I. COURSE INFORMATION

Spring 2025

COMM 2342 - Intro. To Video Production

CRN# 20469 MW

CRN# 21052 TR

Text:

Book #1

Long, B. & Schenk, S. (2015). *The Digital Filmmaking Handbook* (5th Edition).

Chapter readings will be provided via Blackboard.

Required Materials:

1. **DSLR/Mirrorless camera with lenses – Must record HD – 1920x1080 24fps and MUST HAVE A MIC Input**
2. **SD Card for video recording for your camera (170 MB/s and up. V30, Class 10, 64gb minimum)**
3. **Interchangeable lens for your camera,**
   a. **with a UV filter to protect your investment from scratches to lens.**
   b. **Variable ND Filter to use in bright sun**
4. **A wireless Mic kit to record better audio than the built-in mic on the camera.**
5. **Stereo headphones with a 3.5mm jack for audio recording/video editing.**
6. **Portable SSD, USB 3.2 and above, formatted EXFAT and dedicated to the class. 128GB minimum.**
7. **Blackboard and One Drive access.**

I will send out info on Required Materials via Blackboard announcements.

II. INSTRUCTOR INFORMATION

Name: Ramón Villa

Office Location: Rm. 303A

Office Hours: by appointment (via Blackboard) or email

Cell Phone To be used in emergencies, TEXT only: 915-308-6452

Email: rvilla2@utep.edu & via Blackboard email

If a student does not log in to Blackboard, turn in assignments online, or communicate with the instructor for **ONE (1) week**, then the instructor reserves the right to drop the student from the class.

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 form.

B. Course Objectives:

1. Learn basic video and audio production skills.
2. Breakdown the film form elements to produce a short narrative/documentary video.
3. Understand the basic principles of video storytelling.
4. Practice the interpretation of techniques and aesthetics of the short film form.

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 interiors and exteriors.
3. Perform competency in using production hardware and software.

D. Assigned Readings:

Book #1 - Chapter 1 - 19 from *The Digital Filmmaking Handbook* 5th Ed. via Blackboard

E. Assignments:

Mandatory to participate with in-class and online assignments.

Blackboard

I will use Blackboard to post readings, assignments, grades, announcements, and other relevant information. Please look at this page at the beginning of the week, Monday morning.

Attendance / Participation

Students' grade will be based on the following: turning in assignments, logging on to blackboard to review weekly announcements, and being on time for class. Being tardy will count against you in your attendance/participation grade column.

If a student does not log in to Blackboard, turn in assignments online, or communicate with the instructor for **ONE (1) week**, then the instructor reserves the right to drop the student from the class.

Late work will not be accepted.

Hands on Exams

After learning each of the main production elements (story, camera, lighting, sound and editing), you will have the opportunity to practice them on your own.

Chapter Readings

After reading about these techniques, you will practice on your own with available equipment and select crew members.

Short of the Week

You will view shorts via www.shortoftheweek.com and discuss the production elements (Story, Camera, Lighting, Sound and Editing). See Blackboard for grading rubric and Calendar for due dates.

Examples on how to do this assignment will be shared online.

You may NOT explore alternative sources for this assignment.

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

Midterm Video Project

You will create an individual 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 One Drive. A complete list of the required materials, as well as sample packets, will be uploaded to blackboard 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

(story, lighting, camera, sound, and editing) learned this semester. **After completing each project, save an H.264 movie file to your SSD. You will upload the finished .mp4 file to our shared One Drive folder. More info on how to create your .mp4 will be shared on Blackboard.**

Final Video Package

Videos are due during FINALS week:
MW CRN 20469 due Tues, May 13th by 11:59pm
TR CRN 21052 due Monday, May 12th by 11:59pm

In-class showcase:
MW – Wednesday, May 14th
10am-12:45pm
TR – Tuesday, May 13th
10am-12:45pm

You will create an individual video project (times will vary on projects). 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 pre-production assignments, production and post-production video & audio, professional lighting, appropriate camera framing, angles, movement and focus, multiple locations, "b" roll footage, and editing. In other words, the execution of 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 project, save an H.264 movie file to your SSD. You will upload the finished .mp4 file to our shared One Drive folder.** All videos must include titled subjects for talking heads (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:

Average Grade	*Letter Grade*
90 – 100 points	A
80 – 89 points	B
70 – 79 points	C
60 – 69 points	D
0 – 59 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. Your grade for the class will be determined by your performance on the following assignments:

Attendance/Participation	=10
Hands-On Assignments	
Premiere Pro Training	=10
Camera (DOF/Exposure)	=5

Camera (Focal Lengths)	=5
Camera (Interview/B-roll/3PT)	=5
Camera (3 Pt/WB)	=5
Sound – Five Layers	=5
Editing – Five Types	=5
Multi-Cam Live Basics	=5
Adv 3 Cam Setup	=5
Midterm (Pre/Prod/Post)	=15
Final Project (Pre/Prod/Post)	=10
Final Video (3-5 mins)	=15
Total Points Possible	100 points

IV. RULES, CLASSROOM POLICIES/ ETC.

Lab Time: Students have access to several post-production labs on campus: COTT Rm. 306, Rm. 307, LACIT, and Library Rm. 300. You will use your UTEP email/password to access Adobe software. You can also access the software off-campus by using your UTEP credentials.

TO RECEIVE A "W" FOR THE COURSE, SEE CALENDAR FOR DROP DEADLINE
April 4th, 2025

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:**
Two (2) late arrivals to class will count as an unexcused absent. Consistent late arrivals will result in a lowered grade. **Three or more 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.

It is the student's responsibility to turn in online assignments by their due dates.
Three (3) assignments missed before the drop date will result in an automatic drop. **Three or more totaled missing assignments** after the drop deadline will result in a lowered grade.

C. **Drops:**
The instructor **reserves the right to drop any student who misses 3 assignments in a row**

without contacting the instructor and/or does not complete a major assignment (video projects) 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.

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

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.