

# VIDEO PRODUCTION FOR NON-MAJORS

COMM 153 - Spring 2018 – CAC 112 & 301  
University of Wisconsin-Stevens Point  
TR 11-12:15

## Faculty Info

Chris Shofner  
Associate Professor  
Office: CAC 312  
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Phone: 715-346-3601

## Office Hours:

T: 9:30-10:30, 12:30-1:30  
R: 9-10:30  
MWF: By Appointment

## Course Description:

Principles and techniques for video production.

## 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 technical and aesthetic components of video production through written tests and hands-on exercises.
3. Students will present their creative work for critique by their peers and instructor.

## Required Supplies:

Stereo Headphones  
Personal Hard Drive (USB 3.0)

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

### Week 4

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

### Week 5

Camera Operations (white balance, focus, exposure, frame rate)  
Preproduction Documents: Storyboarding, shot lists, overhead/floor plan  
Introduce Project 1

### Week 6

Project 1 Work Day  
Project 1 Critique

### Week 7

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

### Week 8

Shooting Action/Project 2 Work Day  
Project 2 Work Day

### Week 9

Project 2 Work Day– Editing  
Project 2 Work Day– Editing

### Week 10

Spring Break

### Week 11

Lighting Lecture  
Lighting/Audio Demo  
Project 2 Due

### Week 12

No Class - Work Days Project 3

### Week 13

Project 2 Critique  
Introduce Project 3  
Project 3 Examples/Info

### Week 14

Legalities  
Sound Lecture

### Week 14

Work Days

### Week 15

Work Days  
Test 2 Review

### Week 16

Project 3 Critique  
Project 3 Critique

### Final

Test 2: Monday, May 14<sup>th</sup> (12:30-2:30)

## **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.

#### Project 2: Shooting from a Script

Students will produce a short action script. Students will create a preproduction packet (shot list, storyboards, overheads). Students will use proper technique in regards to camera operation, white balance, focus, and exposure. Students will edit the footage using Adobe Premiere. Final edit will be turned in via a Youtube.com link.

#### Project 3: TBD

The final project will have offer students several options to create an original work that is in line with their specific interest areas. A class discussion will be held and a detailed handout will be given.

**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: 1/31/2018

Last day to drop the course: 4/6/2017

**Grading:**

Test (2)	40%	(20% ea.)
Projects (3)	45%	(15% ea.)
Lab Assignments	15%	

**Grading Scale:** A= 93-100%; A-= 90-92%; 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 may send information to students through the campus computer system. Therefore, students **MUST** check their UWSP campus email 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>