

SUL ROSS STATE UNIVERSITY
COMM 5305.002 - Basic Video Production
Graduate Section

SPR 2015
Mon/Weds
12:30pm – 1:45pm
FAB 207 and 205, plus others as required.

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Regular Office Hours:
TBD, walk-in basis
All others by appointment

COURSE DESCRIPTION

Video Production is the process by which a moving image is committed to a media meant to preserve the image for later editing and playback. The primary difference between video and film production is that in video the capture media is electronic rather than chemical. Technological advances in the last decade, however, have led to the imminent demise of film as an image capture media, so video is the thing.

In this class, we'll be looking the use of the camera as a storytelling device, how to light scenes, when and how to motivate camera movement, basic editing, and the definition of cinematic design.

All of this applies equally to both video game design and filmmaking. I was present on the day Microsoft first introduced the Xbox to retailers. The VP doing the introductory presentation said, "Our goal is to make Xbox and the games you play on Xbox more immersive than the movies." And to a degree, Microsoft and Sony and the companies designing for the console platforms have succeeded.

To match a movie's immersive quality (must be able to match in order to exceed), we must first understand HOW a movie becomes immersive. This class will teach those techniques.

Production is time and labor-intensive. You are expected to participate in weekend work, and you will have late nights in the editing lab. You will be warned of deadlines well in advance. Plan your schedule accordingly.

Graduate students in this class are expected to function as team leaders. Film is a collaborative medium, and while everyone in the class is effectively a "newbie," your maturity and common sense are especially prized in a form as complicated and time-intensive as this one.

COMMUNICATION DEPARTMENT

Program Learning Outcomes

This course is designed to meet one or more of the program learning outcomes applied to all Communication majors.

The graduating student will demonstrate:

- 1) competency for appropriate oral communication in public presentations.
- 2) competency for appropriate use of presentation software – specifically power point.

- 3) the ability to analyze arguments including identification of the major elements of the argument such as claims, warrants, data and backing
- 4) competency in appropriate discipline specific written communication.
- 5) the ability to apply communication theory to the analysis of communication situations.
- 6) competency in the use of media technology including video, audio and web technologies.
- 7) general knowledge of communication concepts and terminology

PREREQUISITES

None. This is an introductory-level course.

COURSE OBJECTIVES

By the end of this class, students will:

- Demonstrate a working vocabulary of filmmaking terminology
- Understand and implement the three-act structure and basic character motivation
- Develop the skills of visual storytelling
- Identify and justify strategies for camera placement
- Demonstrate beginning mastery of Apple's Final Cut Pro X
- Demonstrate beginning mastery of studio lighting technique
- Articulate the function of and need for a moving camera.
- Evaluate and critique merit and functionality of various kinds of visual storytelling on a case-by-case basis. As this is a graduate section, particular emphasis is placed on this objective.

COURSE ASSIGNMENTS:

- 1) Terminology / Definitions Quiz
- 2) Peer Critiques for each project.
- 3) Lost and Found Exercise
- 4) Character through Action exercise
- 5) Short Project 1
- 6) Short Project 2
- 7) Vagabond Exercise
- 8) Group Project
- 9) Full participation in class discussion / critique

Required Textbooks for this class:

None.

Materials Required:

Minimum 8gb flash drive, formatted for Macintosh

CLASS DATES: Assignments and Deadlines

Note that these dates and the details of each class are subject to change at the instructor's discretion

Class	Date	Topics and Assignments	Location
1	Jan 21	Introduction. Review Syllabus, Assignments, and Deadlines. Expected outcomes. Safety Review. Determine Lab Time	
		LAB 1 Check out cameras Intro <i>Lost and Found</i> Exercise	
2	Jan 26	Screen <i>Lost and Found</i>	
3	Jan 28	Lecture: Characters, Action and the Three-Act Structure	
		LAB 2 - BRING YOUR CAMERAS INTRO <i>CHARACTER ACTION</i> EXERCISE INTRO TO FINAL CUT PRO X	
4	Feb 2	Post <i>Character Action</i> Exercise	
5	Feb 4	Screen <i>Character Action</i> Exercise Intro <i>Short Project 1</i>	
		LAB 3 Individual meetings: <i>Short Project 1</i>	
6	Feb 9	Lecture: Sound and Music	
7	Feb 11	Lecture: Sound and Music	
		LAB DOES NOT MEET Production <i>Short Project 1</i>	
8	Feb 16	Post Production <i>Short Project 1</i>	FAB 207
9	Feb 18	Post Production <i>Short Project 1</i>	FAB 207
		LAB 4 Post Production <i>Short Project 1</i>	FAB 207
10	Feb 23	Screen <i>Short Project 1</i>	
11	Feb 25	Screen <i>Short Project 1</i>	
		LAB 5 Individual meetings: <i>Short Project 2</i>	
13	Mar 2	Lecture: basic coverage, lighting and lenses	
14	Mar 4	Lecture: basic coverage, lighting and lenses	

		LAB DOES NOT MEET Production <i>Short Project 2</i>	
15	Mar 9	Post Production <i>Short Project 2</i>	FAB 207
16	Mar 11	Post Production <i>Short Project 2</i>	FAB 207
		LAB 6 Post Production <i>Short Project 2</i>	FAB 207
17	Mar 16	SPRING	
18	Mar 18	BREAK	
		NO CLASS / NO LAB. STAY OUT OF TROUBLE.	
19	Mar 23	Screen <i>Short Project 2</i>	
20	Mar 25	Screen <i>Short Project 2</i>	
		LAB 7 Boom Operation TERMINOLOGY QUIZ PITCH DAY – GROUP PROJECTS	
21	Mar 30	Lecture: crew positions	
22	Apr 1	Lecture: crew operations	
		LAB 8 hands-on, crew ops	
23	Apr 6	Intro <i>Vagabond</i> Exercise	
24	Apr 8	Pre-production, <i>Vagabond</i> Exercise	
		LAB 9 <i>Vagabond</i> Exercise – on location	
25	Apr 13	Post production, <i>Vagabond</i> Exercise	FAB 207
26	Apr 15	Post Production, <i>Vagabond</i> Exercise	FAB 207
		LAB 10 Screen <i>Vagabond</i> Exercise	
27	Apr 20	Pre-production, <i>Group Projects</i>	
28	Apr 22	Pre-production, <i>Group Projects</i>	
		LAB DOES NOT MEET Production 1: <i>Group Projects</i>	
29	Apr 27	Review Dailies, <i>Group Projects</i>	FAB 207
30	Apr 29	Review Dailies, <i>Group Projects</i>	FAB 207
		LAB DOES NOT MEET	

		Production 2: <i>Group Projects</i>	
31	May 4	Post-production, <i>Group Projects</i>	FAB 207
32	May 6	Post-production, <i>Group Projects</i>	FAB 207
Final	MAY 13	FINAL EXAM: SCREEN GROUP PROJECTS 12:30-2:30pm	FAB 207

GRADING

Assignments are valued as follows:

- 1) Terminology / Definitions Quiz 5%
- 2) Peer Critiques for each project. 5%
- 3) Lost and Found Exercise 5%
- 4) Character through Action exercise 10%
- 5) Short Project 1 15%
- 6) Short Project 2 20%
- 7) Vagabond Exercise 10%
- 8) Group Project 20%
- 9) Attendance / participation in class discussion 10%

Grading Criteria:

A = Exceptional. Demonstrates mastery of material beyond expectation. Professional quality of work. Highest level of scholarship.

B = Above average. Demonstrates mastery of material. Work is of better-than-expected quality, but not quite professional. High level of scholarship.

C = Average. Demonstrates proficiency with material. Work is of amateur quality. Ordinary level of scholarship.

D = Below Average. Less than proficient with material. Work shows errors, careless mistakes, or is just plain wrong. Poor scholarship.

F – Failure. Material incomplete. Work grossly negligent or incomplete. No evidence of scholarship present.

LATE PAPERS

Deadlines are an inescapable part of responsible, professional, adult life. Late papers will lose a letter grade for each day that the paper is late.

If you discover, *a week or more in advance*, that you have multiple deadlines converging on the same day, you may request a change in deadline> Such a change may be granted at the instructor’s discretion. Once the deadline has passed, it’s too late to ask for exceptions. Manage your time and deadlines wisely.

TARDINESS / ABSENCE POLICY

Attendance is 10% of your grade. That’s the difference between an “A” and a “B”...or an “F” and a “D.”

TARDINESS

Class **BEGINS EXACTLY AT THE APPOINTED TIME**. It is your responsibility to be prepared to begin **BEFORE** the class starts.

Three instances of tardiness is equivalent to one absence. See below for the class absence policy.

THE INSTRUCTOR RESERVES THE RIGHT TO DENY ENTRY TO STUDENTS WHO ARE NOT PRESENT AT THE START OF CLASS* – ON THE HOUR. PLAN ACCORDINGLY. ON-TIME is EARLY!

*Exceptions will be made only for those with classes located in RAS whose end time makes on-time arrival impossible.

Punctuality is essential in this business. Tardiness will not be tolerated.

Absence Policy, from the Sul Ross State University 2012-2014 Course Catalogue:

CLASS ATTENDANCE

Regular class attendance is important to the attainment of the educational objectives of the University. Each instructor will keep class attendance records, and the instructor's policy on class attendance will be explained at the beginning of the semester or term.

The instructors will drop a student from a course when the student has a total of nine absences. A student will be dropped for excessive absences in remedial courses after nine absences.

An absence is defined as non-attendance in fifty minutes of class; for example, non-attendance in a one and one-half hour class will constitute one and one-half absences and non-attendance in a three hour class will constitute three absences. An absence because of participation in an official University activity is considered to be an authorized absence.

STUDENTS WITH DISABILITIES

Sul Ross State University is committed to equal access in compliance with the Americans With Disabilities Act of 1973. It is the student's responsibility to initiate a request for accessibility services. Students seeking accessibility services must contact Counseling and Accessibility Services, Ferguson Hall, Room 112. The mailing address is P.O. Box C-171, Sul Ross State University, Alpine, Texas 79832. Telephone: 432-837-8203.