

RTV 3200

Sorel Fall 2013

Fundamentals of Production

Professor Timothy Sorel

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TA: Michael Munroe

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Office G001

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Office Hours: Tuesday 9:00am-9:30am and by appointment

Weekly Schedule:

Lecture Monday periods 9-10 MAT 0018

LABS T 3-5, T 6-8, W 6-8 R 3-5 WEIM G001 and WEIM G215 computer lab. Check syllabus

Course Prerequisite: C or better RTV 2100

Text: Video Basics 7 by Herbert Zettle ISBN 0534260586

Students will be provided a 16GB SDHC card for their lab projects. Lab instructors will hand these out.

Course materials, course calendar, grades and other helpful material can be found on Sakai. use your Please keep track of your grades throughout the semester. DO NOT use the site email to contact me. Use the email listed above.

Course Objective:

The Fundamentals of Production course is intended to give career-path production students an introduction to various aspects of audio and video production tools and techniques. Key disciplines of multi-camera production, field production, lighting instrumentation and sound mixing will be emphasized for skill development necessary to continue with advanced classes in various disciplines.

Students will be expected to master concepts such as the production process, the production team, production control room, manipulation of the video camera and lens,

color temperature, depth of field, signal to noise ratio, microphone technique, basic non-linear editing and navigating the Apple workstation.

This course requires aggressive participation and attendance in labs and 3-5 hours of outside production work and or reading per week.

Networking/Internship Assignment 4-5 pages double-spaced plus attachments.
Hard copy of the paper due is due in class before or on before November 4th 2013.
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 an attachment 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 of who you spoke to at the firm you are attempting to intern at. RTV3200 teaching assistants will be contacting the firms to confirm your efforts.

This paper is to be turned in as a hard copy on or before November 4th 2013. Papers will not be accepted after this 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.

Internship Paper grading rubric 10 Points

Presentation, format and grammar 3 Points

Provide complete contact information of company (s) 2 Points

Copies of web information, emails and letters to organization or firm 2 points

Understanding and comprehension of assignment 3 Points

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.

TEAM GRADES

Are based on the following: (1pt each)

Creativity

Technically sound

Team work

Casting- did you find decent actors that excelled on camera?

End of project peer evaluations

INDIVIDUAL 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.

ALL CREW ARE CHARGED WITH CLEANING THE STUDIO, PROP STORAGE, STOWING CHAIRS AND RISERS.

Absentee Policy Lecture

Attendance is not required in RTV3200 lecture except as noted on the weekly schedule. While most lectures are not mandatory, you will perform poorly on exams if you miss lecture. Additionally, you will miss important communication about labs and assignments. This course has **three unannounced reading quizzes**.

Absentee and Tardiness Policy Lab

- Students are allowed one unexcused absence during the semester. -Second absence is two points off final grade
- Third absence results in losing all ten points of the attendance and participation grade
- Students are allowed to be tardy one time during the semester.
- Second tardiness will result in ½ point off final grade
- Third tardiness will result in two points off final grade
- Fourth tardiness results in losing all ten points of the attendance and participation grade.

Week 1 Aug 19

Lecture: No lecture as classes start on Wednesday. Wednesday and Thursday labs do meet.

LAB:

Tour ground floor. WUFT Control room, production and editing labs. Introduction to HMC150 Camera and tripod. Power, controls, handling, care. Emphasis on white balance, exposure, ND Filter and audio levels.

Week 2- Aug 26

Text: Chapters 4 and 5

Lecture: Introduction to course. Assignment explanation. The Video Camera and operation. Color Temperature. White balance. 180 Degree Rule. Rule of Thirds. Demo the Static EFP Project. Evaluate “When Harry Met Sally” scene

LAB: MEETS in G001:

Tour ground floor. WUFT Control room, production and editing labs. Introduction to HMC150 Camera and tripod. Introduction and or review HMC150 Camera and tripod. Power, controls, handling, care. Emphasis on white balance, exposure, ND Filter and audio levels. Time permitting Iris shooting assignment.

Week 3- Sep 2

Lecture: No lecture- Labor Day Holiday. All labs meet regular days.

LAB: MEETS in G001:

Video camera practice. Set up and shoot

TAs review the shooting project and photo storyboard techniques.

Iris Shooting Assignment and Match Action Shooting Assignment.

Week 4- Sep 9

Text: Chapter 6

Lecture: Depth of field and the iris. Placement of characters and the camera

Evaluate “A Place in the Sun”

Shot types- method and meaning.

Storytelling. Three act structure. Creating the premise, script and storyboard.

Lab: Meet in room G215 Lab:

Intro to Premiere Pro CS6 (PP6) BE ON TIME!

LYNDA.COM *Premiere Pro CS6 Essentials* by Abba Shapiro. Watch Lessons.

Open PP6 for the first time. Intro to basic PP6 editing skills. Lab instructors will remind students that project storyboards are due next week.

Week 5- Sep 16

Text: Chapter 7 Audio

Lecture: Audio: What is it? Audio’s role in storytelling. Audio technique and mics.

Evaluate scenes from *Dances with Wolves* and *The Green Mile*.

Audio layering in PPCS6, Audition or Pro Tools.

LAB: MEETS in G001:

You will meet with your lab instructor to discuss storyboards. In groups of 4, each group will take turns being cast and crew. You will brainstorm and create a short story and shoot. Approximately 10 shots. You will edit this next week.

Hard copy of project photo storyboards with captions due this week.

Week 6 Sep 23

Text: Chapter 8

Lecture: Lighting- Illumination, mood and focus

Lab: Meet in Room 3200 Lab:

LYNDA.COM *PP6 Essentials* by Abba Shapiro. Transfer footage from last week’s lab as well as the matched action sequences and edit.

Week 7 Sep 30

Lecture: EXAM 1 Chapters 4, 5, 6, 7, 8 and lecture notes

Lab Meets in G001

Group A- Shoot project this day

Group B- group intro to Lowell Lighting Kit/filter

Week 8 Oct 7

Text: Chapter 13

Lecture: Editing. NLE Systems: how do they work?

Editing: What is it? Types of edits. Consolidating.

FCPX, AVID and Premiere: Where are we going?

Lab Meets in G001

Group B- Shoot project this day

Group A- group intro to Lowell Lighting Kit/filter

Week 9 Oct 14

Lecture: Group project introduction. Teams formed.

Lab: MEETS in room G215 lab

PP Editing part 3- Begin editing Projects

PP skills test.

Week 10 Oct 21

Mandatory Lecture: Sections 1583 and 4483 (Houston's Labs Only)

The Lecture meets in G001 not lecture hall

Introduction to the studio and control room

Create groups and discuss the team projects

Lab: MEETS in G215

Finish editing projects. Project due at the end of lab.

Week 11 Oct 28

Mandatory Lecture: Sections 0505 and 5395 (Michael's Labs Only)

The Lecture meets in G001 not lecture hall.

Introduction to the studio and control room

Create groups and discuss the team projects

Labs meet in G001 Practice short studio shows

Week 12 Nov 4

Lecture: Introduction to multi-camera studio production

Internship paper hard copy due in-class

Labs meet in G001 Practice short studio shows

Week 13 Nov 11

Lecture: NO Lecture Veterans Day Holiday

Labs meet in G001 Final project rehearse and block shows.

Week 14 Nov 18

Text: chapters 14 and 15

Lecture: EFP/ENG and the studio

Labs meet in G001: Final Projects Dress rehearsal. Thursday lab will discuss with lab instructor if they will tape on the reading day. (Recommended)

Week 15 Nov 25

Text: Chapter 3

Lecture: Digital, what is it? Distribution, bandwidth and video for the Internet.

Optional Tuesday Labs: Practice short studio show and/or block and rehearse final project. Wednesday and Thursday labs do not meet due to the holiday.

Week 16 Dec 2

Exam 2 Chapters 3, 7, 8, 13, 14, 15 and lecture notes

Labs meet in G001: Final Projects Tape.

There is no Comprehensive Final for RTV3200

Information on current UF grading policies for assigning grade points. This may be achieved by including a link to the appropriate undergraduate catalog web page.

<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

Grading Scale:

A	94-100
A-	91-93
B+	88-90
B	84-87
B-	81-83
C+	78-80
C	75-77
C-	71-74
D	66-70
E	0-65

CLASS Grading Weight:

1) Internship Paper	10
2) 3 - Reading Quizzes 5 each	15
3) Exam 1	15
4) Exam 2	15

Lecture Points 55**LAB Grading Weight**

1) Lab attendance, punctuality and participation	10
2) Video Shooting	10
3) Final Cut Pro Project Editing	10
4) Final Cut Pro Skills	5
5) Individual performance Studio Project	5
6) Group performance Studio Project	5

LAB Points 45**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.

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. If you have any questions or concerns, please consult with the instructor or TAs in this class.