

ADVANCED VIDEO PRODUCTION
COMM/MM 4365.010
Tuesday /Thursday 2:00 pm – 4:45 pm
Class/Lab 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 am-10:00 am Mon, Wed, Fri
1:00 pm to 2:00pm Tue, Thu
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 in order to communicate effectively with your team and the public while producing video content.

METHOD FOR ASSESSING STUDENT LEARNING OUTCOMES:

Production 1: Photography Review – 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: Short- Students will produce, write, shoot and edit a series of videos between :30 and :60 seconds that help you would benefit the needs of students on the Angelo State University campus.

Production: 3: Action Video Shorts – 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 video, both visually and audibly.

Production 4: Students will learn the intricacies of Green Screen background replacement to be used as a part of their video productions. Chroma Keying can be a difficult process but can have very satisfying result if done correctly.

COURSE OBJECTIVES:

COMM/MM 1337 is designed to expand students' knowledge of advanced techniques of television and film production. Projects in this course involve single camera location shooting using DSLR cameras, audio equipment and lights provided by the department.

Photography, field audio production, in-studio camera production, non-linear editing, short form script writing, 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!

THE CLASS WILL BE SPLIT UP INTO TWO GROUPS. PLEASE ATTEND AT THE FOLLOWING TIMES:

LABS WILL BE POSTED ON BLACKBOARD

EACH STUDENT WILL BE PROVIDED ACCESS TO THE FOLLOWING:

Dell Precision 5820 Editor

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

1 Canon 77D DSLR camera

2 Batteries

1 Charger

1 Boling LED Lights

1 Manfrotto Tripods

1 H4N Pro Digital Audio Recorders

Up to 2 Sennheiser EW Wireless Lavalier Microphones

Adobe Premiere Pro CC 2020 Editing Software

Adobe Photoshop CC 2020/Adobe Raw

STUDENTS ARE REQUIRED TO PROVIDE THE FOLLOWING:

Over the Ear Headphone. *Not Bluetooth and Not Earbuds.* *

One 16 GIG SDHC Extreme Pro, Class 10, HC I, UHS-3 Memory Card

Portable Hard Drive, 250 Gigabytes minimum

THESE ITEMS MUST BE PRESENT IN CLASS ON September 7, 2021

Students without a legitimate excuse as to why they do not 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.

SAFETY STANDARDS (EFFECTIVE AUG. 16, 2021)

- Students, faculty and staff are required to complete the **wellness check** every day before coming to campus or leaving their residence hall.
- Masks are optional everywhere on campus. Anyone who feels more comfortable wearing a face covering should know your decision is supported.
- Washing hands is highly encouraged to prevent the spread of all germs.
- Students who do not pass the wellness check should contact their instructors, just as they would for any illness.
- Students who do not feel comfortable coming back to in-person classes should look for online class opportunities or seek an **ADA accommodation**.

Please address any questions to **Sam Spooner**, director of risk and emergency management.

We encourage the Ram Family to follow guidance from the **Centers for Disease Control and Prevention** and **keep the Ram Fam Healthy**.

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 of short comedy videos to be produced individually. You will decide on topics, write scripts in both a :30 and :60 format. Upon approval you will be responsible to will light, shoot, record audio and edit your videos. You then present your video s to the class.

Production 2: Will be a series of video that can encompass any genre except action, to be completed individually. This project will involve extensive pre-production work, including concept creation, location scouting, script writing, as technically competent shooting, lighting, quality sound recording and editing. You will present finished videos before the class.

Production 3: (Final Project) This project 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, 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. Video length will be :60.

Movies: There will be five movies you will be required to watch during the semester. These films have been chosen to help with you understand on how filmmaking works. You will write a report covering the cinematography, editing, lighting, and sound of the film. This is not a review, but a dissection of how the film was put together. 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 Chroma Key: This assignment will be completed individually. Each student will shoot and edit a scene in front of the chroma wall in the Ram TV studio. Sound, sound effects and music beds must be included in the final product.

Visual Writing Assignment: This assignment will be done individually. Each student will develop a storyboard and write a pitch and treatment for a one of their videos

Editing Assignments: These assignments are designed to build your skills in editing and will be completed individually.

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. Recording students or faculties inside the classroom is forbidden. 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 possibly around San Angelo. You are expected 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.

This syllabus is subject to change without notice.