



<p>Instructor Contact & office hours</p>	<p>Associate Professor Tim Sorel Office: 3040b Weimer Hall. 352-392-2849 tsorel@jou.ufl.edu Office Hours: M 10:30am to noon. W 1pm-3pm Twitter: timsorel Facebook: Tim Sorel</p> <p>TA: Michael Munroe Office G215D Weimer Hall 352-392-2412 x 240a munroe@ufl.edu TA: Annelie Schmittel Office G038 Weimer Hall aschmittel@ufl.edu</p>
<p>Class & Lab Meetings</p>	<p>Lecture Monday Periods 6-7 NRN Room 0331 Labs meet in Weimer G001 or G215 as noted on weekly schedule Tuesday 3-5 Tuesday 6-8 Wednesday 6-8 Thursday 3-5</p>
<p>Course Objective</p>	<p>RTV3200 Fundamentals of Digital Video Production is intended to give career-path communication students instruction in the use of digital audio and video production tools as well as the fundamentals of effective visual storytelling.</p>
<p>Student Learning Outcomes</p>	<p>By the end of the semester, the student should be able to:</p> <ol style="list-style-type: none"> 1) Use a professional video camera 2) Record and edit video at a professional level. 3) Apply cinematic composition techniques to advance and complement a story. 4) Use non-linear editing software to organize and sequence images efficiently. 5) Export video projects in the optimal codecs for each of these: mobile devices, websites, television broadcast and cinema. 6) Offer constructive feedback of your own work and that of peers. 7) Identify equipment components of multi-camera studio production 8) Identify roles of multi-camera studio production teams
<p>Prerequisites</p>	<p>Grade of C or better in RTV2100</p>
<p>Equipment Room Policies</p>	<p>Students will sign an equipment room contract. Failure to adhere to the contract can result in a student having a grade point deduction and/or receiving an incomplete or failing grade in the class. Late returns will result in equipment privileges being revoked. Parking for the equipment room is limited to ten minutes. Failure to adhere to this policy can result in a point deduction from a student's final grade.</p>
<p>Textbook</p>	<p>Video Basics 7 by Herbert Zettle ISBN 0534260586</p>
<p>Computer & Software</p>	<p>It is suggested the students own a Mac Book Pro and have access to the Adobe Creative Cloud Software. However, students will have access to the Mac editing lab.</p>
<p>Attendance, tardiness and late assignment policies</p>	<p>Students are allowed one lab absence per semester. Each additional absence will result in a two point deduction from a student's final grade for each occurrence. Students are allowed to be tardy once during the semester. Each additional tardiness will result in a 1/2 point reduction from a student's final grade.</p> <p>Any unexcused late assignment will be lowered 20% of the total possible points. Any assignment turned in over a week late will be lowered 50% of the possible points</p>
<p>University Policies</p>	<p>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.</p> <p>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.</p>



University Policies

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 terrific, 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.

Assignments, Projects & Grading

Lecture

3- Reading Quizzes 5 PTS each.....	15 PTS
2- Exams 15 PTS each	30 PTS
Networking paper.....	10 PTS

Lab

Attendance and participation	10 PTS
Video shooting and composition.....	10 PTS
Video editing	10 PTS
Editing Skills test	5 PTS
Individual Performance Studio Project.....	5 PTS
Group Performance Studio Project	5 PTS

Grading Scale

94% or higher	= A
90%-93%	= A-
88%-89%	= B+
84%-87%	= B
80%-83%	= B-
78%-79%	= C+
74%-77%	= C
70%-73%	= C-
65%-69%	= D
64% or below	= E

Networking Paper Hardcopy due:

4-5 pages double-spaced plus attachments. Paper Theme: **The importance of professional networking for communications professionals: how will I prepare a foundation for my career?** This paper is not a traditional research paper more than an opportunity for students to recognize the importance of the pre-professional experience. In this paper you will discuss the importance of networking, the pre-professional experience and the effect such an experience will have on your career. In this paper you will write about THREE internship experiences. These can be potential internships that you are seeking, internships that you have had, have currently or any combination thereof.

For potential internships, you will research and make contact with firms you wish to intern for. Explain in the paper why you would like to intern for a particular firm and be specific about the people who are employed there and the type of work they do. Explain how this will benefit your career. You may have to contact as many as 20 firms before getting the type of response you need. Remember, most inquiry emails go unanswered. You need to aggressively pursue opportunities.

Create attachments with information about each firm you have interned for or wish to intern for. Website pages printed out and other firm materials are appropriate. You must include letters you have written to the firm, email exchanges and letters received back.

Finally, the last page of the attachments section must include contact information for the people with whom you communicated at the firms where you are trying to intern. RTV3200 teaching assistants will be contacting the firms to confirm your efforts. This paper is to be turned in as a hard copy. Papers will not be accepted after the date listed on the left date and class period. Electronic copies will not be accepted. The paper should be presented in an orderly professional manner. All sheets should be stapled or bound and in a folder as necessary. Papers not meeting these specifications will be given a grade of zero points.



RTV3200 Fundamentals of Digital Video Production

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Lab Projects

EFP & Premiere Pro Editing Short Film using electronic field production (EFP) cameras and tripods, students will properly frame, focus, white balance, adjust exposure and audio levels for a non-dialogue sequence of shots that tell a story. No zooms or camera movement will be allowed. Student's "EFP" grades will be based on tripod leveling, framing, focus, white balance and audio levels. There should be approximately 20-40 shots in the sequence and it should run between 90 seconds and two minutes. Creating a picture storyboard is required. Your lab TA will discuss with you the date for your shoot.

Students will work on several Premiere Pro tutorials with teaching assistants. Students will transfer footage shot during the first weeks of the semester. The edited projects will be graded on several elements including effective story telling, utilizing establishing shots and close ups, as well as technical "smoothness" including transitions and audio levels.

Premiere Pro Skills: During the third and final week of Premiere Pro training, your teaching assistant will individually ask you to complete basic commands within your editing sequence. These include but are not limited to the "Trim, Cut, Select, Insert, Overwrite, Audio Key Frame, Save, make audio adjustments, show audio wave forms, and Undo to name a few. Your TA will discuss in lab.

Studio Project: Working as a team in the studio, students will produce a 7-minute multi-camera studio television show using a full studio crew and three cameras. On the taping day, the show will be "Live to Tape". Live to tape means no stopping once recording starts. Students will be graded as a team and individual performance. One student will act as a producer. As a group you will decide the subject matter of your show. Each student will turn in a peer review sheet after the final taping. Individual grade is five points. Team grade is five points.

Studio Project roles and responsibilities

Producer: is the group organizer: communicates with group and cast. Schedules in lab and out of lab meetings and rehearsals. Produces all fonts and graphics during pre production. Operates graphics during show. Needs to use Lynda.com for basic Photoshop Essentials training. Attends all creative meetings and assists in scripting and casting.

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. Attends all creative meetings and assists in scripting and casting. Must learn all control room jobs.

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. Also must learn the audio and graphics position. Attends all creative meetings and assists in scripting and casting.

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. Attends all creative meetings and assists in scripting and casting.

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. Attends all creative meetings and assists in scripting and casting.

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. Attends all creative meetings and assists in scripting and casting.

Camera 3 Operator/Operations Manager Operates camera 3 during rehearsals and tapings. Also responsible for sets and risers, placement and storage. Attends all creative meetings and assists in scripting and casting. Attends all creative meetings and assists in scripting and casting.

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. Attends all creative meetings and assists in scripting and casting.



RTV3200
Fundamentals of Digital
Video Production

SP14

Week of	Lecture	Lab
1/6	Course intro. Assignment explanations Video camera 1	Tour ground floor. Equipment room contracts Video camera and tripod basics Video project explanation
1/13	Chapters 4&5 Video camera 2. Aesthetics of framing and character placement	Video camera exercises I
1/20	Holiday. Lecture does not meet. Labs meet regular days	Video camera exercises II
1/27	Chapter 6 Three act structure. Creating the premise, script and storyboard	Intro to video editing. Meet in room G215 Storyboard reminder
2/3	Chapter 7 Sound: The most important element	Video camera exercises III shooting a story group exercise Project storyboards due this day
2/10	Chapter 8 Lighting: Illumination, mood and focus	Video editing II Meet in room G215 Edit footage from last weeks lab
2/17	EXAM 1 Chapters 4,5,6,7,8 and lecture notes	Group A- Shoot project this day Group B- Lighting lab
2/24	Chapter 13 Editing, consolidating and condensing the story	Group A- Lighting Lab Group B- Shoot Project this day
3/3	MARCH BREAK	MARCH BREAK
3/10	Intro group project Teams created and team exercise NETWORKING PAPERS DUE	Edit projects Meet in Room G215
3/17	Mandatory lecture in room G001 ANNELIE'S LABS ONLY	Edit projects Meet in Room G215 Projects due by the end of lab
3/24	Mandatory lecture in room G001 MICHAEL'S LABS ONLY	Studio Practice
3/31	Chapters 14&15 Editing, consolidating and condensing the story	Studio Practice
4/7	No Lecture this week.	Block and practice shows
4/14	Chapter 3 Digital technology and video	Record dress rehearsal show in studio
4/21	EXAM 2 chapters	Record final show in studio