

Syllabus

RTV 3200 Spring 2015

Fundamentals of Production

Professor: Houston Wells

houstonw@ufl.edu

Office: 3066 Weimer

Phone: (352) 273-3568

Office Hours: Mondays Period 7-8 (1:55-3:50) and by appointment

Lab Instructor: Michael Munroe

munroe@ufl.edu

Office: G215

Phone: TBD

Office Hours: TBD

Lab Instructor: Iman Zawahry

Iman@ufl.edu

Office: G215

Phone: (352) 281-6787

Office Hours: TBD

## Weekly Schedule

LECTURE: CSE E222 M 9-10

LABS: WEIM G001 (and G215 when noted)

Section 3648	T 3-5
Section 4328	T 6-8
Section 7423	R 3-5
Section 0240	R 6-8

REQUIRED TEXT: *Video Basics 7* (Herbert Zettl, ISBN 9781111344467)

You will receive a 16 Gigabyte SDHC memory card for lab work, distributed by the lab instructor.

Unless otherwise stated, laptops and cell phones should be put away during instructional periods. Students are prohibited from audio and/or video recording during instructional periods. (Any stills of me should be tagged #ThisJerkWontLetUsRecordHisLectures)

### Course Objective:

This course is intended to give students an introduction to various aspects of audio and video production tools and techniques. Areas of study include production planning, production in the field, lighting in the studio and in the field, video and audio editing, and multi-camera production in the studio.

### Lab Attendance:

Attendance and punctuality in weekly labs is mandatory. A portion of your grade will be based on attendance and participation. You will be given one "free" absence and one "free" tardy. A second absence will result in a 2 point reduction and a third absence results in losing all 10 attendance points. A second tardy will result in a .5 point reduction, and each additional tardy will result in a 2 point reduction. (Please contact your lab instructor if you anticipate an absence or tardy. Make up work will be at his/her discretion.)

### Lecture Attendance:

Attendance will not be taken during lecture. (Of course, the person presenting the lectures is the person writing the tests, so miss lecture at your peril.)

Exams and Quizzes:

Check the schedule below for exam and quiz dates; exams and quizzes will begin promptly at the start of class. Absences during test days must meet University criteria for excused absences for a make up test to be scheduled. (This does NOT include missed buses, malfunctioning cars, family visits, etc.) Missed tests must be rescheduled within a week of the excused absence. When in doubt, COMMUNICATE with your instructors.

Grading scale:

A	94-100
A-	90-93.99
B+	88-89.99
B	84-87.99
B-	80-83.99
C+	78-79.99
C	74-77.99
C-	70-73.99
D	65-69.99
E	0-64.99

Point distribution:

Lecture QUIZ A	5
Lecture EXAM 1	20
Lecture QUIZ B	5
Lecture EXAM 2	20
Narrative Project (storyboard)	5
Premiere Pro Skills Quiz	5
Narrative Project (shooting)	10
Narrative Project (editing)	10
Studio Show project (group)	5
Studio Show project (individual, includes peer eval)	5
Lab attendance/punctuality/participation	10

**Calendar**

1/5            WEEK 1

Lecture:      NO LECTURE ON MONDAY 1/5—classes begin Tuesday 1/6

Lab:            Equipment check out policies

                  Camcorder hands-on: intro to manual controls

                  Practice exterior shots and review in lab (time permitting)

1/12            WEEK 2

Lecture:      Camera Settings review, Video camera basics (Chapter 4)

Lab:            Shooting for focus, white balance, & exposure exercise

                  Review in lab

1/19            WEEK 3

Lecture:        NO LECTURE--HOLIDAY

Lab:            Shooting for continuity exercise

                  Review in lab

                  Storyboard example/ storyboard assignment

                  Instructor assigns students into either Group A or B (for narrative project shooting schedule.)

  

1/26            WEEK 4

Lecture:        Framing and Composition (Chapter 6, Zettl)

                  Production Project information and examples

                  Review storyboard example

Lab:            MEET in G215

                  Intro to Adobe Premiere Pro

                  Transfer and edit "continuity" footage from week 3

  

2/2             WEEK 5

Lecture:        Audio (Chapter 7, Zettl)

Lab:            STORYBOARDS DUE for narrative project (one-on-one review with lab instructor)

                  Brainstorm shotlist and shoot ~1 minute narrative (groups of 4)

  

2/9             WEEK 6

Lecture:        QUIZ A (Weeks 1-4)

                  Lighting (Chapter 8, Zettl)

Lab:            MEET in G215

                  Edit short narrative from week 5

                  Instructor critique

2/16 WEEK 7

Lecture: Principles of Continuity Editing (Chapter 13, Zettl)

Lab: GROUP A: Lighting workshop in G001  
GROUP B: shooting narrative project

2/23 WEEK 8

Lecture: EXAM 1 (Weeks 1-7) (**Bring your Gator 1 card**)

Lab: GROUP A: shooting narrative project  
GROUP B: Lighting workshop in G001

3/2 WEEK 9

Lecture: The Studio Environment and Studio Roles (Chapter 14, Zettl)

Lab: MEET in G215  
Transfer project footage and begin edit

3/9 WEEK 10

Lecture: Production in the Field (Chapter 15, Zettl)

Lab: MEET in G215  
Complete editing of project  
PREMIERE PRO SKILLS QUIZ  
NARRATIVE PROJECT DUE at end of class

3/16 WEEK 11

Lecture: Iman's Labs MEET IN G001 (attendance will be taken)  
ASSIGNMENT OF STUDIO GROUPS

Lab: MEET in G001 Studio  
Working with external microphones in production and post

3/23 WEEK 12

Lecture: Michael's Labs MEET IN G001 (attendance will be taken)  
ASSIGNMENT OF STUDIO GROUPS

Lab: Hands-on in the multi-camera studio  
Two Minute shows to practice Studio Roles  
Decide individual roles for studio production

3/30 WEEK 13

Lecture: QUIZ B (Weeks 9-12)  
The Nature of Digital (Chapter 3, Zettl)  
Graphics for Video (Chapter 9, Zettl)

Lab: Group Rehearsal for studio production

4/6 WEEK 14

Lecture: Intro to audio mixing, sweetening, and sound design

Lab: Group Rehearsal for studio production

4/13 WEEK 15

Lecture: Intro to Color Grading (AKA "color correction")

Lab: Dress Rehearsal for studio production

4/20 WEEK 16

Lecture: EXAM 2 (Weeks 9-15) (**Bring your Gator 1 card**)

Lab: RECORD FINAL STUDIO SHOW  
Turn in peer evaluations

## **Information about Lab Projects:**

**Narrative Project:** You will plan, storyboard, cast, shoot and edit a short sequence of shots that tells a story. The finished piece will be from 90 seconds to 2 minutes in length. This will be a NON-DIALOGUE narrative, with the story being communicated visually (accompanied by natural sound.) Scores will be based on storyboard quality, production quality (i.e. camera work), and editing quality. You will use school cameras for this assignment. This will be discussed further in both lecture and lab.

**Adobe Premiere Pro CC Skills Quiz:** during lab (week 10), your lab instructor will administer a brief skills quiz. You will be asked to demonstrate basic editing skills. (e.g. cut, select, move, import, insert, overwrite, add/adjust keyframes, unlink audio and video, et al.)

**Multi-camera Studio Project:** Working as a team, you and several other students will script, cast, and produce a seven-minute studio television show. Each student will take a specific role on the studio crew, with some students working in the control room and others working in the studio proper. On the final day of lab, your show will be recorded “live to tape” for a grade, so proper preparation and rehearsal is a must. Grades will be given for group performance as well as individual work. (You will also turn in a peer-evaluation form as part of your final grade.)

The group grade is based on creativity, teamwork, and technical proficiency.

The individual grade is based on fulfillment of responsibilities as a team member as well as your peer evaluation.

A description of the various studio crew positions can be found at the end of this syllabus.

**All video projects in RTV 3200 should fall well within the “PG” range.** If you are unsure if a scene or topic is appropriate for this course, ask your instructor. (Sorry, Tarantino.)



## 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

## Studio Crew Responsibilities

**Producer:** is the crew organizer: communicates with crew and cast. Schedules in-lab and out-of-lab meetings and rehearsals. Produces the on-screen graphics. Operates graphics during show. (Use Lynda.com for basic Photoshop Essentials training.)

**Director:** takes the show from written form and transforms it into a program. Is the leader of the show during taping. Leads the pre-production and creative process. Communicates directly with the Control Room crew, Floor Director and camera operators during taping. Determines and requests various camera angles during the show.

**Technical Director:** operates the switcher. Checks all cameras, tally lights, headsets, sets up shots, checks focus prior to tapings and rehearsals. Is the back-up director.

**Audio Operator (A1):** mixes the show during taping and rehearsals. Provides all sound elements for the show. Works with the **A2** to lay out all microphones for the show.

**Camera 1 Operator/Assistant Producer.** Operates camera 1 during show. Is also the assistant producer and script supervisor. Helps to write, print and distribute all scripts. Assists with sets and risers.

**Camera 2 Operator/A2:** Operates camera 2 during rehearsals and tapings. Is the back-up A1 and needs to know the A1 job. Is responsible for getting the microphones from equipment room. Lays out audio snake and tests all mics with **A1**.

**Camera 3 Operator/Operations Manager** Operates camera 3 during rehearsals and tapings. Also responsible for sets and risers, placement and storage.

**Floor Director/Talent Producer.** Head of the crew on the floor. Checks to see that all lights are functioning and sets/risers are built. Coordinates the talent on the floor. Provides for talent needs, wardrobe areas etc. Works with director for pacing and timing of show.

**All team members attend any creative meetings and will assist with scripting and casting.**

**All crew will help with cleaning up the studio (sweep floor, replace cameras, put up chairs/risers/props) at the end of each lab session. Do not leave without being dismissed by your lab instructor.**