

RTV 3320 – Electronic Field Production, Summer 2017

College of Journalism and Communications
University of Florida

Instructor: Bruce Getz, BFA, MEd

Office: Weimer G034

Office hours: Wednesdays & Thursdays, 3pm – 4pm, or by appointment

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Course Objective

RTV 3320 Electronic Field Production is intended to give career-path communication students instruction in the use of digital audio and video production tools as well as the fundamentals of effective visual storytelling.

Class Schedule

May 10th – August 4th, 2016

Wednesdays & Thursdays, 12:30 – 2:55 (4th & 5th periods)

Locations: G001 (student studio), & G215 (editing lab)

Check the class schedule for each meeting location.

Recommended Course Materials

External Hard Drive with at least 500GB capacity - USB 3.0 and/or Thunderbolt

One USB Flash Drive, 16GB or higher, for submitting video projects

Video Shooter: Master Storytelling Techniques, 3rd Edition by Barry Braverman

It is suggested students own a MacBook Pro and have access to the Adobe Creative Cloud Software. However, students will have access to the Mac editing lab.

Provided Course Materials

You will receive an SDHC memory card for lab work. Make sure to bring your SD card to all lab sessions.

Course presentations and other materials will be available on Canvas.

Course Fee

Fees associated with this course are used to purchase and maintain the production equipment utilized by students in their course work. Fees are also used to provide students with SD cards.

Prerequisites

Grade of C or better in RTV 3200

Student Learning Outcomes

Upon completion of this course, the student should be able to:

- Use a professional video camera
- Record and edit audio and video at a professional level
- Apply cinematic composition techniques to advance and complement a story
- Use non-linear editing software to organize and sequence images efficiently
- Use non-linear editing software to color correct, audio correct, and audio mix
- Identify and effectively utilize lighting instruments for cinematic effect
- Export video projects in the optimal codecs for mobile devices, websites, television broadcasts, and cinema
- Offer constructive feedback of your own work and that of your peers

Course Assignments

RTV 3320 is a project-based course. Project rubrics and directions will be made available in class and/or on Canvas, and will be discussed in detail in class.

Grading

Grades will be assessed in the following areas:

Assignment:	Points Available:	Due Date, Time:
Attendance, Punctuality, and Participation	10 pts.	
Assignment 1 – Shot Types and Framing	5 pts.	5/22/17, 9am
Assignment 2 – Visual Storytelling Exercise	5 pts.	5/29/17, 9am
Audio Operation In Class Assessment	4 pts.	6/1/17, In Class
Assignment 3 – Package Edit	5 pts.	6/7/17, 11:59pm
Assignment 4 – Interview Practice	5 pts.	6/8/17, 11:59pm
Final Project Idea (teams of 2)	2 pts.	6/29/17, In Class
Assignment 5 – News Story/Mini Doc	10 pts.	7/5/17, In Class
Final Project Treatment/Script/Outline (teams of 2)	4 pts.	7/10/17, 9am
Assignment 6 – Blind Date Scene Edit	5 pts.	7/17/17, 9am
Color Correction Assessment	5 pts.	7/19/17, In Class
Audio Noise Reduction/Replacement Assessment	5 pts.	
Final Project First Cut (teams of 2)	5 pts.	7/26/17, In Class
Assignment 7 – Staging, blocking, lighting, and shooting scene (teams of 4)	10 pts.	7/31/17, 9am
Final Project (teams of 2)	15 pts.	8/3/17, In Class
EFP Take Home Exam	5 pts.	8/4/17, 11:59pm

Grading Scale

94 pts or higher =	A	78 – 79 pts =	C+	Grades will not be rounded up. Information on current UF grading policies can be found at: https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx
90 – 93 pts =	A-	74 – 77 pts =	C	
88 – 89 pts =	B+	70 – 73 pts =	C-	
84 – 87 pts =	B	65 – 69 pts =	D	
80 – 83 pts =	B-	64 pts or below =	E	

Project Submission

All video projects must be submitted on time and in accordance to the submission guidelines of the project rubric in order to be eligible for full credit.

Attendance Policy & Late Assignment Policy

Attendance will be taken at the beginning of each class meeting. Students are allowed one absence. Each additional absence will result in a two-point reduction of the student's final grade for each occurrence. Absences will be excused if they meet UF's attendance policies for acceptable absences and the student provides documentation. Students are allowed one tardy. Each additional late arrival will result in a one-point reduction of the student's final grade.

Any unexcused late assignment will be lowered 20% of the total possible points. Any assignment more than one week late will be lowered 50% of the possible points.

Requirements for class attendance, excused absences, make-up exams, assignments, and other work in this course are consistent with university policies that can be found at:
<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>.

Course Etiquette

Please follow the expectations of our production community:

- Attend all class meetings. Your production crew is counting on you to be as knowledgeable and involved as they are.
- Be on time. Punctuality and respect for deadlines are laws of the media land. We will respect these laws in our class so that you are prepared for the profession.
- Put your phone away, limit use of your laptop. Please don't let your phone distract you from learning the foundational skills taught in this course. Class presentations will be posted to Canvas, please limit taking notes on your laptop/tablet/phone. This is a hands-on course – your participation is a priority!
- Eat before class. Please do not bring food into class. If you must have a drink, it should have a secure lid. Spilled food/drink can ruin production equipment.
- Please do not bring guests (individuals not registered for the course) to class without your instructor's prior permission.

Academic Honesty

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 either required or 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-honorcode/>) 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. If you have any questions or concerns, please consult with the instructor or TAs in this class.

Academic Honesty – RTV 3320

Students are responsible for producing their own, original work this semester. Reusing footage/edits from other courses, sharing footage/edits, or using the footage/edits of others will be considered an act of academic dishonesty. Students may be asked to produce their original, raw footage, editing project files, metadata, or other evidence of their individual work in order to receive project grades.

Equipment Checkout

Students will sign an equipment room contract. Failure to adhere to the contract may result in a student having a grade deduction and/or receiving an incomplete or failing grade in the class. Late returns will result in equipment privileges being revoked. Parking for the equipment room is limited to ten minutes. Failure to adhere to this policy can result in a point deduction from your final grade.

Course Evaluation

Students are asked to provide feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu> at the end of the semester. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results/>.

Personal Equipment

All course assignments are designed to be completed using the production equipment provided. Students are generally not allowed to use their own equipment to complete course work, however, students may use personal equipment during the production of one assignment. Prior notice must be given, and instructor must give approval prior to the beginning of production and **grading allowances will not be made based on any limitations of the equipment used**. Assignments completed with personal equipment which have not been approved will be lowered 20% of the total possible points.

Resources

Division of Student Affairs (352-392-1261) – Contact this office if you need to miss class due to an on-going medical problem or family emergency. The office will send a courtesy email to your instructors about your absence. <http://www.ufsa.ufl.edu/>

UF Counseling & Wellness Center (352-392-1575) – The center provides scheduled and drop-in appointments with counselors to discuss a range of personal issues. <http://www.counseling.ufl.edu/cwc/>

Disability Resource Center (352-392-1261) – Students requesting class accommodations must first register with the Disability Resource Center. You will receive documentation to give to each of your instructors. You must meet with your lab instructor and with me during office hours to discuss special arrangements. Please take action immediately. <http://www.dso.ufl.edu/drc/>

Communication Coaching Center (1088 Weimer Hall) – Student members of the Journalism and Communications Ambassadors staff the center. <http://www.ufjca.org/communications-coaching-center.html>

Computers – Call 352-392-HELP (4357) or email helpdesk@ufl.edu

PATH Office – Houses academic advising staff, Study Abroad, and the Knight Division for Scholarships, Career Services and Multicultural Affairs. (1060 Weimer)

Career Resource Center – The CRC is located on the main floor of the Reitz Union and provides free career assessment and counseling. Check the CRC website for information about workshops, career and job fairs, or to schedule an appointment. <http://www.crc.ufl.edu/>

SNAP – Offering pick-up and drop-off services for after-dark safety. Call 352-392-7627 or check online <http://www.police.ufl.edu/community-services/student-nighttime-auxiliary-patrol-snap/> You can get the SNAP App for free by using either the Android Market or Apple App Store and searching for SNAP UF.

Format of Class

RTV 3320 utilizes diverse learning opportunities to reinforce profession production skills. From week to week the schedule changes. Pay specific attention to the syllabus in order to see what assignments are due and which activities are scheduled. Assignments are designed to reinforce production skills needed to complete the course final project as well as prepare students for advanced work in RTV4929c, internships, and independent projects.