

Syllabus  
RTV 4929c  
Section 01G0  
Fall 2017  
Senior Advanced Production Workshop:  
Corporate and Non-fiction Production

Professor: Houston Wells  
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Office: 3066 Weimer  
Phone: (352) 273-3568  
Office Hours: M 7-8 (1:55-3:40)  
                  T 2 (8:30-9:20)  
                  and by appointment

Class meeting times:           M 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/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; any tardy is .5 point penalty. Posted due dates still apply regardless of attendance; late assignments will be assessed a 20% 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):

- 8/21    Equipment agreement/SD card  
        Creative B-roll gathering with natural sound  
        **Expanding Premiere Pro skills (Due via Canvas 8/28 by 9:30 AM)**
  
- 8/28    Intro to :30 PSA project - view samples - view sample script  
        View miking tutorial  
        **Microphone shoot-out (Due 5/11 via Canvas by 3:30 PM)**  
        Storyboard and script your tutorial (with partner)
  
- 9/4     LABOR DAY – CLASS DOES NOT MEET  
        Audience statement and :30 spot concept **(Due via Canvas by 9:35 AM)**
  
- 9/11    Shoot tutorial with partner  
        Back up footage to computer  
        **:30 Script due at beginning of class/discuss script with Prof. Wells**

- 9/18 Tutorial post-production (with partner)
- 9/25 **Tutorials due via Canvas (9:35 AM)**  
 View tutorials in class  
 Introduction to the Visual Treatment  
 Choose production teams for final project (teams of 2 or 3)  
 :30 spot Post-production
- 10/2 :30 spot Post-production
- 10/9 **:30 spot Due via Canvas (9:35 AM)**  
 View :30 spots  
 Intro to Agriscience Paper Edit (view sample Career Prep edits)  
 Work on paper edits
- 10/16 In-class proposals for Final Project (in groups)  
**Visual Treatment + interview lighting plot due** (hard copy)  
**Agriscience Paper Edit due via Canvas (9:35 AM)**
- 10/23 Agriscience A-roll/B-roll edit Post-production
- 10/30 **Agriscience edit due via Canvas (3:30 PM)**  
 1 Minute interview introduction – view samples  
 Review 3 point lighting  
 Pre-interview partner for “1 Minute Interview”
- 11/6 “1 Minute Interview” production (3 point lighting/solid B-roll)
- 11/13 “1 Minute Interview” post-production in lab **(Due Via Canvas by 12:00 PM)**  
 View completed interviews
- 11/20 Final Project Post-production in lab (Primary shooting completed by this date.)
- 11/27 Final Project Post-production in lab
- 12/4 **Final Project due via Canvas 9:35 AM**  
 View Final Projects in class

Your final grade will be based on these scores:

Premiere Pro edit of creative B-roll	5 points
:30 PSA topic/audience statement	2 points
:30 spot script	3 points
Tutorial shoot and edit	12 points
:30 spot	15 points
Visual Treatment + Lighting Plot	10 points
Agriscience paper edit	3 points
Agriscience A-roll/B-roll edit	5 points
One-minute Interview	15 points
Final Character Study/Documentary	25 points
Attendance/Punctuality	5 points

Grading scale:

A	94-100
A-	90-93
B+	88-89
B	84-87
B-	80-83
C+	78-79
C	74-79
C-	70-73
D	65-69
E	0-64

(I round up at the half point; 93.49 is an A-, 93.50 is an A)

### **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

#### University of Florida Complaints Policy

The University of Florida believes strongly in the ability of students to express concerns regarding their experiences at the University. The University encourages its students who wish to file a written complaint to submit that complaint directly to the department that manages that policy.

A student who is unsure as to the official responsible for handling his or her particular complaint may contact the Ombuds office or the Dean of Students Office. For complaints that are not satisfactorily resolved at the department level or which seem to be broader than one department, students are encouraged to submit those complaints to one of the following locations:

Ombuds: <http://www.ombuds.ufl.edu/> 31 Tigert Hall, 352-392-1308

The purpose of the Ombuds office is to assist students in resolving problems and conflicts that arise in the course of interacting with the University of Florida. By considering problems in an unbiased way, the Ombuds works to achieve a fair resolution and works to protect the rights of all parties involved.

Dean of Students Office: <http://www.dso.ufl.edu/> 202 Peabody Hall, 352-392-1261

The Dean of Students Office works with students, faculty, and families to address a broad range of complaints either through directly assisting the student involved to resolve the issue, working with the student to contact the appropriate personnel, or referring the student to resources or offices that can directly address the issue. Follow up is provided to the student until the situation is resolved.

Additionally, the University of Florida regulations provide a procedure for filing a formal grievance in Regulation 4.012: <http://regulations.ufl.edu/regulations/uf-4-student-affairs/>