

I. COURSE INFORMATION

Spring 2019

COMM 2342 - Intro. To Video Production

Cotton Memorial Bldg. Rm. 306

CRN# 21061 – 9:00am – 10:20am MW

CRN# 22103 – 9:00am – 10:20am TR

Text:

Book #1

Long, B. & Schenk, S. (2017). *The Digital Filmmaking Handbook* (6th Edition). Foreign Films Publishing

ISBN-13: 9780692782118

Book #2

Adobe Premiere Pro CC Classroom in a Book (2018 release)

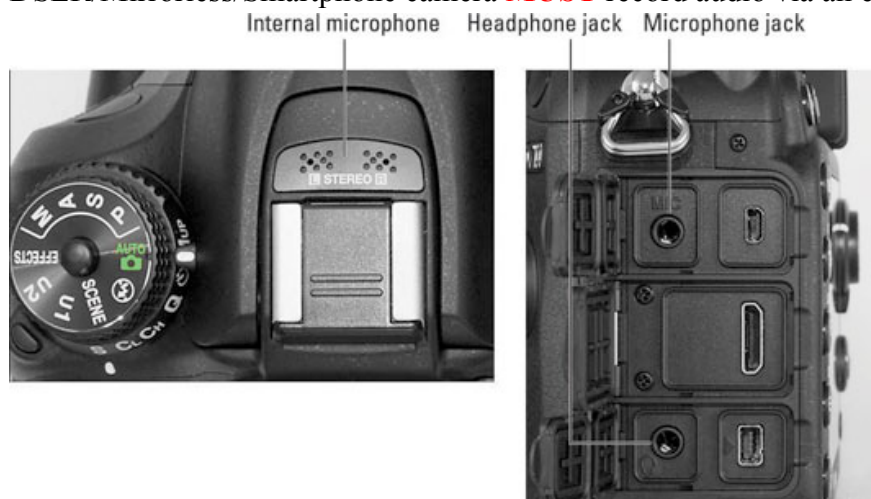
Available via Library Resources below:

<http://0-proquest.safaribooksonline.com.lib.utep.edu/book/video/9780134872483>

Materials:

Required

1. DSLR/Mirrorless/Smartphone camera **MUST** record audio via an external mic input.



2. Camera must have interchangeable lens options.
I'll be sending camera/audio recommendations via Blackboard
3. Kit lens (18mm-55mm) and/or lens adapters for Smartphones.
4. SD card for video recording, 90 MB/s and up. V30, Class 10, 64gb minimum.
Amazon example → <https://amzn.to/2H5O929>



SanDisk Extreme Pro 64GB SDXC UHS-I Memory Card

5. Portable SSD, USB 3.0 and above, formatted EXFAT and dedicated to the class. 128Gb minimum.

Amazon example → <https://amzn.to/2Mv2Azg>



VectoTech Rapid 128GB External SSD USB 3.0 Portable Solid State Drive

5. Audio Cables to hook up Mic to Camera and/or Smartphone. TRSS.



6. Stereo headphones with a 1/8" jack for audio recording/editing.
7. Work gloves for HOT Lights.
8. GDrive (15gigs) to share resources and assignments.

II. INSTRUCTOR INFORMATION

Name: Ramón Villa

Office Location: Rm. 303A

Office Hours: F 1:00pm – 5:00pm or by appointment (via Blackboard)

Telephone Number: 915-747-5129 (leave message)

Email: rvilla2@utep.edu & via Blackboard email

Two (2) late/arrivals/early departures will be considered as an unexcused absence. **Three (3) unexcused absences** before the drop date will result in an automatic drop.

II. COURSE CONTENT

A. Course Description:

An introduction to the history, theory, technology and production of visual communication from cameras to computers. The focus throughout the semester will be on the fundamental principles of the short narrative form.

B. Course Objectives:

1. Learn basic video, audio, and lighting production skills.
2. Breakdown the basic elements to produce a short narrative video.
3. Understand the basic principles of cinematography, audio recording, and video editing
4. Practice the interpretation of techniques and aesthetics of the short narrative form.
5. Collaborate with peers to share the audio-visual storytelling process.

C. Learning Outcomes:

Demonstrate knowledge and skills in digital media workflows (pre, production, and post).

1. Perform competency in the preparations, processes, and practices of beginning and completing a digital media production project.
2. Perform competency in a variety of digital media production environments such as in a studio and on location shoots.
3. Perform competency in using production hardware and software.

D. Assigned Readings:

Book #1 - Chapter 1 - 19 from *The Digital Filmmaking Handbook* 6th Ed.

Book #2 – Chapter 1- 18 from *Adobe Premiere Pro CC Classroom in a Book* (2018 release)

E. Assignments:

Attend class lectures; participate in class and online.

Blackboard

I will use Blackboard to post readings, assignments, grades, announcements, and other relevant information. Please look at this page everyday. Follow the Unit calendar.

Attendance/Participation

Students' participation grade will be based on the following: contributions to class discussion (which should include both asking questions and volunteering comments; see Rubric on Blackboard), involvement in group work, other in-class assignments, attending class, writing down class notes and feedback in a notebook for later reference, and being punctual.

Students will lose one point from the Attendance/Participation grade for every absence beyond these two excused absences.

Late work will not be accepted.

Hands On Exams

After learning each of the main production elements (audio, lighting, camera and editing), you will have

the opportunity to practice them during the lab period. Your level of participation in these labs will help with your exam. See Blackboard for the grading rubric and what to prepare for.

Chapter In-Class Discussions / Quizzes

We will be discussing a variety of different production techniques in class. After reading about these techniques, you will be quizzed on them individually and then as a group. Please see Blackboard for the grading rubric on class discussions. The best way to study for these quizzes is to read the chapters and take notes. This is NOT meant to be just a summary of the assigned reading. Rather, it should function as a guide to the pivotal issues raised in the readings and as a catalyst for generating class discussion, which may include bringing in your own relevant outside examples.

Short of the Week – Individual/Group

You will view a short online via www.shortoftheweek.com and discuss the production elements (Camera, Lighting, Sound and Editing). You will then lead a discussion about the production elements in a group setting. See Blackboard for grading rubric and Calendar for due dates.

You will use dissect

DOCUMENTARY FILMS ONLY!

Don't evaluate

NARRATIVE, EXPERIMENTAL FILMS, MUSIC VIDEOS, etc.

This information will be shared amongst the class. DO NOT PLAGARIZE or repeat a film.

Examples on how to do this assignment will be covered in class.

You may NOT explore alternative sources for this Journal.

Points will be deducted if you cannot use the concepts from the book to define your viewing experience.

Unit Goal / Reflection papers

Every Unit you do will require you submit a goals statement for the Unit and a reflection paper once you have completed the Unit. See Blackboard for due dates and grading rubric.

Midterm Video Group Project

In groups of 2-3 students, you will create (propose ideas, script, shoot, and edit) a short (1-3 minute) video. You will be required to submit a pre-production packet for the piece, including items such as a treatment, storyboards, shooting schedule, script, etc. via Google Drive. A complete list of the required materials, as well as sample packets, will be uploaded to Gdrive to assist you in completing this assignment. See Blackboard for the grading rubric. In the creation of this video, you will demonstrate your ability to combine the different production elements (camera, lighting, sound, and editing) learned this semester. **After completing each group's project, save an H.264 movie file to each team members' hard drive. You will turn in finished .mp4's via our shared GDrive folder.**

Final Video Package

Your final video package (propose ideas, script, shoot, and edit) will be an on-camera interview, commercial/public service announcement, or digital short. In this video package, you will demonstrate your ability to combine the different production elements learned this semester, including: clear pre-production and post-production audio, professional lighting, appropriate camera framing, angles, movement and focus, multiple locations, "b" roll footage, and editing. In other words, the execution of more sophisticated elements of a video package should be demonstrated with this project. Grading rubric will be available on

Blackboard for you to study and use lab time to review. **After completing each group's project, save an H.264 movie file to each team members' hard drive.**

**Videos are due during FINALS week:
Attendance is mandatory.
See Blackboard for exact due dates/times**

Guidelines for team projects:

Two (2) to Three (3) person team based projects. Teams must choose the subject matter, location, spokesperson and/or voice talent. Follow guidelines from the book for conceptual frameworks. The purpose of these projects is to *combine various techniques* (scriptwriting, storyboarding, lighting, sound, and editing) needed to achieve high production value. All videos must include titled subjects (ex. John Public, Senior, Philosophy) using lower-third cards. **POINTS WILL BE DEDUCTED IF LABELED INCORRECTLY.**

The video production projects will be graded based on the grading rubric uploaded on Blackboard.

F. Grading Scale:

<u>Average Grade</u>	<u>Letter Grade</u>
900 – 1000 points	A
800 – 899 points	B
700 – 799 points	C
600 – 699 points	D
0 – 599 points	F
Incomplete	I
Withdrawn	W

1. Evaluation:

In order to achieve a grade of “C” for this class you must keep up with all the work assigned as an individual as well as group assignments.

Your grade for the class will be determined by your performance on the following assignments:

Attendance/Participation	=11
(4) Hands-On Exams	=10
Lighting, Camera, Sound, & Editing	
10 Individual quizzes	=10
10 Team quizzes	=10
10 SOTW Evaluation (Individual Online)	=10
10 SOTW Evaluation (Group In-class)	=10
Midterm (Group) Pre/Prod/Post	=10
Chapter Discussions (In-class)	=10
(3) Unit Goal/Reflection Entries	= 9
Final Project (Pre/Prod/Post)	=10

Total Points Possible

100 points

IV. RULES, CLASSROOM POLICIES/ ETC.

Lab Time: The lab time provides an opportunity to apply lessons and techniques to projects. Students have access to several postproductions labs on campus: COTT 306, LACIT, and Library Rm. 300.

1. Read assigned materials/pages prior to meeting for classes.
2. Attendance and participation are mandatory.
3. No chatting/texting during lecture or presentations.
4. During class or lab time, do not use **PHONES** or other Electronic Devices. Points will be deducted.
5. **Three (3) unexcused absences** before the drop date will result in an automatic drop. **Three or more totaled unexcused absences** after the drop deadline will result in a lowered grade. The accumulation of absences excused/unexcused will lower your grade. You are considered absent once I pick up the attendance sheet and you have not signed in or if you have departed early.

TO RECEIVE A "W" FOR THE COURSE, SEE CALENDAR FOR DROP DEADLINE

A. Cheating/Plagiarism:

All of your work must be original. Plagiarism is defined in Webster's New Collegiate Dictionary as; "to steal or pass off (the ideas or words off another) as one's own; i.e., submitting someone else's work under your name or not citing the source of your information". Cheating consists of obtaining information from someone other than the instructor during an exam, or on other assignments; or having someone else complete your assignments. The instructor and the college take cheating very seriously. At the very least a student will receive an "F" for the assignment if it has been plagiarized or if the student has cheated. The Student Code of Conduct addresses these issues. The instructor will deal with plagiarism and cheating on an individual basis. Consequences can range from receiving a failing grade on the assignment to being dropped from the course. The instructor will follow the Student Code of Conduct in dealing with these issues.

B. Attendance:

Attendance is taken at the beginning of the scheduled class time. If you are late and the attendance book is closed, you run the risk of not being counted present. If students have a documented illness or emergency they may be excused. It is the student's responsibility to attend class and be on time. **Unexcused absence** is defined as any absence without any valid documentation to waive your absence.

Excused absence is defined as any absence that is waived by the instructor at his own discretion. **Two (2) late/arrivals/early departures** will be considered as an unexcused absence. **Three (3) unexcused absences** before the drop date will result in an automatic drop.

C. Drops:

The instructor reserves the right to drop any student who misses 2 class periods in a row without contacting the instructor and/or does not complete a major assignment with excessive absences (quizzes, discussions, online assignments, & papers) and does not contact

the instructor. The instructor will attempt to contact the student before dropping them. It is the student's responsibility to contact the instructor if they have a problem and need to be dropped. **It is also the student's responsibility to be aware of the drop date, in order to drop the class before the withdrawal date if they so desire and to be aware of the "Six Drop Rule" and the affect that it may have on them.**

- D. Conduct and Grievances:** See the student handbook for the proper procedures for addressing student complaints. You are expected to conduct yourself in a courteous and respectful manner. You are required to turn off and stow away all technology including cell phones and laptops, which means **NO TEXTING!** It is distracting for your instructor and actually, the people around you as well. Your instructor has no problem calling this to your attention and asking you to leave if your use of technology disrupts the class. If you have an emergency arises please step outside.
- E. The classroom as a safe haven:** This classroom is a safe haven for all ideas. Respect not only your instructor, but also guest speakers and your peers as equals. We are all unique individuals entitled to our own opinions and beliefs. Therefore, any comments, jokes, or remarks that denigrate the worth of an individual's physical or mental ability, physical appearance, religion, race, creed, ethnic background, sexual preference, or gender are inappropriate and detract from your effectiveness as a speaker and from your credibility as a person.
- F. Disruptive Behavior**
- Walking in late to class.
 - Lack of supplemental materials.
 - Leaving electronic devices on during class.
 - Taking credit for a thought, opinion and knowledge from sources and claiming them as your own (plagiarism).
 - Chatting or talking during a presentation.
 - Using vulgarity.

V. ACADEMIC MISCONDUCT

The University of Texas El Paso prides itself on its standards of academic excellence and students are expected to uphold the highest standards of academic integrity. Any student who commits an act of scholastic dishonesty is subject to discipline. Scholastic dishonesty includes, but is not limited to cheating, plagiarism, collusion, submitting work for credit that is attributable in whole or in part to another person, taking an examination for another person, and any act that gives or attempts to give unfair advantage.

VI. CASS POLICY

If you have a disability and need classroom accommodations, please contact The Center for Accommodations and Support Services (CASS) at 747-5148, or by email to cass@utep.edu, or visit their office located in UTEP Union East, Room 106. For additional information, please visit the CASS website at www.sa.utep.edu/cass. CASS Staff are the only individuals who can validate and if need be, authorize

accommodations for students with disabilities.

EXTREMELY IMPORTANT:

THE FOLLOWING PROCEDURES MUST BE FOLLOWED BEFORE ANY PROJECT MAY BE SUBMITTED FOR A GRADE:

- All projects must list crew titles and names (aka credits) at the tail end of your video.
- All projects that include subject(s) must have a signed talent release forms (TRFs) in order for subjects (people) to appear in your digital films projects.
- All digital films must be submitted via Google Drive.
- Projects must include an oral presentation presented by the student or all team members that describe the roles and the challenges faced in production and postproduction.

Video Presentations: The purpose of most content produced is to share with others and video presentations are an excellent way to showcase individual and team efforts. Video presentations of each project will occur during class time, which makes it **mandatory attendance**. **Points will be deducted from a student's final grade for each missed viewing**. In addition to receiving praise for projects, students will be given constructive criticism by fellow peers and me.

On video presentation days: Do not be late nor power-on the PC!

Lab Policies:

Equipment Check in/out: Being responsible is essential to the success of a video production. Production equipment is expensive and costly to replace, so the rules will be strictly enforced. Pick up and return all video equipment (cameras, lenses, lighting, microphones, tripods, etc.) during class time. To check out equipment, you must fill out and sign a checkout sheet, which makes **YOU FULLY LIABLE and RESPONSIBLE for ALL UTEP** video production equipment assigned to you. All checked-out items, including accessories (adapters, cables, lens caps, etc.), **MUST BE returned after each project** and in the same working condition. By returning the equipment late and/or damaged, you hinder the next person from starting/working on his or her project. If this happens, you will be restricted from using UTEP equipment and will need to complete the course using your own equipment. Additionally, the student must also cover the replacement costs of the missing and/or damaged item(s). For those of you who do not pay for damaged or lost equipment will have **an academic hold placed on your record** until the matter is acceptably resolved.

Copyright and Fair Use:

You may find the need to use copyrighted material this semester: music, photographs, movie clips, or any other expression. For some uses (we will go over in class), however, neither you nor anyone else needs to license copyrighted material. This is because copyright law exists to encourage and support creativity. Copyright law recognizes that creativity doesn't arise in a vacuum. As creators, we all stand on the shoulders of giants. New works of art (such as films, books, poems, paintings) all make use of what has gone before. Thus, copyright law not only protects authors with a copyright that lets them decide who can use their works, but also offers

exemptions from the author's control. For filmmakers, the most important exemption is the doctrine of fair use. You can rely on fair use, where appropriate, in the film and media projects you undertake for this course. If you are making a documentary film, consult the influential Documentary Filmmakers Statement of Best Practices in Fair Use [http:// www.centerforsocialmedia.org/files/pdf/fair_use_final.pdf](http://www.centerforsocialmedia.org/files/pdf/fair_use_final.pdf) which was created by a group of national filmmaker organizations, has been endorsed by the University Film and Video Association, and is now relied on by film festivals, insurers, cable casters, distributors and public broadcasters.