

Syllabus  
RTV 4929c  
Section 1G53  
Fall 2016

Senior Advanced Production Workshop:  
Corporate and Informational Video 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)

Room: Weimer G001 (Student studio)

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/informational 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 otherwise indicated. More than one unexcused absence during the semester will result in a one-point penalty per absence. Posted due dates still apply regardless of attendance; late assignments will be assessed a 10% penalty for each 24 hour period (or portion thereof) following the actual due date/time.

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

**Schedule** (subject to change):

8/22 Intro to Corporate/Informational/Commercial Production  
What is Documentary/View Samples  
Equipment agreement  
Creative B-roll gathering exercise  
Intro to :30 PSA project - view samples - view sample script  
**HW:** View Lynda.com videos:  
  
VIDEO SCRIPTWRITING WITH RICK ALLEN LIPPERT  
**Introduction to scriptwriting**  
-(all)  
**Formatting an informational script**  
-"setting up a two column script in Word"

## The scriptwriting process

-“analyzing the audience”

- 8/29 Creative B-roll exercise **DUE via Canvas**  
Advanced camera/mic exercise  
:30 PSA topic and audience statement due via Canvas  
:30 PSA script due via Canvas **(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.)**
- 9/5 LABOR DAY HOLIDAY (no class)
- 9/12 Advanced camera/mic exercise questions due via Canvas  
**Quiz (Lynda.com viewings and camera/mic exercises)**  
Intro to Agriscience A-roll/B-roll edit  
Agriscience transcription of A-roll
- 9/19 :30 PSA post-production (in-class)
- 9/26 :30 PSA due/in-class viewing  
Agriscience “paper edit” due via Canvas  
Introduction to “Documenting the Process” project
- 10/3 Choose partners for final documentary/character study project  
Agriscience (A-roll/B-roll) edit due via Canvas  
Introduction to the Visual Treatment  
Post-production on “Documenting the Process”
- 10/10 “Documenting the Process” due/in-class viewing
- 10/17 Visual treatment due/in-class presentations of production plans  
Introduction to “Informational video evaluation” exercise
- 10/24 Informational video evaluation exercise due via Canvas  
In-class viewing of TINY: A Story About Living Small
- 10/31 TINY critique due via Canvas  
TINY discussion in-class  
Introduction to “One-minute interview” project  
Interview lighting (three point lighting) brush up
- 11/7 “One-minute interview” post-production
- 11/14 In lieu of class: Production group meeting with Houston (individual times TBD)

“One-minute interviews” due via Canvas

11/21 Final projects post-production in lab

11/28 Final projects post-production in lab

12/5 Turn in, view and discuss Character Study/Doc projects

Your final grade will be based on these scores:

Creative B-roll exercise	5 pts
Advanced camera/mic exercise	5 pts
Quiz (Lynda viewings and cam/mic exercises)	10 pts
:30 PSA topic/audience statement	2 pts
:30 PSA script	5 pts
:30 PSA	10 pts
Agriscience paper edit	3 pts
Agriscience edit	5 pts
Documenting the process	10 pts
Visual treatment presentation (small group)	5 pts
Informational video evaluation	5 pts
TINY critique	5 pts
One-minute interview	10 pts
Final documentary/character study (small group)	20 pts

Grading scale:

A	93.50-100
A-	89.50-93.49
B+	87.50-89.49
B	83.50-87.49
B-	79.50-83.49
C+	77.50-79.49
C	73.50-77.49
C-	69.50-73.49
D	64.50-69.49
E	0-64.49

## University of Florida Policies

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, [www.dso.ufl.edu/drc/](http://www.dso.ufl.edu/drc/)) by providing appropriate documentation. Once registered, students will receive an accommodation letter that must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

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

<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

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>.

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>.

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.

### **Campus Resources:**

#### *Health and Wellness*

U Matter, We Care: If you or a friend is in distress, please contact [umatter@ufl.edu](mailto:umatter@ufl.edu) or 352 392- 1575 so that a team member can reach out to the student.

Counseling and Wellness Center:

<http://www.counseling.ufl.edu/cwc/Default.aspx>, 392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.

Sexual Assault Recovery Services (SARS) Student Health Care Center, 392-1161.

University Police Department, 392-1111 (or 9-1-1 for emergencies).

<http://www.police.ufl.edu/>

#### *Academic Resources*

E-learning technical support, 352-392-4357 (select option 2) or e-mail to [Learningsupport@ufl.edu](mailto:Learningsupport@ufl.edu). <https://lss.at.ufl.edu/help.shtml>.

Career Resource Center, Reitz Union, 392-1601. Career assistance and counseling. <http://www.crc.ufl.edu/>

Library Support, <http://cms.uflib.ufl.edu/ask>. Various ways to receive assistance with respect to using the libraries or finding resources.

Teaching Center, Broward Hall, 392-2010 or 392-6420. General study skills and tutoring. <http://teachingcenter.ufl.edu/>

Writing Studio, 302 Tigert Hall, 846-1138. Help brainstorming, formatting, and writing papers. <http://writing.ufl.edu/writing-studio/>

Student Complaints Campus:

[https://www.dso.ufl.edu/documents/UF\\_Complaints\\_policy.pdf](https://www.dso.ufl.edu/documents/UF_Complaints_policy.pdf) On-Line Students Complaints: <http://www.distance.ufl.edu/student-complaint-process>

## TELECOM/WUFT-TV Equipment Policy

All UF students granted limited permission to check out gear from the G020 Equipment Room must follow all established student/course access policies. Failure to do so will result in automatic suspension of G020 checkout privileges (for group checkouts, the suspension applies to everyone in the group) as well as grade deductions on coursework...based on the instructor's policies and course syllabus. Students who check out G020 gear are also required to pay for any damage to equipment beyond normal *professional* wear & tear, and to pay for replacement of any items lost or destroyed.

### Equipment Checkout

When you pick up equipment, you must allow enough time to thoroughly inspect and test each piece before leaving the Equipment Room. **WHEN YOU SIGN FOR THE GEAR, YOU ARE ACKNOWLEDGING THAT IS FULLY FUNCTIONING, UNDAMAGED, AND THAT ALL PARTS ARE THERE.** You're also making a promise that all of the gear will be returned **ON TIME** and in good working order, similar to the condition at check-out. (If you test something and it doesn't seem to be right at check-out, get help then...or you will be responsible if the problem is only noted after you check in.)

### Equipment Return

When you return equipment, you can leave it with the Equipment Room Manager for inspection or you can stay with the equipment while it is checked in. If you are not present during check-in, you will be notified of any damaged or missing gear as soon as the damage or loss is discovered. If you are not present during check in, you are still financially responsible for any damaged or missing gear. If you are not present at the time of check-in, you forfeit your right to challenge the check-in results of the Equipment Room Manager regarding the condition of the equipment when it was returned. It is advisable for borrowers to remain for check-in whenever possible, as this is your only opportunity to witness the inspection and testing of your equipment and answer/ask questions. Also, you will be required to clean or re-pack equipment/cables that are not in acceptable condition. Any damaged, broken or missing parts will be noted on the borrower's loan agreement and the borrower will be required to pay for any damage or loss. The borrower(s) will also face an automatic suspension of G020 checkout privileges, following the same penalty schedule as for late returns.

### Late Return

Gear returned more than FIFTEEN MINUTES late will result in the following:

\***first offense: suspension of gear checkout privileges for the individual (or all individuals in the group if a checkout for a group project) for 1 week**

\***second offense: suspension of gear checkout privileges for 1 month**

\***third offense: suspension of gear checkout privileges for 1 semester**

In addition, lab grades and project grades will be penalized according to the instructor's rules regarding missed lab shifts or late assignments. Students should understand their failure to return equipment on time can result in irreparable harm to the work of other students waiting to check out gear. This cannot be taken lightly because other students' academic success may be affected by the offending student's disregard for the rules.

### Other Policy Violations

Disregard for the equipment and the rules of the Equipment Room may result in the loss of privileges. Besides late return, other violations of policy include:

\*Returning equipment in unacceptable condition

- \*Handing off the gear to another student (if an individual checkout) or to anyone beyond the group members listed on the checkout form (for a group checkout)
- \*Taking equipment out of town without authorization
- \*Using equipment for work other than that required by the student's instructor
- \*Providing equipment access to suspended students, to students who do not qualify for equipment, or to non-students

### **Length of Checkout**

The length of time you are allowed to keep the equipment varies according to what you are checking out and what class you are in. Specifics will be spelled out by your instructor and your course syllabus but in general, lab shift deadline and timed projects will be a matter of hours or a single day, other projects have either one or two day checkout as determined by the instructor. In all cases of overnight checkout **the gear is always due back by 9am** on the promised day of return. Whenever you return gear from a project shoot, **there is a 24-hour waiting period before you can reserve project gear again**. Plan your shoots accordingly; this rule is strictly enforced because it guarantees better access to a limited amount of gear by all students in each class. Students who are in need of an exception to this rule must have their instructor send an e-mail to the Equipment Room Manager giving permission for the exception.

### **Equipment Loss**

The person or group who signed the equipment checkout form, regardless of who was in possession of the equipment at the time of loss, must replace any equipment that is lost while the equipment is checked out.

### **Theft**

In the event of theft **you are required to notify the appropriate law enforcement department immediately**. And you must notify the Equipment Room Manager and your instructor as soon as possible. The person or group who signed the equipment checkout form could be held responsible for any negligence, so keep close track of all gear and do your professional best to make sure it all gets safely home to G020.

### **Malfunctioning Equipment**

If you experience a problem with a piece of equipment while on a shoot, you are encouraged to call the Equipment Room Manager right away. Often the problems are comparatively minor and can be easily fixed. If the problem is beyond immediate on-site repair, bring the item back to the Equipment Room as soon as possible. If the breakage was not caused by negligence, and a similar piece of equipment is available, you can check it out. However, if a similar item is not available, you will have to make do without it until other gear becomes available.

### **Financial Responsibility**

**Every equipment user is financially responsible for loss, theft, or damage to any equipment that he or she checks out.**

Failure to report lost or damaged equipment will be viewed as an attempt to conceal the loss or damage to the equipment and can result in your being barred from checking out equipment in the future.

### **Equipment Safeguarding**

Equipment should be safeguarded at all times. No equipment may be left or stored in an unattended vehicle even if the vehicle is locked and the equipment concealed. The Department considers this an unprofessional risk.

No equipment may be stored in an office or classroom or studio or other University facility other than the Equipment Room without special permission. The department considers this an

unnecessary risk.

Do not ever leave equipment outside the Equipment Room door, in any hallway or out in the open in any newsroom. This is an unnecessary risk.

Equipment may not be handed off to another student. When you are finished using the gear, it must be returned to the Equipment Room Manager for check-in. You remain financially responsible. Handing it off to someone, which is a policy violation, does NOT relieve you of any liability.

### **Travel**

Equipment may not be taken out of town with prior permission from the instructor of record. The borrower and instructor of record must discuss transportation, handling and storage of all gear prior to departure to ensure no unnecessary risks are taken with the equipment. Extreme cases may require pre-approval not only of the instructor, but of the Telecom Dept. and/or tv station.

### **Pledge**

You must sign the Gear Liability Pledge to acknowledge to have fully read, understand, and promise to comply with this Telecom/WUFT-TV Gear Policy. Unless/until we have a signed pledge on file, the equipment room will not let you borrow any gear designated for your class.