



Fall 2020 **Mondays, 1:00 - 2:30pm**

Online via Zoom:

<https://ufl.zoom.us/j/91932310809?pwd=NFZubStiWDdicEwrE9xb3A5OWZZQT09>

Password: Sports

Canvas: Weekly lessons, homework, and projects.

Instructor: Ben Lynn, M. A.
Department of Telecommunications
Phone: 217-202-3603
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Office Mondays, 2:30 to 3:00pm.

Hours: By appointment.

Please feel free to email me at any time and to schedule an appointment. I am available to you throughout the week.

COURSE DESCRIPTION:

Sport has become one of the most influential platforms in the world. Billions of people consume sports media content in some form each year. Live sports productions have kept traditional broadcasting alive and they continue to facilitate the connection from advertiser to consumer. Beyond the playing field, we have seen that sport can create some of the most meaningful, and divisive, social conversations. Players and managers from the NFL, NBA, and U.S. Women's Soccer team, to name just a few, have all brought social issues to the forefront of mainstream America. Sport, and how it is communicated, can change the world.

The purpose of this course is to provide aspiring professionals with the basic skills necessary to produce multi-media, multi-platform sports content in a post-pandemic remote work environment. The course combines informative lectures with hands-on applications that allow learners to develop their content production abilities. Students will work with a variety of production equipment to produce several different types of content. The course is modeled after real-world production practices and relies heavily on students working together to complete objectives. Students will leave the course equipped with the basic skills and strategies necessary to begin a career in multi-media sports productions.

**COURSE OBJECTIVES:**

This course will teach you to:

- Function as a multi-media content producer in a remote-work environment.
- Conduct professional interviews.
- Edit sports highlights videos that meet broadcast standards.
- Become proficient with multi-media remote production workflows. This includes all aspects from content capture, editing, to distribution.
- Communicate using the language of sport.
- Produce a broadcast-quality webcam image.
- Use a camera and know the basic tools for controlling the image.
- Work in a remote sports production environment.
- Prepare an appropriate content production plan based on the event and type of coverage.
- Capture professional images of sporting events.
- Create freelance (work-for-hire/contractor) invoices.
- Work safely in a post-pandemic production environment.

COURSE DESIGN:

This course is designed as a hybrid of online content delivery methods. The course assignments will be posted by the week they are due, and you will complete those on your own time. Each assignment will be self-contained and provide you with a curated list of resources that you will need to effectively learn the material and complete the work.

In addition to the self-paced online content, we will meet each week on Zoom for an hour and a half. The live meetings will be focused on group activities, guest speakers, and responding to questions about the assignments.

TEXT:

All course readings will be provided on Canvas.



REQUIRED HARDWARE:

50 ft.+ of A/C cord (extension cord), garden hose, or XLR cable.

Cell phone (used for capturing, editing, and uploading content)

Webcam

Camera mount

Lighting

USB Microphone

COMMUNICATION METHODS:

The instructor is available throughout the week should you need assistance. You can email me directly or use the Canvas email system. Often, I will reply within a few hours. Do not hesitate to email me, regardless of the day or time. While I may not reply immediately, I will respond as soon as I am available to do so.

ATTENDANCE AND LATE WORK POLICIES:

Attendance in the weekly Zoom meetings is required. It is highly encouraged that you use video for the Zoom regular Zoom meetings. It is required that you use video for the guest speakers. If you cannot use video for this course, please contact me to discuss your situation. We will meet synchronously 12 times in this course, and **you will receive 5 points for every Zoom class you attend, with a 50-point maximum.**

Unexcused late work will receive a 20% deduction for each day it is late. However, **any assignment may be turned in early for full points.** If you know that you will miss a particular class period, you may contact the instructor ahead of time and turn the assignment in early for full credit. Documented medical emergencies are considered excused absences and any work missed can be made up at a later date when your health allows. All assignments will be due on Sunday nights by midnight.

With the current pandemic still happening, it is expected that some of you, or myself, may get sick during the course of the semester. Please reach out and let me know your status when you can so that we can set up a schedule for you once you have recovered.

**STUDENTS WITH DISABILITIES:**

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the disability Resource Center by visiting <https://disability.ufl.edu/students/get-started/>. It is important for students to share their accommodation letter with their instructor and discuss their access needs, as early as possible in the semester.

STUDENT EVALUATION OF COURSE AND INSTRUCTOR:

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.

UF HONOR CODE:

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-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.

HELP WITH COPING:

The UF Counseling and Wellness Center is a free resource for any student who could use help managing stress or coping with life. The center, at 3190 Radio Road on campus, is open for appointments and emergency walk-ins from 8 a.m. to 5 p.m. Monday through Friday. To make an appointment or receive after-hours assistance, call 352-392-1575.



GRADING:

Grades are *earned* via (1) Attendance; (2) Assignments; (3) Quizzes; (4) Exam

Area	Points		
		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	64% or below
Attendance	50		
Quizzes	50		
Over-Under Cabling	10		
Editing live event highlights	20		
Camera and Audio basics	10		
Editing self-produced highlights	20		
VO's and SOT's	10		
Packages	10		
Webcam shots	20		
Mid-Term Exam	50		
Runner assignment	5		
Camera map	20		
Invoicing	10		
Safety certification	20		
Final Project	125		
	Total points 430		



Assignments: All assignments are due at 11:59pm on Sunday of the week they are assigned.

Quizzes: There will be small quizzes given throughout the semester. Quizzes will be assigned through Canvas and you will receive notifications and reminders about them via Canvas and email.

Exam: The mid-term exam will be distributed through Canvas and you will have a 2-hour time limit to complete the exam once you begin it.

COURSE SCHEDULE:

Week of:	Week of class	Topic	In-class activity	Assignment	Due	Points
Aug. 31	Week 1	How to be a utility	How to ID a Poser	Cable coiling - 500 ft.	Dec. 13th by midnight	10
Sept. 7 th	Labor Day	Editing Highlights - Live events	Asynchronous week - No activities. Email questions to instructor	Edit a 1-minute highlights clip from a live sports event.	Sept. 13th by midnight	20
Sept. 14 th	Week 3	Camera and Audio Basics	Practice camera and audio basics	Demonstrate competencies with audio and video using a cell phone.	Sept. 20th by midnight	10
Sept. 21 st	Week 4	Editing Highlights - Self-created content	Guest Speaker 1	Shoot and edit a 30 second sports video	Sept. 27th by midnight	20
Sept. 28 th	Week 5	VO's and SOT's	Practice recording VO's	Create a 30 second VO	Oct. 4th by midnight	10



Oct. 5 th	Week 6	Packages	Guest Speaker 2	Create a 1 min 30 second sports package	Oct. 11th by midnight	10
Oct. 12 th	Week 7	Webcams	Improving webcam shots	Demonstrate competencies in creating a broadcast-ready webcam shot	Oct. 18th by midnight	20
Oct. 19 th	Week 8	Mid-Term exam - online only	Cumulative exam			50
Oct. 26 th	Week 9	How to be a runner	Review of mid-term exam	Demonstrate you can read a camera map.	Nov. 1st by midnight	5
Nov. 2 nd	Week 10	Camera placement	Guest Speaker 3	Watch a live sports broadcast and create a camera map	Nov. 8th by midnight	20
Nov. 9 th	Week 11	Invoicing	Asynchronous week - No activities. Email questions to instructor	Invoice assignment	Nov. 15th by midnight	10
Nov. 16 th	Week 12	Safety procedures	Safety talk	Complete the basic safety training courses	Nov. 22nd by midnight	20
Nov. 23 rd	Thanksgiving	Final Project - Package Interview with an Athlete	Practice interviewing and recording Zoom content	Project checkpoint 1	Nov. 29th by midnight	10
Nov. 30 th	Week 14	Final Project - Package Interview with an Athlete	Status updates	Project checkpoint 2	Dec. 6th by midnight	15



Dec. 7 th	Week 15	Final Projects - Package Interview with an Athlete	Final adjustments	Final project due	Dec. 13th by midnight	100
Dec. 14 th	Finals	Final project presentations			Participation	330
					Quizzes	50
					Total Points	430

Please note: As the semester progresses, the schedule may change to reflect the progress and needs of the class. However, the total points for the semester will not change.