

Syllabus
RTV 4929c
Section 1742
Spring 2016

Senior Advanced Production Workshop:
Corporate and Documentary Style Production

Professor: Houston Wells

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Office: 3066 Weimer

Office Phone: (352) 273-3568

Office Hours: M 8 (3:00-3:50)

W 2 (8:30-9:20)

W 6 (12:50-1:40)

and by appointment

Class meeting times: W 3-5 (9:35-12:35)

Text: There is no required textbook for this course.

Pre-requisite: RTV 3320

The objective of this course is to prepare the student for professional production within the corporate/industrial realm, with particular attention toward a documentary-style narrative structure. Students will experience hands-on instruction in advanced camera work, lighting, and audio; students will also work extensively with Adobe editing software, with an introduction to Adobe After Effects for basic compositing and effects work.

Due to the nature of this course, attendance is mandatory unless indicated otherwise. A portion of your final grade will be an attendance/participation score.

Some production and post-production time outside of scheduled class hours will also be required.

Schedule (subject to change):

1/6 Intro to Corporate/Industrial/Commercial Production

What is Documentary?

View Samples

Advanced camera settings exercise

1/13 Advanced camera settings exercise **DUE**

Lavalier vs. Shotgun vs. Handheld dynamic Mic Exercise

Quiz review

Intro to :30 PSAs- View Samples-View sample script

1/20 Mic exercise questions **DUE**

Quiz 1

:30 PSA script **DUE** (Include intended audience and objective)

Working with available light outdoors

(NOTE: Once I approve your script, you can begin production. Camera checkout for our course is for two nights, so a camera checked out on Monday is due back Wednesday by 9:00 am. Thursday and Friday checkouts are due back on Monday.

Light kits, boom mics, wireless mic kits, reflectors, etc. are available as well.)

1/27 In-class viewing of TINY: A STORY ABOUT LIVING SMALL

2/3 TINY: A Story About Living Small **critique due** and discussion

:30 PSA Post production (in class)

2/10 **:30 spot/PSA due/in-class viewing**

Choose partners for final project

Introduction to “Documenting the Process”

2/17 Post-production on “Documenting the Process”

Introduction to the Visual Treatment

2/24 **“Documenting the Process” due/in-class viewing**

Introduction to the “Paper Edit”

Transcribe A-roll interview (“Agriscience Academy”)

3/9 **Agriscience Paper Edit due**

A-roll/B-roll edit in class

3/16 **A-roll/B-roll edit due**

Present visual treatments for your character study/Doc (in pairs or threes)

Interview set ups with your final project team

3/23 Creative B-roll Gathering exercise

3/30 Introduction to After Effects and title animation work

4/6 Production day: individual meetings scheduled to discuss progress with final project.

Individual title animations due at meeting

4/13 Post-production in lab

4/20 **Turn in, view and discuss Character Study/Doc projects**

Turn in peer review form for Character Study team members

Your final grade will be based on these scores:

Advanced camera settings exercise 5 points

Audio exercise questions 5 points

Quiz (Advanced Camera & Audio) 5 points

TINY critique 10 points

A-roll paper edit 5 points

A/B roll edit exercise 5 points

:30 Spot/PSA script	2 points
:30 Spot/PSA	13 points
Document the Process	10 points
Visual Treatment	4 points
Creative B-roll exercise	3 points
After Effects Title Animation	3 points
Character Study/Documentary	25 points
Attendance/Participation	5 points

Grading scale:

A	94-100
A-	90-93.99
B+	88-89.99
B	84-87.99
B-	80-83.99
C+	78-79.99
C	74-79.99
C-	70-73.99
D	65-69.99
E	0-64.99

University of Florida Policies

For students with disabilities: Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the Instructor when requesting accommodation.

For information on current UF grading policies for assigning grade points:

<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx> (Links to an external site.)

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found in the online catalog at <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx> (Links to an external site.).

Students are expected to provide feedback on the quality of instruction in this course

based on 10 criteria. These evaluations are conducted online at

<https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open.

Summary results of these assessments are available to students at

<https://evaluations.ufl.edu/results> (Links to an external site.).

UF students are bound by The Honor Pledge which states, “We, the

members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is implied: “On my honor, I have neither given nor received unauthorized aid in doing this assignment.” The Honor Code (<http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel.

University counseling services and mental health
services: <http://www.counseling.ufl.edu/cwc/Default.aspx> (Links to an external site.)
392-1575

University Police Department

392-1111 or 9-1-1 for emergencies