

# FOUNDATIONS OF MEDIA PRODUCTION

COMM 105 – Spring 2017 – CAC 300  
University of Wisconsin-Stevens Point  
MW 9:35-10:50

## Faculty Info:

Chris Shofner  
Assistant Professor  
CAC 312  
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715-346-3601

## Office Hours:

MW: 11-12  
R: 12:30-1:30  
TF: By Appointment

## Course Description:

Introduction to fundamental production process and concepts that are shaped by the conventions and constraints of various media forms.

## Course Objectives:

By the end of this course,

1. Students will be able to identify the fundamental techniques and concepts of content creation.
2. Students will demonstrate an introductory technical proficiency in the pre-production, production, and post-production process.
3. Students will be able to produce and distribute works of media production.

## Required Texts:

Zettl, Herbert, *Sight, Sound, Motion: Applied Media Aesthetics, 7<sup>th</sup> Edition*. Belmont, CA: Wadsworth Publishing Co.

## Required Supplies:

Personal Headphones  
External Hard Drive (USB 3.0)

## Equipment Technology Fee

If you are still enrolled in this course on the ninth day of the semester, a \$25 rental equipment fee will be charged to your student account. Paying this fee allows you to access production equipment (cameras, tripods, light kits, etc.) available for check-out through the IT Help Desk.

## Course Outline (subject to change, expand, contract, etc.):

### Week 1

Introductions  
Explanations  
Production Process

### Week 2

Jobs (who does what when)  
Television/Monitors (Scanning Processes, Resolution, Aspect Ratios)

### Week 3

How cameras work (lens, body, viewfinder)  
Test Review

### Week 4

Test

Camera moves and shot compositions (pan, tilt, long shot, close-up, function in storytelling)

Week 5

Introduce Project 1

Preproduction Documents: Storyboarding, shotlists, overhead/floor plan

Week 6

Project 1 Work Day

Project 1 Critique

Week 7

Camera Operations (white balance, focus, exposure, frame rate, ND filter)

Legal and Ethical Issues

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Week 8

Editing principals (combine, condense, pace, rhythm, etc)

Adobe Premiere (trim edits, layering, effects, transitions, export)

Week 9

Spring Break

Week 10

Project 2 Work Day– Editing

Shooting/Editing action sequences

Week 11

Legalities

Shooting/Editing an interview

Introduce Project 3

Week 12

How sound works (waves, frequency, pitch, amplitude)

Project 2 Due

Week 13

Basics of sound recording (types of mics, setting levels, distance=depth)

Lighting, Three-point lighting with variations

Week 14

Spill

Week 15

Project 3 Critique

Week 16

Test 2: Tuesday, May 16th 2:45-4:45PM

**Project Descriptions**

Project 1: Still Image Compositions – Capture a list of shots. Emphasis on framing of each shot.

Project 2: Video Editing – edit a series of video clips

Project 3: Video Poem/Essay – Create a 1-3 minute video that captures the essence of a person, place, or thing.

Person can be yourself. Videos will be edited using Adobe Premiere Pro Software and uploaded to either Youtube or Vimeo.

**Assignment Policy:**

**Late assignments will not be accepted.** Students are responsible for all course materials, including, but not limited to: class lectures, handouts, textbook reading assignments, projects, labs, and quizzes. Assignments and due dates may be changed at the instructor's discretion with fair notice to students. Please see the attached tentative course schedule for specific assignments and due dates.

**Attendance Policy:** Students are expected to attend class regularly. Three absences are allowed. The fourth absence will lower the final grade by one letter. The fifth will lower the final grade by two letters. On the sixth absence, the student must drop or s/he will fail the course. If a student must be absent the day a presentation/project or exam is scheduled, s/he must notify the instructor prior to class time. No make-ups will be given if the instructor is not given a legitimate excuse before the time of the assignment due date. Students who are excessively late to class will be counted as absent.

Last day to drop without a grade: February 1st

Last day to drop the course: April 7th

**Grading:**

Test (2)	40%
Projects (3)	40%
Quizzes (2)	10%
Lab Assignments (3-5)	10%

**Grading Scale:** A= 94-100%; A-= 90-93%; B+= 87-89%; B= 83-86%; B- =80-82%; C+=77-79; C=73-76%; C-=70-72%; D+=67-69%; D=63-66%; D-=60-62% F= Below 60%

**Electronic Device Policy:**

Do not use cellular phones or other electronic devices (i.e. social media) during class instruction time. In addition, students are asked to use classroom computers for class work only. The use of any electronic device during an exam or quiz will result in an immediate "F" for that assignment.

**Email Notification:**

The instructor will send information to students through the campus computer system. Therefore, students **MUST** check their UWSP campus email and D2L on a regular basis.

**Americans with Disabilities Act Statement:**

The Americans with Disabilities Act (ADA) is a federal law requiring educational institutions to provide reasonable accommodations for students with disabilities. For more information about UWSP's policies, check here: <http://www.uwsp.edu/stuaffairs/Documents/RightsRespons/ADA/rightsADAPolicyInfo.pdf>

If you have a disability and require classroom and/or exam accommodations, please register with the Disability and Assistive Technology Center and then contact me at the beginning of the course. I am happy to help in any way that I can. For more information, please visit the Disability and Assistive Technology Center, located on the 6th floor of the Learning Resource Center (the Library). You can also find more information here: <http://www4.uwsp.edu/special/disability/>

**University Handbook Statement:**

UWSP values a safe, honest, respectful, and inviting learning environment. In order to ensure that each student has the opportunity to succeed, we have developed a set of expectations for all students and instructors. This set of expectations is known as the *Rights and Responsibilities* document, and it is intended to help establish a positive living and learning environment at UWSP. Click here for more information: <http://www.uwsp.edu/stuaffairs/Pages/rightsandresponsibilities.aspx>

Academic integrity is central to the mission of higher education in general and UWSP in particular. Academic dishonesty (cheating, plagiarism, etc.) is taken very seriously. Don't do it! The minimum penalty for a violation of academic integrity is a failure (zero) for the assignment. For more information, see the UWSP "Student Academic Standards and Disciplinary Procedures" section of the *Rights and Responsibilities* document, Chapter 14, which can be accessed here:

<http://www.uwsp.edu/stuaffairs/Documents/RightsRespons/SRR-2010/rightsChap14.pdf>