

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

Professor: Houston Wells
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Office: 3066 Weimer
Office Phone: (352) 273-3568
Office Hours: T 2:00-3:15, and by appointment
Class meeting times: T 6-7 (3:30-6:15)
 W 6-7 (3:30-6:15)
 R 6 (3:30-4:45)

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):

5/15 View sample informational videos
 Equipment agreement/SD card
 Creative B-roll gathering with natural sound
 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"

5/16 Advanced camera settings review
 Microphone exercise

5/17 **Audio exercise questions DUE**

:30 PSA script due (in-class review)

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.

Quiz 1 review

Edit B-roll (with natural sound and music)

5/22 B-roll edit DUE via Canvas

Quiz 1 (Lynda viewings, Advanced camera settings, Microphone styles and audio set up)

View samples from Career Prep series

A-roll Scripting from the interview (Agriscience)

Work on transcription and paper edit

5/23 Intro to the Visual Treatment

Decide Teams for Final Projects (Documentary or Character Study)

Agriscience “**paper edit**” due at end of class

5/24 Agriscience **A/B roll edit exercise (due at end of class)**

5/29 Footage review and post-production for :30 spot/PSA

5/30 View TINY: A Story About Living Small

Reflection questions

5/31 In-class proposals for Final Project (in pairs)

Visual Treatment due (hard copy)

6/5 **Tiny questions due**

Turn in, view and discuss :30 spots/PSA

Intro to 1 Minute interview, pre-interview your partner

6/6 1 Minute interview production day

6/7 Post on 1 Minute interview

6/12 Present “1 Minute Interview” in class

Intro to Adobe After Effects

After Effects Animation walk through

Intro to Document the Process

- 6/13 Flex day: individual meetings scheduled to discuss progress with final project.
- 6/14 Present **Document the Process in class**
- 6/19 Project post-production in lab
- 6/20 Project Post-production in lab
- 6/21 **Final Project presentations**

Your final grade will be based on these scores:

Audio exercise questions	2 points
B-roll edit with music and natural sound	3 points
Quiz (Advanced Camera & Audio)	10 points
TINY critique	5 points
A-roll paper edit	2 points
A/B roll edit exercise	8 points
:30 Spot/PSA script	3 points
:30 Spot/PSA	10 points
One-minute Interview	10 points
Document the Process	10 points
Visual Treatment/proposal	5 points
Team meeting	2 points
Final Character Study/Documentary	20 points
Attendance/Punctuality	10 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/>