

Video Production

COEM 232-1
DR. CAMERON PACE, PROFESSOR
FALL 2008

<http://www.doctorpace.net>

Email: pacec@evangel.edu; info@doctorpace.net

Course Description

This course combines classroom lecture and discussion with lab experience as it pertains to television production. Students will attend class lectures that reinforce the text materials, and will work in lab sessions at the TV studio, which will provide actual experience with production tools.

Course Objectives

1. To provide a strong background in television theory and its corresponding principles of TV production with emphasis on the student's ability to apply these principles in a studio setting.
2. To give the student opportunities to express creativity through producing, directing, and writing television programs during lab sessions.
3. To introduce new skills to the student that are needed in the production process.
4. To familiarize the student with all aspects of studio production through both classroom and studio lab experiences.

Required Text & Materials

Zettl, Herbert. (2009). *Television production handbook, 10th ed.* Belmont, Calif.: Wadsworth Publishing Company (with Zettl's Video Lab 3.0 DVD-ROM bundle)

1 blank mini-DV tape for recording camera footage

2 blank DVD-R discs

Course Requirements

1. **Attendance.** Students are required to attend class lectures and bring text and syllabus with them. Students are advised to avoid absences and tardiness as these tend to lower your grade.
2. **Reading.** Students are required to complete text readings and class assignments as given by the instructor.
3. **Lab.** Students are required to attend all lab sessions fulfilling whatever role is assigned to them during that period. A schedule of crew assignments will be given in the lab sessions. Students are also required to complete the lab homework sheet as assigned in class.
4. **Lab Productions.** Each student will prepare two short programs for studio production according to the lab schedule. A script of video and audio information will be required for these shows. The lab syllabus will have more details on what is required in the lab sessions.

A. **Show #1 - The Interview Program (Evangel Profiles).** Each student will produce a 5-minute interview with a person of his/her choice who is not in the class. The student producer is required to be the host of this program and prepare a script with introduction, questions, and final comments. These shows will use the same sets, lights, and graphics. Other students will act as the production crew. Student directors will be evaluated during these shows by the lab supervisor. Producers should bring 4 copies of their script to the lab.

B. Show #2 - It's up to you (Custom Show). Students will produce a show using their own ideas and concepts. This show will use individual sets, lights, and graphics.

1. Producers of each show should reserve time in the TV Studio the day before his/her production. This is necessary to put together a set, prepare lighting, and prepare graphics. It is also advised that the producer meet with the director of his/her program and discuss all pertinent details. Other lab students will act as the production crew similar to Show #1.

2. A complete script will be required for producer, director, and audio operator, and other crewmembers should receive a rundown or shot list of the show. A complete script is comprised of a set drawing, a lighting plot, a complete audio script with video instructions on the left side, a rundown sheet, and shot sheets for the cameras. Make sure that a copy of each document is turned in to the lab instructor. The producer is responsible for helping remove props and scenery used during his/her show.

5. **Assessments.** Four paper **tests** (one being the final) will be given during the course as listed in the course outline. Tests usually include multiple choice, true/false, and matching questions along with some short answer items. Also, **pre-quizzes online** will be given periodically using Angel. Check the Angel website for this class for a schedule of pre-quizzes.

6. **Editing Exercise #1 (Avid)** - Each student will edit a dramatic scene on an Avid Media Composer computer using "The Holdup" editing exercise. Using the raw footage provided by the TV Studio, students will arrange shots and scenes in a logical sequence. Many variations of the scene are possible. Music must be added for mood or effect. Students need a DVD-R of their own for this exercise. A printout of the Avid timeline is required on paper or as a JPEG. An assignment sheet for this project will be available on Dr. Pace's website.

7. **Editing Exercise #2 (Adobe)** – Students will work with a partner to produce a news report using Adobe Premiere editing systems in the TV Studio. Students will choose a story from those given by the professor, shoot video together, then edit sequences, add soundtrack, and finish with a recorded standup individually. The partnership ends when the video is ready to edit. The completed story segment should be between 1.5 and 2 minutes in length. Each student will turn in their final product on DVD-R disc. A printout of the timeline is required on paper or as a JPEG. Look for an assignment sheet on this project on Dr. Pace's website.

8. **DVD-ROM Exercises** - Each student will complete assigned exercises on the multimedia DVD-ROM "Zettl's Video Lab 3.0" over the course of the session. An assignment sheet will be given listing each area assigned with due dates.

Course Outline (Make sure to complete reading assignments before the date listed.)

8/27 - Intro to course/syllabus – discuss assignments and lab

9/1 – Labor Day – no class.

9/3 – How video and television work - Read Zettl chap. 1

9/8 – Producing video - Read Zettl chap. 2

9/10 – Scriptwriting for video - Read Zettl chap. 3

9/15 – Digital and analog video systems – Read Zettl chaps. 4

9/17 – The Video Camera - Read Zettl chap.5

9/22 - Camera operation and lenses – chaps 6 & 7

9/24 – EXAM #1 over Zettl chaps. 1 - 7 & notes (DVD-ROM checkup)

9/29 – Audio systems for video – Discuss Editing Exercise #1 Read Zettl chap. 7

10/1 – Audio operation and recording - Read Zettl chaps. 8 - 9

10/6 – Lighting instruments and strategies - Read Zettl chaps. 10 - 11

10/8 – EXAM #2 over chaps. 8 - 11 & notes - (DVD-ROM checkup)

10/13 - Video recording and editing - Read Zettl chap 12

10/15 – Learning the Avid editing system – **meet in Lab 315** – Read Zettl chap. 19

10/20 - *FALL BREAK - NO CLASS*

10/22 – Switching, editing, and video effects (more Avid – **meet in lab 315**) - Read Zettl Chap. 13

10/27 – News production and reporting – meet in classroom – Read Zettl chap. 20

10/19 – Learning Adobe Premiere CS3 – **meet in Lab 315**

11/3 - EDITING EXERCISE #1 DUE - bring DVD & timeline to classroom - discussion

11/5 - Adobe Premiere editing - **meet in Lab 315**

11/10 – EXAM #3 over chaps. 12, 13, 19, 20 & notes - (DVD-ROM checkup)

11/12 – Television graphics and design – Read Zettl chap 14

11/17 – TV Personnel - Talent, Clothing, & Makeup - Read Zettl chap. 15

11/19 – Directing television – pre-production phase - Read Zettl 16

11/24 – Directing television – production phase – Read Zettl 17

11/26 – *Thanksgiving Break – no class.*

12/1 - Field Production - Read Zettl chap. 18

12/3 - EDITING EXERCISE #2 DUE - BRING DVD, TIMELINE, & SCRIPT TO CLASS - class discussion

12/8 – Video for the Web and other updated issues - notes

12/10 - Legal and ethical issues in video production – notes

Friday December 12, 12:30 to 2:30 FINAL EXAM – 1/3 semester review, 2/3 from Zettl chaps. 14 – 18 & notes

Grading

Students will be assessed a grade based on the following scales:

Test #1	10%	90 - 100% = A
Test #2	10%	80 - 89% = B
Test #3	10%	70 - 79% = C
Class part. & assign.	10%	60 - 69% = D
Editing Exers.	20%	0 - 59% = F
Lab work	25%	
Final exam	<u>15%</u>	+ or – given if within 2% of upper or lower grade
Total	100%	

ATTENDANCE

Absences are not recommended. Material is covered quickly and no time is available for repetition of lessons. Make up work from "excused" absences will be allowed. Should a student be absent for more than 25% of the class meetings, he/she will be dropped from the course. Using the schedule above, this is interpreted as missing **seven** times. On the **eighth absence**, a student will be dropped with an **F**. This in no way means there is no penalty for the first six. Missing lectures will show on test scores. It is not possible for making up lab periods, therefore a student receives a 0 for that period if absent from a lab.

THE LAB EXPERIENCE

Many students feel the lab experience in this course is very beneficial to quickly learning the production process. It is essential for students to be present during each lab session in order to receive this benefit. The first two weeks of lab introduce the student to the production equipment and demonstrate its use. These labs cover the material quickly. Students are encouraged to spend time outside of class in the TV Studio practicing equipment operation. This is especially helpful in using the switcher and Compix CG. Please note that each lab session is an assignment. Make sure to make-up any missed labs or points can be lost.

SCRIPTWRITING

Student producers are required to create scripts for each of their shows according to the requirements listed above. Examples of script formats can be found in the text's producing chapter and/or will be given out online. As noted previously, divide the script page into two columns, video on the left and audio on the right. On the video side, give brief descriptions of what screen images are needed in accordance with the corresponding audio. The audio section should contain all scripted dialog, music cues, sound efx cues, tone, lyrics, and descriptions of audio portions that are unscripted.

BROADCAST RIGHTS

As with all productions, student or otherwise, produced at ECTV, your show may be selected to be aired over the ECTV cable access channels in whole or in part. Each show is to be considered an ECTV Presentation with **copyrights belonging to ECTV.**

DVD-ROM EXERCISE

A worksheet indicating assignments and deadlines will be given in class. Keep this sheet in a secure place as assignment verifications accumulate. Technical difficulties with the DVD-ROM may not be used as an excuse for late assignments. Make sure to work out computer difficulties well in advance of the due dates of assignments.

EDITING EXERCISES & LAB ASSIGNMENTS

These projects are completed using the equipment at the TV Studio. Start working on these assignments early to avoid the rush which occurs just before the deadline. Equipment non-availability is not an excuse for late assignments. Equipment breakdown is also not an excuse for late work. Start early, practice your skills, and pay attention to assignment details – these will help you to be successful.

POLICY ON INCOMPLETE WORK

All assignments given during this course must be completed by the end of the course. Once the semester ends, a student will receive an F if any major assignment is missing. Assignments due on Final Exam day will not be accepted more than two days late. All late assignments may be penalized up to 20% off the grade the assignment has earned. Students receiving an F due to incomplete work should repeat the course. Extended illness and other legitimate reasons for late work will be considered on an individual basis.

TESTS

Students who are absent the day of a test may only be excused because of sickness (with doctor or nurse signature), family emergency, or administrative permission. Unexcused absences during tests will require the student to take a similar test at the first opportunity. A late penalty up to 20% off the grade earned may be applied. Failure to take a test (including the final exam) during the period scheduled will result in a loss of points.

PACE'S ACAMANIA WEB SITE

This Web site is a place to find help for Dr. Pace's classes by providing syllabi, forms, handouts, and assignments anytime, 24/7. Any computer with Internet access can connect to it. Type in the browser address window the following URL:

<http://www.doctorpace.net>

To email Dr. Pace: Work – <mailto:pacec@evangel.edu> Home – info@doctorpace.net

USE OF ELECTRONICS IN CLASSROOM

Students using laptops, cell phones, PDAs, and other electronic devices when in class create a distraction in the classroom. Therefore, the use of these components is prohibited by the professor during class sessions (this includes texting). Students who violate this policy will receive a reduction in class participation points. Continued violations may be cause for withdrawal from the course. Please turn off or completely silence your cell phone (do not put on vibrate). For security reasons, the professor will carry an active cell phone to receive emergency messages should they be distributed.

ANGEL

Part of the requirements of this course is to use the software system called Angel, which is provided by Evangel. Students must be financially registered to use Angel. Angel logins are the same as your student portal or email. Check Angel frequently to see if anything is due or coming up soon.