**RTV 3502**

**Spring, 2023**

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| **Course delivery** | Canvas |
| **Instructor:** | Ben Lynn, Ph.D.<br>Department of Telecommunications<br>Phone: 217-202-3603<br>E-mail: b.lynn@ufl.edu |
| **Office Hours:** | Tuesdays, 9:30 – 10:30am via Zoom:<br>https://ufl.zoom.us/j/97934445049?pwd=ZW4wbnhKUjBkdVhaQTBoWk4zT2JTdz09<br><br>Password: Sports |

## COURSE DESCRIPTION:

The purpose of this course is to provide aspiring sports media professionals with the basic skills necessary to produce videos in a multi-media, multi-platform work environment. The course combines informative lectures with hands-on activities and assignments to allow you to develop some video production skills. You will leave the course equipped with sharpened storytelling skills and basic shooting and editing abilities, which are increasingly necessary to begin a career in the sports media industry.

## COURSE OBJECTIVES:

This class is about sports video production. The overall objective for this class is for you to learn how to function as a production professional in the 2020s.

As such, by the end of the semester, you should be able to:

1. Recognize and apply the production process. (Modules 1-12)
2. Successfully produce a few videos, which you will have shot and edited yourself. (Modules 3, 4, 6-10, 12)
3. Apply insights about the sports production industry to your work. (Modules 1-12)
4. Demonstrate your story idea-generating, newsgathering, interviewing, and reporting skills. (Module 12)

**Textbook:**

There is no required textbook for this course. All readings have been provided via Canvas.

**Required equipment:**

This class is not just to learn about the sports production industry conceptually, but also to gain practical skills, most notably when it comes to shooting and editing video. Though you will be using your phone, **you are expected to acquire some hardware and software** to improve the quality of your productions.

Here is a list of recommended items with links to purchase them on Amazon. Either I or people I know personally have used most of these items. You can do some research to find similar-ish products that may be a bit cheaper, but it may be a lower quality product.

**General equipment: (required)**

The first assignment requires an A/C extension cord of at least 50 feet. I encourage you to have one on hand to keep practicing coiling cable thereafter. A good extension cord can help power your live production setups as a professional and will last you for years.

Link to example of an extension cord: [A/C cord](#)

**Image specific equipment (one of each item is required)**

| Item | Product criteria | Links to acceptable items |
|---|---|---|
| 1. Hard drive | 120 Gb of hard drive space. Can be an external drive, or space on an internal drive. | 1. External hard drive<br><br>2. Micro SD option |
| 2. Tripod | Must reach a minimum height of 5ft. 6in., sturdy enough to hold a shot steady, and have a ball leveler (ball head). | 1. VICTIV<br><br>2. SmallRig<br><br>3. Manfrotto |
| 3. Cell phone tripod adapter | Has cold shoe(s) to add an external microphone and/or light. Allows you to mount your cell phone to your tripod. | 1. Ulanzi U Rig<br><br>2. Arnarkok |
| 4. On-camera light | Dimmable. Color temp adjustment. | 1. Ulanzi |

**Audio specific equipment (one of each microphone type required)**

| Item | Product criteria | Links to acceptable items |
|---|---|---|
| 1. Lavalier mic | Lavalier microphone that can be clipped to a person's clothing for an interview. | 1. 2 Pack Lav Mics<br><br>2. Rode wired mic |
| 2. Handheld mic | Held by a journalist to interview an athlete, coach, or fan. | 1. Shure SM48<br><br>2. Samson Q2U |
| 3. Mic preamp | Powers and connects any XLR mic to a phone or DSLR camera | 1. iRig XLR Preamp |
| 4. XLR cable | Balanced XLR cable for handheld mic. | 1. XLR cable |
| **May also need the items listed below** | | |
| 5. Adapter cable | XLR to 1/8" adapter cable | 1. 1 ft. cable |
| 6. Adapter cable | TRS to TRRS adapter | 1. TRS to TRRS |
| 7. Shotgun mic | Small, mountable shotgun mic. | 1. Rode<br><br>2. Amazon Basics |

Generally speaking, cheaper microphones are more likely to have lower-quality sound, which requires more work post-production to improve the audio quality. (Audio quality does affect your grade.)

**Note:** If you own a phone without a jack (like an iPhone), you need an adapter to use any of these mics.

**Total approximate hardware budget**

| Item | Cost |
|---|---|
| A/C extension cord (50 ft.) | $20 |
| Hard drive | $50 |
| Tripod | $80 |
| Cell phone adapter | $20 |
| Light | $25 |
| Lav mic | $25 |
| Handheld mic | $35 |
| XLR cable | $10 |
| Mic preamp | $50 |
| **Total** | **$315*** |

*The minimum anticipated cost of purchasing hardware is roughly $315. However, costs can be more if you elect to purchase higher quality equipment. The equipment listed will provide you with a starting point for producing professional content, but other options are available.

**Production Software**

Downloading an advanced camera app will give you more control over the images and sound you capture.

[Best apps for Android](#)

[Best apps for iPhone](#)

**Post-production software**

As far as video editing goes, I highly recommend using Premiere as that is what UF uses, so all your instructors will likely know how to use it. However, other options exist including some free ones.

Here are some recent options: best video editing software for 2020.

If you prefer to edit directly on your phone, Kinemaster and VivaCut are both available on iPhone and Android. Kinemaster has a free version that forces a watermark on the videos… Its presence will not affect your grade in this course, but your videos won't look great for your portfolio once you hit the job market. VivaCut's free version expires after a short period of time.

**Referenced Materials**

Whittaker, R. Television Production: A Free, Interactive Course in Studio and Field Production, 2017: www.cybercollege.com/index.htm.

Champagne, B., et al. *Writing for Electronic Media*, 2017: https://open.umn.edu/opentextbooks/textbooks/731.

Gisondi, J. *Field Guide to Covering Sports*. CQ Press, an Imprint of SAGE Publications, Inc., 2018.

Owens, J. *Television Sports Production*. Focal P., 2007.

**Tuggle, C. A., et al. *Broadcast News Handbook: Writing, Reporting and Producing in a Converging Media World*. McGraw-Hill, 2014.**

**Prerequisites**

JOU 3101 is a prerequisite for this course.

**Minimum technology requirements**

Review the Equipment List to familiarize yourself with the equipment and technology needed for this course.

The University of Florida expects students entering an online program to acquire computer hardware and software appropriate to his or her degree program.  Most computers are capable of meeting the following general requirements.  A student's computer configuration should include:

- Webcam
- Microphone
- Broadband connection to the Internet and related equipment (Cable/DSL modem)
- Microsoft Office Suite installed (provided by the university)

Individual colleges may have additional requirements or recommendations, which students should review prior to the start of their program.

**Minimum technical skills**

To complete your tasks in this course, you will need a basic understanding of how to operate a computer, and how to use word processing software.

You will need to use other software throughout the course (i.e. video editing) but technical skills will be addressed prior to using new tools.

**Materials/Supply Fees**

There is no supply fee for this course.

**Zoom**

Zoom is an easy to use video conferencing service available to all UF students, faculty, and staff that allows for meetings of up to 100 participants.

You can find resources and help using Zoom at https://ufl.zoom.us

**COMMUNICATION METHODS:**

I'm 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.

**Course structure and policies**

This course has 16 weeks of content organized in 12 modules.

Each week, we use online resources to teach you valuable skills for your future career in the sports media industry. Practice activities and assignments will help you develop and hone those skills.

**Assignments and projects are due on Thursday nights by midnight**. However, there are four projects throughout the semester that will require more time to complete. During those weeks you will have different deadlines. See the syllabus for the full schedule and due dates.

Requirements for make-up exams, assignments, and other work in this course are consistent with university policies that can be found at catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/

**ATTENDANCE AND LATE WORK POLICIES:**

Attendance is established through your discussion posts and replies.

Unexcused late work will receive a 20% deduction for each week 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.

**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 EVALUATIONS OF COURSE AND INSTRUCTOR:**

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at https://gatorevals.aa.ufl.edu/students/. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via https://ufl.bluera.com/ufl/. Summaries of course evaluation results are available to students at https://gatorevals.aa.ufl.edu/public-results/ .

**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 Policy

I will make every effort to have each assignment graded and posted within one week of the due date.

**Course Grading Policy**

**Grades**

You can earn up to 1,000 points in this course through participation, assignments, and projects. Here is the breakdown of your grade:

Participation: 100 pts

You can earn 7 participation points each week, up to a 100-point maximum. You will receive 5 points for every discussion post you make, and 1 additional point for each reply you make to a classmate's post, up to 2 points per week. By the numbers, you can miss a post and/or some replies and still reach the maximum points. But if you miss too many, your overall participation points will reflect it.

Assignments: 500 pts

Eight assignments for 50 points each, one for 75 points, and another for 25 points.

Projects:  400 pts

Four projects worth 100 points each. The projects include building a camera map, creating a VO and VOSOT, producing a Package, and your Final Project.

**GRADING:**

Grades are established via (1) Participation; (2) Assignments; (3) Projects

| Area | Points | | | |
|------|--------|---|---|---|
| | | A | 94 – 100% |
| Participation | **100** | A- | 90 – 93% |
| | | B+ | 88 – 89% |
| Assignments | **500** | B | 84 – 87% |
| | | B- | 80 – 83% |
| Projects | **400** | | |
| | | C+ | 78 – 79% |
| | **Total points 1,000** | C | 74 – 77% |
| | | C- | 70 – 73% |
| | | D | 65 – 69% |
| | | E | 64% or below |

RTV-3502 Intro to Sports Productions

Production

## COURSE SCHEDULE:

| Week of month: | Week of class | Video lecture topics | Assignment | Due | Points |
|---|---|---|---|---|---|
| Jan. 9 | Week 1 | Introduction to course<br><br>Defining sports productions<br><br>Career options | **Watch all videos:**<br>- Sports production steps<br>- Broadcasting Olympics<br>- Cable coiling<br>- Careers in sports productions<br>-GatorVision at UF<br>- Turning NFL into primetime<br><br>Assignments:<br>- Introduce yourself<br>-<br><br>**All discussion posts are due by Thurs., Jan 12** | Jan. 12 by midnight | |
| Jan. 16 | Week 2 | Cable coiling technique | **Read textbook content:**<br>Chapters 1 & 2 from Owens<br><br>**Cable coiling assignment** | Jan. 19 by midnight | 50 |
| Jan. 23 | Week 3 | Introduction to writing for broadcast sports<br><br>Writing exercises | **Watch all videos:**<br>- Writing for television<br>- VO Example<br>- VO/SOT example<br>- PKG example<br><br>**Read textbook content:**<br>- Tuggle Chapter 1<br>- Electronic media Ch 14<br><br>**Story transcription assignment** | Jan. 26 by midnight | 50 |
| Jan. 30 | Week 4 | Writing for television cont.<br><br>Writing exercises and examples | **Watch video:**<br>- VO Script<br><br>**Write a VO** | Feb. 2 by midnight | 50 |
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| Feb. 6 | Week 5 | Lectures: Fundamentals of image control<br><br>Camera maps | **Watch all videos:**<br>- Framing, exposure, white balance, depth of field, camera movements, shot variety, and shooting elements<br><br>Read textbook content:<br>- Basic camera movements<br><br>**Assignments: Camera basics and Camera maps** | Feb. 12 by midnight | 25<br>+<br>100 |
| Feb. 13 | Week 6 | Lecture: Editing basics | Watch videos:<br>- Editing basics<br>- Premiere Pro<br>- J and L cuts<br><br>**Assignment: Edit an action video** | Feb. 16 by midnight | 50 |
| Feb. 20 | Week 7 | Lecture: Interviewing techniques | Watch videos:<br>- Apollos Hester<br>- Gregg Popovich<br>- Erling Haaland<br>- Interviewing<br>- Interviewing styles<br>- Framing an interview<br><br>Reading:<br>Interviewing principles<br>Gisondi Ch 3<br><br>**Assignment: Interview** | Feb. 23 by midnight | 50 |
| Feb. 27 | Week 8 | Lecture: VO's and VO/SOT's | Watch videos:<br>- VO/SOT example<br>- Writing a VO<br>- Editing a VO<br>- VO example<br><br>Reading:<br>VO's<br>VO/SOT's<br>Tuggle Ch. 10<br><br>**Assignment: Produce a VO and VO/SOT about two different topics** | Mar. 2 by midnight | 100 |
| Mar. 6 | Week 9 | Lecture: Next-level production techniques: Lighting, audio, and graphics | Readings:<br>- Audio<br>- Graphics<br><br>Video: Recording nat sounds<br><br>**Assignment: Graphics** | Mar. 9 by midnight | 50 |

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|---|---|---|---|---|---|
| Mar. 13 | Week 10 | **Spring Break** | No Assignments | | |
| Mar. 20 | Week 11 | Lecture: Cleaning up your edits | Watch videos:<br>- Transitions and effects<br>- Transitions in sports videos<br>- Premiere's effects<br>- Using key frames<br>- Master time remapping<br>- Audio editing<br>- Improve audio<br>- Remove background noise<br><br>Readings:<br>- Video editing parts II and IV<br><br>**Assignment: Edit highlights** | Mar. 23 by midnight | 75 |
| Mar. 27 | Week 12 | Lecture: Building packages – Production techniques | Watch videos:<br>- TV Packages<br>- How to make a news package<br>- Dynamizing your TV packages<br>- Stand-up examples<br><br>**Assignment: Produce a TV Package** | Mar. 2 by midnight | 100 |
| Apr. 3 | Week 13 | Lecture: Social media production techniques | Watch videos:<br>- Social media videos<br>- How to get better, deeper responses<br>- Adding captions<br>- Examples of social media videos<br>**Assignment: Social media video** | April 6 by midnight | 50 |
| Apr. 10 | Week 14 | Lecture: Freelance pay structures and creating an invoice | Watch videos:<br>- Invoicing parts 1, 2, & 3<br>**Assignment: Create an invoice** | April 13 by midnight | 50 |
| Apr. 17 | Week 15 | Lecture: Final project explained | **Final project** | April 26 by midnight | 100 |
| Apr. 24 | Week 16 | | | | |

| May 1 | Finals week |
|-------|-------------|

| Participation | 100 |
|---------------|-----|
| **Total Points** | **1000** |

*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.*