RTV 2572 - Video Editing for Storytellers

Spring 2026

College of Journalism and Communications
University of Florida

Instructor: Shelby Hatcher
Place: Weimer 3324

LIVE CLASS MEETING: Tuesday Period 7 - 8 (1:55 PM – 3:50 PM)

Contact: Shelby.Hatcher@ufl.edu **the best way to contact me is through the Canvas chat feature.**
Office Hours: Tuesdays 4-5 or by appointment
Course Site: https://ufl.instructure.com
Course Text: No text, **HOWEVER** Required for all RTV production courses involving video editing: **An external USB-C SSD (solid state drive) with at least 2TB of storage, ideally with USB 3.2 Gen 2 for adequate speed while editing.** The Samsung T7 or T9 is an example of this, although you may find others. Once purchased, you may reuse this SSD for subsequent courses.

Overview and Objectives

Course Description
Students will learn the theory and technique of digital film and video editing. Through practical lessons, students will develop familiarity with Adobe Premiere.

A WORD ABOUT AI:
AI is all around us, professionals use it daily. It is acceptable to use it in this class to learn concepts (and in that case if you do, please cite the chat), but not for actual editing shots.

Course Learning Objectives
After successful completion of this course, students know and be able to demonstrate the following:
1. Theoretical Concepts – Storytelling fundamentals and dramatic structure
2. Software Knowledge – Basic understanding of Adobe Premiere and AVID Media Composer including similarities/differences
3. Project Management – Hard drive organization, bin set-up, scratch disk, frame rate, resolution, CODEC, file type, aspect ratio, etc.

4. <u>Post-production Workflow</u> – Introduce industry standard process: assembly, rough cut, picture lock, color correction, sound, VFX, music, export.
5. <u>Professional Techniques</u> – Three-point editing, sync, time code, pacing, rhythm, etc.
6. <u>Editing Aesthetics</u> – Popular theories, such as Walter Murch and the Rule of 6, Kuleshov Effect, etc.
7. <u>Technical Responsibilities</u> – Exporting, archiving, file sharing, etc.

College of Journalism and Communications Objectives

The Accrediting Council on Education in Journalism and Mass Communications requires that by graduation all students should be able to:

- understand and apply the principles and laws of freedom of speech and press for the US
- demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
- demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications;
- demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society;
- understand concepts and apply theories in the use and presentation of images and information;
- demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- think critically, creatively and independently;
- conduct research and evaluate information by methods appropriate to the communications professions in which they work;
- write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- apply basic numerical and statistical concepts;
- apply current tools and technologies appropriate for the communications professions in which they work, and to understand the digital world.

Course Grades

Evaluation Components	% of Total Grade
Exercises	30%
Projects	40%
Quizzes	20%

Grading (grades are rounded up or down to the nearest whole number for grading purposes)

93.5%-100%	A	89.5%-93.4%	A-		
86.5%-89.4%	B+	82.5%-86.4%	B	79.5%-82.4%	B-
76.5%-79.4%	C+	72.5%-76.4%	C	69.5%-72.4%	C-
66.5%-69.4%	D+	62.5%-66.4%	D	59.5%-62.4%	D-
0-59.4%	F				

Course Outline (subject to change)

Week 1 (Jan 13)	● Introduction to class ● Software Knowledge ● Project Management EXERCISE: Set Up
Week 2 (Jan 20)	● NO CLASS – MLK Holiday
Week 3 (Jan 27)	● Storytelling Fundamentals ● Dramatic Structure EXERCISE: Export
Week 4 (Feb 3)	● Postproduction Workflow EXERCISE: Effects & Text
Week 5 (Feb 10)	● Professional Techniques EXERCISE: Audio and Video Transitions
Week 6 (Feb 17)	● Editing Aesthetics EXERCISE: Add music and SFX
Week 7 (Feb 24)	● Technical Responsibilities EXERCISE: Archive and share files

Assignments

1. Music Video – Due Feb 3
2. Dialogue Edit – Due Feb 17

Policies

Attendance & Late Work Policy

Due to the nature of this being an accelerated in person class, you are required to attend class meetings. You are expected to pace yourself appropriately and schedule time to work on assignments so that work can be completed on time. In most industry roles, you will work independently or with a small team, so time management is a critical skill to develop.

Assignments will be due at the start of each class. Office hours will be held on Tuesdays after class from 4-5pm or by appointment. If you need an extension on an assignment, you MUST request it during scheduled/appointment-based office hours by 4:00 pm on the Friday before the assignment is due. This policy is non-negotiable. I understand that life happens and sometimes extensions are needed, which is why I am happy to provide reasonable extensions when needed, but I require advanced notice. Extensions will only be granted with appropriate prior notice.

Work submitted past deadlines without proper extension request will be deducted 5points/day. Work submitted one week after the deadline will receive no credit.

To be clear, it is okay to ask for an extension! It's okay to ask for an extension because you got behind on work, you need a mental health break, you have a birthday coming up, you want to go home for the weekend, etc. I care more about you as a person than I do about the work you submit, which is why I require a verbal conversation to talk through the best way an extension can work for you. So, please do not feel the need to make up an elaborate story to get an extension. I will honor your requests to the best of my ability and the course's allowance, so please honor me with honesty and integrity.

Academic Policies:

- Requirements for class attendance and make-up exams, assignments, and other work in the course are consistent with university policies. See UF Academic Regulations and Policies for more information regarding the University Attendance Policies.
- Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the Disability Resource Center. See the "Get Started With the DRC" webpage on the Disability Resource Center site. 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.
- Information on current UF grading policies for assigning grade points. This may be achieved by including a link to the University grades and grading policies.
- Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online. Students can complete evaluations in three ways:

  1. The email they receive from GatorEvals
  2. Their Canvas course menu under GatorEvals
  3. The central portal at https://my-ufl.bluera.com

Guidance on how to provide constructive feedback is available at https://gatorevals.aa.ufl.edu/students/. Students will be notified when the evaluation period opens. Summaries of course evaluation results are available to students at https://gatorevals.aa.ufl.edu/public-results/.

- The University's Honesty Policy regarding cheating, plagiarism, etc.:

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 Conduct Code specifies a number of behaviors that are in violation of this code and the possible sanctions. See the UF Conduct Code website for more information. If you have any questions or concerns, please consult with the instructor in this class.

- In-Class Recording:

Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. Th only allowable purposes are (1) for personal education use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor. A "class lecture" is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and deliver by an instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course.

A class lecture does not include lab sessions, student presentations, clinical presentation such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or guest lecturer during a class session.

Publication without permission of the instructor is prohibited. To "publish" means to share, transmit, circulate, distribute, or provide access to a recording, regardless, of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third-party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Honor Code and Student Conduct Code.

Academic Resources:

- E-learning technical support: Contact the UF Computing Help Desk at 352-392-4357 or via e-mail at helpdesk@ufl.edu.
- Career Connections Center: Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling services.
- Library Support: Various ways to receive assistance with respect to using the libraries or finding resources. Call 866-281-6309 or email ask@ufl.libanswers.com for more information.
- Academic Resources: 1317 Turlington Hall, Call 352-392-2010, or to make a private appointment: 352- 392-6420. Email contact: teaching-center@ufl.edu. General study skills and tutoring.

- Writing Studio: Daytime (9:30am-3:30pm): 2215 Turlington Hall, 352-846-1138 | Evening (5:00pm-7:00pm): 1545 W University Avenue (Library West, Rm. 339). Help brainstorming, formatting, and writing papers.
- Academic Complaints: Office of the Ombuds; Visit the Complaint Portal webpage for more information.
- Enrollment Management Complaints (Registrar, Financial Aid, Admissions): View the Student Complaint Procedure webpage for more information.
- UF Student Success Initiative: Visit https://studentsuccess.ufl.edu/ for resources that support your success as a UF student.

Campus Health and Wellness Resources:

- UF Whole Gator Resources: Visit https://one.uf.edu/whole-gator/discover for resources that are designed to help you thrive physically, mentally, and emotionally at UF.

<u>Additional course fees:</u> $0