

Syllabus
RTV 4929c
Section 01G0
Summer A 2019
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):

5/14 Equipment agreement/SD card
 Creative B-roll gathering with natural sound and edit
 Intro to :30 PSA project - view samples - view sample script
 Intro to "Informational Video Viewings and Discussion" DUE 5/21

5/15 Creative B-roll due via Canvas
 A-roll scripting from the interview (Agriscience)
 view sample career prep edits
 transcription of interview

5/16 Transcription AND paper edit due via canvas
 :30 PSA script/audience statement due via canvas
 post on Agriscience edit

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.

- 5/21 Informational video viewings and discussion x2
A-roll B-roll edit due via canvas
intro to tutorial videos with partner
scripting of tutorial, shot list

- 5/22 Informational video viewings and discussion x2
tutorial production day

- 5/23 Informational video viewings and discussion x2
Post-production on tutorial

- 5/28 Tutorial due via canvas
View tutorials in class
Informational video viewings and discussion x2
intro to visual treatment for final project
choose partners for final project (2 or 3)
peer evals or not? Group by group
Intro to C100 camera and interchangeable lenses
Review interview lighting and miking skills

- 5/29 Informational video viewings and discussion x2
post production on :30

- 5/30 Informational video viewings and discussion x3
Pre-interviews for 1 minute interviews

- 6/4 present Visual treatment for final project (Visual Treatment also due via canvas)
:30 PSAs due via canvas
View :30 PSAs in class

- 6/5 1 Minute interview production day

- 6/6 Manipulating available light

- 6/11 1 minute interview due via canvas
view "1 Minute Interview" in class
Intro to Adobe After Effects
After Effects Animation walk through

- 6/12 work on AE animations in class
- 6/13 Flex day: individual meetings scheduled to discuss progress with final project.
- 6/18 Project post-production in lab
- 6/19 Project Post-production in lab
- 6/20 **Final Project presentations**

Your final grade will be based on these scores:

Creative B-roll edit with natural sound	5 points
A-roll transcription and paper edit	5 points
A/B roll edit	5 points
Informational video viewing and discussion	3 points
Tutorial video	13 points
:30 Spot/PSA script	2 points
:30 Spot/PSA	15 points
One-minute Interview	10 points
Visual Treatment/proposal	5 points
After Effects animation	5 points
Production Team meeting	2 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	74-77
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/>