

MEDIA PRODUCTION I

COMM 253 - Fall 2015 – CAC 112 & 301

University of Wisconsin-Stevens Point

Sec 1: MW 1-2:50

Sec 2: MW 3-4:50

Faculty Info:

Chris Shofner
Assistant Professor
Office: CAC 312
Email: cshofner@uwsp.edu
Phone: 715-346-3601

Office Hours:

MW: 11:30-12:30

TR: 11:30-12:30

F: By appointment

Course Description:

Principles and techniques for media production. Fundamental hardware and software for a variety of delivery systems. Emphasis on aesthetics.

Course Objectives:

1. Students will effectively operate video and computer editing equipment through assigned technical exercises, projects and lab practice. Students will create original works of media production both individually and in groups.
2. Students will identify the major aesthetic, cultural, and historical components of video production and computer editing systems through written tests and hands-on exercises.
3. Students will present their creative work for critique by their peers and instructor.

Required Texts:

Zettl, Herbert, *Video Basics 7*. Belmont, CA: Wadsworth Publishing Co.

Required Supplies:

Stereo Headphones

Firewire 800 (with USB 3.0 option recommended, 1TB+ recommended) Hard Drive

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.

Outline: (Subject to Change – It always does a little...don't worry I'll give you updated information as we go based on how fast or slow we are moving.)

September	2	Course Introduction
	9	Production Process
	14	Production Teams – Lab Assignment
	16	Image Formation / Video Camera (lecture)
	21	Video Camera Cont. (lecture) Test Review, Storyboards
	23	Test I - Storyboards/Shot List/Overhead, Lab time
	28	Camera Operation, Assign Project 1, Preproduction
	30	Shoot Project 1
October	5	Project 1 Critique
	7	Editing, Chase Scenes, Assign Project 2
	12	Project 2 Preproduction
	14	Project 2 Production
	19	Project 2 Production
	21	Project 2 Production/Postproduction

	26	Project 2 Postproduction	
	28	Project Critique	
November	2	Lighting (Lecture)/VOSOT(Lecture) Assign Project 3	
	4	Lighting Demo/VOSOT(lecture)	
	9	Project 3 Preproduction	
	11	Project 3 Production	
	16	Project 3 Production	
	18	Scriptwriting	
	23	Spill	
	30	Studio Demo	
December	2	Studio Shoot	
	4	Postproduction	
	9	Postproduction	
	11	Project 3 Critique/Final Exam Review	
	18	FINAL EXAM Sec 1	10:15-12:15 (Friday)
	21	FINAL EXAM Sec 2	12:30-2:30 (Monday)

Project Descriptions

Project 1: Composition

Students will capture a list of basic video compositions. Students will use proper technique in regards to camera operation, white balance, focus, and exposure. Files will be handed in as a Quicktime Movie.

Project 2: Chase Scene

Students will create a short script depicting a chase scene. Students will create a preproduction packet (shot list, storyboards, overheads), students will produce the script. Students will use proper technique in regards to camera operation, white balance, focus, and exposure. Students will edit the footage using a computer editing system. Files will be handed in as a Quicktime Movie.

Project 3: Field/Studio Production - VOSOT

Students will conduct an on-camera, nonfiction interview about a topic of their choice. Students will write a series of open-ended interview questions. Students will use proper technique in regards to camera operation, white balance, focus, 3-point lighting, sound recording, and exposure. Students will capture meaningful supporting images (B-roll). Students will write an anchor introduction and script based on the interviews. They will read their script on-camera in the TV Studio. Students will rotate through different crew positions related to Studio Production. Each student will then edit their on-camera anchor shot together with the interview and B-roll using a computer editing system. The class will work as a studio crew to demonstrate proper technique in regards to camera operation, white balance, focus, exposure, lighting, sound recording, and teleprompting. Files will be handed in as a Quicktime Movie and posted on Youtube.com.

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: September 14th

Last day to drop the course: November 6th

Grading:

Test (2)	30%	(15% ea.)
Projects (3)	60%	(20% ea.)
Lab Assignments	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>