

BEGINNING VIDEO PRODUCTION
COMM/MM 1337.010
MONDAY/WEDNESDAY 10:00am- 10:50 / 11:00am – 11:50pm
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: TBA
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: 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 multi camera location shooting using your smart phones 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.

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!

COURSE MATERIALS:

In lieu of a book you will instead need to purchase the following items in order to participate in this course:

A current Android or iPhone smartphone. Be sure to check its compatibility the Filmic Pro software.

The ULANZI U Rig Smartphone video rig will help you stabilize your videos for hand held shot and is compatible with our Manfrotto tripods for a more stable image. **\$15.95 Amazon**

Audio is very important, and this **Movo VXR10** is an excellent quality microphone for interviews, and nat sounds. If your audio is bad, your video is worthless. **\$39.95 Amazon**

Another important feature of filming is light. The **Viltrox L116T Super Slim Led** is an inexpensive and reliable bi-color light that will be most helpful both indoors and outdoors. **\$37.59 Amazon.**

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! **\$14.95 Android or the Apple app Store**

Rode SC7 3.5mm TRS to TRRS Patch Cable: To make the mic compatible with your smart phone. **YOU MUST HAVE THIS CABLE. \$14.99 Amazon**

CablesOnline 3.5mm TRRS Male to Dual TRRS Female Stereo 4-Pole Splitter Cable: This cable will allow you to plug in your mic and listen to the audio at the same time. **YOU MUST HAVE THIS CABLE. \$9.48 Amazon**

Please remember, if you are using an iPhone, you will need the Apple Lightning to 3.5 adapter to be able to use your mic with the iPhone. **\$8.50 Amazon**

Not mandatory, but helpful, is the **JSAUX Headphone splitter**. This will allow you to attach both the microphone and the headset at the same time, allowing you to monitor your audio while recording. **\$6.99 Amazon**

These items are yours to keep. You will have 24 hours access to your equipment, allowing you to record video and audio anytime without being restricted to equipment check ins and check outs.

READ!

AMAZON PROVIDES AMAZON PRIME STUDENT FREE FOR 6MOS. THIS INCLUDES, AMONG OTHER BENEFITS, FREE ONE AND TWO SHIPPING ON PRIME ELIGIBLE ITEMS. ALL THE ITEMS LISTED ARE PRIME ELIGIBLE.

THESE ITEMS NEED TO BE PRESENT IN CLASS SEPTEMBER 9TH, 2019

CLASS ATTENDANCE POLICY

Regular attendance is required in this course. Attendance will be taken and counted beginning the first day of class. For each class or lab you miss, you will be required to provide a typed excuse. Acceptable excuses are from a doctor, 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 receive a **ZERO**.
- iii) Work handed in late without an acceptable excuse will receive a **ZERO** for the assignment.
- iv) You will be counted absent if you are not present for the entire class/lab and receive a **ZERO** for that day.
- v) Exams or assignments missed due to an unexcused absence will receive a **ZERO**.
- vi) Three tardies (more than 10 minutes) will result in an absence.
- vii) For your 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. Failure to participate in the group could result in **ZERO** for the assignment.

Two (2) points will be deducted from the student's FINAL SEMESTER 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 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, desirably 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 as well as during office hours and after office hours 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 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 100 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 50 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 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.

CLASS ETIQUETTE

Please be a courteous student and peer. Unauthorized use of smartphones in class will result in you being counted absent for the day, and will result in a 0 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 require 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>

Title IX at Angelo State University:

Angelo State University is committed to providing and strengthening an educational, working, and living environment where students, faculty, staff, and visitors are free from sex discrimination of any kind. In accordance with Title VII, Title IX, the Violence Against Women Act (VAWA), the Campus Sexual Violence Elimination Act (SaVE), and other federal and state laws, the University prohibits discrimination based on sex, which includes pregnancy, and other types of Sexual Misconduct. Sexual Misconduct is a broad term encompassing all forms of gender-based harassment or discrimination and unwelcome behavior of a sexual nature. The term includes sexual harassment, nonconsensual sexual contact, nonconsensual sexual intercourse, sexual assault, sexual exploitation, stalking, public indecency, interpersonal violence (domestic violence or dating violence), sexual violence, and any other misconduct based on sex.

You are encouraged to report any incidents involving sexual misconduct to the Office of Title IX Compliance and the Director of Title IX Compliance/Title IX Coordinator, Michelle Boone, J.D. You may submit reports in the following manner:

Online:	www.angelo.edu/incident-form
Face to Face:	Mayer Administration Building, Room 210
Phone:	325-942-2022
E-Mail:	michelle.boone@angelo.edu

Note, as a faculty member at Angelo State, I am a mandatory reporter and must report incidents involving sexual misconduct to the Title IX Coordinator. Should you wish to speak to someone in confidence about an issue, you may contact the University Counseling Center (325-942-2371), the 24-Hour Crisis Helpline (325 486-6345), or the University Health Clinic (325-942-2171).

For more information about resources related to sexual misconduct, Title IX, or Angelo State’s policy please visit: www.angelo.edu/title-ix.

I have read and understand the class policies.

Student Name Printed _____

Student Signature _____

Date _____

2019 FALL COURSE SCHEDULE (Subject to change)

Week 1: August 26

Mon: Overview of course objectives and equipment checkout procedure.

Wed: Lecture: Camera Angles and Lighting. Lab: Lighting demonstration.

Lab: Lighting exercise.

Week 2: September 2

Mon: Labor Day-Have Fun!

Wed: Camera Angle Quiz. Lecture: Studio positions, cast and crew/ responsibilities.

Lab: Tour of studio and work Stations.

Week 3: September 9

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

Students present equipment in class.

Wed: Group Assignment PSA. Studio Quiz. Lecture Editing, Cuts & Transitions.

Lab: Editing Exercise.

Week 4: September 16

Tue: Editing Quiz. Lecture: Filmic Pro.

Lab: Individual Filming Exercise with edit.

Thu: Lecture Filmic Pro So Motion/Hyper-lapse.

Lab: Individual Filming Exercise with edit.

Week 5: September 23

Mon: Lecture Lighting./Film Vocabulary.

Lab: How to write a PSA. Brainstorming a PSA.

Wed: PSA pitch due. Present pitch, turn in pitch, scripts at the beginning of class. Quiz: Film Vocabulary.

Lab: Writing exercise.

Week 6: September 30

Mon: Lecture: Audio on your smart phone.

Lab: Audio Exercise, indoor and outdoor.

Wed: Lecture: Live Analytics. Zebra, Clipping Overlay, False Color Overlay and Focus Peaking.

Lab: Filming and Edit exercise.

Week 7: October 7

Tue: Lecture: Ethics in Filmmaking

Lab: Interview filming exercise with b-roll and audio.

Thu: Lighting Quiz. PSA Due. Present in Class

Lab: Demo, interview editing

Week 8: October 14

Quiz- Live Analytics/Content Management System

Mon: Lecture: Pull Point Focus. Group Assignment Corporate Video. Lecture: Corporate Video

Lab: TBA.

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

Lab: Story board lab.

Week 9: October 21

Mon: Pitch Corporate Videos.

Lab: TBA.

Wed: Lecture: Storyboarding.

Lab: Storyboarding exercise.

Week 10: October 28

Mon: Film Rocky/Paper Assignment

Lab: TBA.

Wed: Film Rocky Paper Due/Discussion

Lab: TBA.

Week 11: November 4

Mon: Film: The Godfather / Paper assignment.

Lab: TBA.

WED: Present Corporate Video Assignment. Turn in script, and release(s)

Lab: Godfather Paper Due/Discussion.

Week 13: November 11

Tue: Group Action Film Assignment/ Lecture: the Cross Cut / Parallel editing techniques-What's the Difference?

Lab: "How Star Wars was saved in the Edit"

Thu: Film: Casablanca / Paper Assignment. Lecture: Casting for Your Short Film.

Lab: TBA.

Week 12: November 18

Mon: Casablanca Paper due/Discussion

Lecture: TBA

Lab: TBA

Wed: Film: North by Northwest/Paper Assignment

Lab: TBA

Week 13: November 25

Mon: North by Northwest Paper De/Discussion

Lab: TBA.

Wed: Thanksgiving Holiday!

Week 14: December 2

Mon: Action Video Due. Present video, turn in script, storyboards, release(s).

Lab: TBA

Wed: Final Review

Lab: TBA

Week 15: Final Exam

Monday, December 9, 2019. 10:30am – 12:30pm