

RTVF 3220.002 - VIDEO PRODUCTION

Monday / Wednesday 12:00 - 2:50 pm FALL 2011

Instructor: James M. Martin	Office Hours: Mon. / Wed. 3 - 4pm Tues / Thur. 1 - 1:50pm
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TEXT: *Video Basics 6* - Herbert Zettl; Wadsworth Cengage Learning
San Francisco State University – 2009- 2010 Edition.

OBJECTIVES:

This course builds on the basic video production skills learned in RTVF 2210. Students will continue to develop skills in all multi-camera studio crew positions as well as develop intermediate field production skills in lighting, audio and videography. Studios will also take on expanded Producer and Director roles.

Class meetings will include assigned readings, lectures, screenings and demonstrations in addition to studio and field assignments. This combination is meant to give students a broader understanding of video production theory, technology, standards and production values as well as develop a professional attitude toward the video production process.

PRODUCTIONS:

Each student will complete a comprehensive program (12 minute total run time) exemplifying the competencies learned throughout the course. This project will require a mastery of each of the three phases of production addressed in individual class assignments. (See project handout.)

CREWS:

Crew rosters will be distributed at the beginning of the semester listing assigned crew positions and production numbers. Unless otherwise noted the crew positions and production schedule listed in the crew roster will remain the same for the semester.

DISCUSSION AND CRITIQUE:

Discussions of the assigned readings, productions and demonstrations will be held each class meeting. Productions, crew performance and the supervision/organization of the Producer's and Director's will be evaluated. All students are expected to participate in a constructive and non-disruptive manner.

STUDIO CLEAN-UP:

The Producer and Director of each day's productions will be responsible for studio set-up and strike after productions have finished. The Director and Producer will be held responsible (and penalized accordingly) if this is not done properly.

TARDINESS AND ABSENCE POLICY:

ANY absence or late arrival WILL cause problems for the ENTIRE crew. Either will prevent a production from beginning on schedule and waste class time while the producer and/or director re-arranges the crew. As such *students are expected to attend every class meeting and arrive on time*. Excused absences and late arrivals may be obtained for illnesses and true emergencies.

If you must miss a class, or arrive late, it is your responsibility to speak to the instructor directly *prior to the class meeting*. DO NOT leave a voice-mail or send email regarding a missed class or late arrival. Speak with the instructor directly. Emails and voice-mails may take up to 48 hours to be received and/or generate a response. ***Sending an email or leaving a voicemail DOES NOT automatically excuse an absence or late arrival.***

TARDINESS AND ABSENCE POLICY:

ONE unexcused absence and ONE late arrival is allowed without penalty. Any additional unexcused absences or tardiness will lower your over-all grade in the following ways:

1. Each additional unexcused absence will result in the loss of 5 percentage points off your total course grade.
2. For each additional late arrival to class, you will lose percentage points based on the number of minutes you are late.

Tardiness Penalty Schedule:

If you arrive after	3:10 pm	you will lose	1 percentage point
If you arrive after	3:30 pm	you will lose	2 “ points
If you arrive after	3:50 pm	you will lose	3 “ points
If you arrive after	4:10 pm	you will lose	4 “ points
If you arrive after	4:20 pm	you will lose	5 “ points

These percentage points will be deducted from your over-all course grade.

GRADING:

Project ONE - (Basic Field Production)	10 %
Project TWO - (Basic Studio Production)	10 %
Project THREE - (Intermediate Field Production)	15 %
Project FOUR - (Segment Editing)	10 %
Project FIVE - (Intermediate Studio Production)	10 %
Project SIX - (Full Comprehensive Production)	20 %
Chapter Quiz Average	15 %
Final Exam	15 %

A = 105 – 90 B = 89 – 80 C = 79 – 70 D = 69 – 60 F = 50 - below

NO MAKE-UP EXAMS WILL BE GIVEN WITHOUT A VERIFIED MEDICAL EXCUSE. If you arrive late for class when an exam is already in progress or has been completed, your grade for that exam will be ZERO.

FINAL EXAM: Thursday, December 14 10:30am – 12:30pm

PRODUCTION SCHEDULE:

This schedule may be adjusted as needed by the instructor during the semester.

August 29	--- Course Introduction
September 7	--- Program Topics Due
September 14	--- Project ONE Due
September 26	--- Begin Project TWO
October 24	--- Project THREE Due
October 31	--- Begin Project FOUR
November 16	--- Project FIVE Due
November 28	--- Begin Project SIX

Basic Course Schedule:

Meeting	CONTENT AREA
1	Course Introduction Chapter 1: The Production Process / Chapter 2: Who Does What, When
2	Studio & Control Overview Studio & Field Camera Demonstration
3	Chapter 4: Video Camera / Chapter 5: Operating the Camera (Quiz 1: Ch. 1,2)
4	Chapter 6: Looking through the Viewfinder
5	Chapter 14: Production Environment–Studio (Quiz 2 Ch. 4,5,6) Project One Due
6	Chapter 10: Switchers and Switching (Director & TD)
7	Chapter 3: Image Formation and Digital Video (Quiz 3: Ch. 10, 14)
8	Chapter 11: Video Recording Begin Project Two
9	Continue Project Two
10	Continue Project Two (Quiz 4: Ch. 3, 11)
11	Chapter 15: Production Environment – Field, Post & Synthetic
12	Chapter 7: Audio and Sound Control
13	Chapter 8: Light, Color and Lighting Basic Lighting Demo (Quiz 5: Ch. 7, 15)
14	Chapter 8: Continued Location INT & EXT Lighting Demo
15	Chapter 16: Clothing, Talent & Makeup (Quiz 6 : Ch. 8)
16	Chapter 17: Directing Project Three Due
17	Chapter 9: Graphics and Effects
18	Begin Project Four (Quiz 7: Ch. 16, 17)
19	Continue Project Four
20	Continue Project Four
21	Chapter 12: Post Production
22	Chapter 13: Editing Principles Editing & Postproduction Workshop
23	(Project Six Workday) Project Five Due
24	Studio Rehearsal Day (Quiz 8: Ch. 9,12, 13)
25	Studio Rehearsal Day
26	Begin Project Six
27	Continue Project Six
28	Continue Project Six
29	Continue Project Six

SCHEDULE NOTE:

Along with the requirements listed in the production and course schedule, additional studio practice and/or workshop days may be scheduled. These additional meetings will allow students extra hands-on time with studio equipment and rehearsal time for intermediate and final projects. Any such meetings will be held on Fridays and will be announced at least one week in advance.

HB 256 provides students with an excused absence from attending classes, taking examinations or other required activities in observance of a religious holy day and related travel. It also provides that students be given reasonable time to take an exam or complete an assignment. Requests for religious accommodation must be made to the instructor a minimum of three days prior to the observed religious holy day.

RTVF DEPARTMENT DROP POLICY:

This is an RTVF major course. Students without the correct prerequisites (both non-majors and pre-majors) are subject to being dropped from the course automatically with or without notice. *Students missing class on the first day who do not immediately contact the instructor with an legitimate excuse may be dropped immediately without notice.*

SAFETY NOTICE:

Video Production is categorized as a Level 2 safety course. While students are exposed to some significant hazards, they are not likely to suffer serious bodily injury. Students may be exposed to some or all of the following potentially hazardous situations: Lifting and carrying heavy objects, exposure to electrical equipment, exposure to hot objects, climbing ladders and falling objects. Safety procedures involving these activities are presented in the course text and in the instructor's lectures and will be reinforced in class with practical demonstrations.

DISABILITY ACCOMMODATION:

The RTVF Department cooperates with the UNT Office of Disability Accommodation in order to make reasonable accommodations for qualified students.

Students in need of an accommodation, who have not registered with the ODA, are encouraged to do so. Please present written Accommodation Requests within the first three weeks of class.

SEMESTER EVALUATIONS:

Students should complete the SETE (Student Evaluation of Teaching Effectiveness). The SETE is a requirement for all organized classes at UNT. This short survey will be made available to you at the end of the semester, providing you a chance to comment on how this class is taught. Feedback from students is very important to the Radio, TV and Film Department. And this evaluation is considered an important part of your participation in this class.

MOBILE DEVICE POLICY:

The Department of RTVF prohibits the use of personal mobile devices during class, unless otherwise allowed by the individual Instructor. If no exceptions are contained in a course syllabus, then the department policy remains in effect until changed by the Instructor.

Personal mobile devices are defined as anything and everything from cell phones to smart phones to digital media players to personal handheld computers.

All devices should be turned off before entering the classroom or laboratory area. Portable Laptop Computers may be used in the classroom if the student sits on the back rows.

Any student using a personal mobile device during class will have 5% deducted from their overall course grade for EACH occurrence.

SYLLABUS POLICY:

While this syllabus outlines the expectations for successful completion of the course, it is not a contract. Therefore some elements of the course may be altered by the Instructor as needed.

STUDENT BEHAVIOR:

Student behavior that interferes with an instructor's ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom. And the instructor may refer the student to the Center for Student Rights and Responsibilities for consideration as to whether the student's conduct violated the Code of Student Conduct.

ACADEMIC INTEGRITY:

This course adheres to the standards outlined by the University of North Texas Policy Office (sec: 18.1.16 Student Standards of Academic Integrity). This information may be viewed on the UNT Policy Office website- http://policy.unt.edu/sites/default/files/untpolicy/pdf/7-Student_Affairs-Academic_Integrity.pdf

PROJECT OUTLINE & DESCRIPTIONS

During the course each student will produce a culminating project covering a pre-selected topic. This final production will be composed from elements used to complete the previous individual project assignments. The content of each component project must adhere to the topic, style and tone of the final project. The final production should be a demonstration of your originality, creativity and technical skills. Humorous content is acceptable but no parodies will be allowed.

Total final run time of the final production (including all component elements) is twelve minutes. Productions running over or under the total run time will receive a point deduction.

Final productions will be recorded live-to-tape and evaluated as a comprehensive demonstration of each student's mastery of the concepts, skills and procedures studied over the course of the semester.

PROJECT ONE:

Total Run Time – 1:00

Basic Field Production

(Man-On-The-Street Segment) – Students will complete a collection of ten short segments demonstrating their understanding of basic camera operation, composition and field audio.

Choose a question related to your program topic and record people answering that question on camera.

Required:

- 1 – (Establishing) Wide Shot**
- 2 – Pans (Left to right AND Right to Left)**
- 3 - Medium Shots**
- 3 - Close Ups**
- 1- Extreme Close Up**

Finished projects must include: bars, tone and countdown

Bars, Tone and Countdown are not considered part of the total run time.

Proper audio levels and quality are expected.

All shots must be relevant to subject matter.

Segment must be (network) air quality with regard to content, language and images.

PROJECT TWO:

Total Run Time – 3:00

Basic Studio Production

(Studio Interview Segment) – Students will direct a basic multi-camera interview demonstrating their understanding of basic camera selection, sequencing and directing commands.

Required:

- Finished projects must include: bars, tone and countdown**
- Bars, Tone and Countdown are not considered part of the total run time.**
- Each project will make use of *at least* three studio cameras.**
- Each project must demonstrate good directing techniques including:**
- Cross-shooting, reaction shots and proper coverage and composition, proper audio.**

Full Script*

Basic Floor Plan

List of guest questions

**In some cases this may only include the intro of the host, guest questions and closing.*

PROJECT THREE:**Total Run Time – 2:00**

Intermediate Field Production

(Field Interview Segment) – Students will shoot and edit a single camera field interview demonstrating an in-depth understanding of camera composition, lighting and audio outside of the studio environment.

Required: **Finished projects must include: bars, tone and countdown**
Bars, Tone and Countdown are not considered part of the total run time.
Interview must be fully lit using a minimum of three light sources.
(not necessarily powered instruments).
All images must be properly exposed – relative to mood, tone and subject matter.
Visuals must be clear, well composed and feature an aesthetically pleasing background.
Clear, clean audio recorded at proper levels.

PROJECT FOUR:**Total Run Time – 3:00**

Intermediate Studio Production

(Demo or Performance Segment) – Students will produce an in-studio segment that highlights and gives visual exposition (through demonstration, performance or direct instruction) directly related to the program topic.

Required: **Finished projects must include: bars, tone, and countdown**
Bars, Tone and Countdown are not considered part of the total run time.
At least two cameras must be used.
Each project must demonstrate good directing techniques including:
Cross-shooting, reaction shots and proper coverage and composition, proper audio.
Must make use of relevant props and/or equipment.

PROJECT FIVE:**Total Run Time –:30**

Segment Editing

(Opening Segment) – Students will create a program opening demonstrating an understanding of graphic and editing principles and procedures. This segment will be used as the opening sequence to each student's final production.

Required: **Finished projects must include: bars, tone and countdown**
Bars, Tone and Countdown are not considered part of the total run time.
Must be a complete, pre-produced segment.
Must make use of a combination of audio, video and graphics.
All openings must be preceded by bars, tone and countdown.

PROJECT SIX:**Total Run Time – 12:00**

Integrated Studio Production

(Live to-tape Project)

(Open, Man-On-The-Street, Studio and Field Interviews plus Bridge Segments) - Each student will complete a comprehensive production utilizing previous projects as component segments with addition of in-studio intros and outros. These productions will involve high level techniques and will require each student to complete any needed revisions to previous projects prior to the final production date.

Required: **Bars, Tone and Slate before program open.**
Revisions to previous projects.
Countdown at the beginning of each segment.
Integrated graphics that fit with theme and tone of program
Appropriate opening and closing music and music beds.