafford@angelo.edu University Center, Suite 112B

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

I have read and understand the class policies.

Student Name Printed ____________________________

Student Signature ____________________________

Date____________
2019 SPRING COURSE SCHEDULE

Due to the nature of the course being highly technical, things can and will go wrong, resulting unexpected delays. The following is an overview of what we will attempt to cover. Tests, and quizzes will be announced in class.

**Week 1**: Photography - camera familiarization.

**Week 2**: Photography - Assignment 1 and 2 / Photoshop

**Week 3**: Photography - Assignment 3 and 4 / Photoshop


**Week 6**: Video – Shooting and Editing / Lighting Demo / Sound Demo / PSA Pitch Due/ Video: Lighting 101 / Video: Harnessing the Sun / Video: Harnessing Shadows

**Week 7**: Video – Shooting and Editing / Studio Rotation

**Week 8**: Video – Shooting and Editing / Film: Rear Window

**Week 9**: Visual Writing Assignment Due / Public Service Announcement Due / Film: Bourne Identity

**Week 10**: Action Film / Script Writing/ Film: Casablanca

**Week 11**: Action Film Pitch / Lecture Editing for Film / Lighting for Film / Film: It follows

**Week 12**: Action Film Script Due / Video: How Star Wars Was Saved in the Edit / Film: The Omen

**Week 13**: Video: How to Choreograph, and Shoot a Fight Scene

**Week 14**: Action Film Rough Cut Due:

**Week 15**: Workday

**Week 16**: Final Cut Action Film Due

**Week 17**: Final Exam: Wednesday, May 6, 2020 @ 8:00 a.m.