

**RTV 3320: Electronic Field Production**  
**Instructor: William A. Renkus, Ph.D.**

IMPORTANT INFORMATION:

Lecture: Tuesdays, Periods 9-10 (4:05 PM – 6:00 PM) Room: Weimer - 1070  
Office Hours: Monday & Wednesday 1:45 PM – 3:00 PM (or by appointment)  
Office: 3065 Weimer (location subject to change)  
E-mail: [warenkus@ufl.edu](mailto:warenkus@ufl.edu)  
Labs: 4489 Thursday 9 - 11 (4:05 PM – 7:05 PM)  
4491 Friday 3 - 5 (9:35 AM – 12:35 PM)

The room the labs meet in will vary between the Student Studio (G001) and the Editing Lab (G215 Weimer) – See the lab schedule to find out where to attend.

REQUIREMENT FOR ENROLLMENT:

RTV 2100, Writing for the Electronic Media, RTV 3000, Introduction to Telecommunications, and RTV 3200 Fundamentals of Production.

RECOMENDED EXTERNAL HARD DRIVE:

Firewire 800 IEEE 1394 external hard drive, 7200 rpm

REQUIRED TEXT:

Lynne S. Gross, and Larry W. Ward. *Digital Moviemaking*, 7<sup>th</sup> ed. Boston: Wadsworth/Thompson Learning, 2009.

COURSE DESCRIPTION & OBJECTIVES:

This course is designed to provide an overview of the Electronic Field Production Process. The goal of the class will be to provide basic skills in single camera production techniques as well as to begin to develop an aesthetic understanding of creative composition, production design and the potentials of editing. Students will become familiar with small format, mini-DV camera operation, as well as portable lighting, audio and non-linear editing techniques.

ATTENDANCE AND PARTICIPATION:

Participation and lab attendance will count for five percent of your grade. Students should make every effort to attend all lectures and labs. If you are unable to attend, you will still be responsible for all material covered in class as well as all information regarding class assignments. Contact a class mate and ask to obtain their notes. Do not ask the instructor to review missed content. **Students will be graded based on their project workflow. Falling behind will affect your grade.** If you miss a quiz or skills test, you will have one and only one, opportunity to make it up the following week after the lecture or at the end of the lab.

### ACADEMIC HONESTY:

Students who have enrolled at the University of Florida must have read and signed an honor code. By doing so, you have pledged that you will maintain the highest level of academic integrity. Plagiarizing others work is a serious infraction that will result in a student being subject to sanctions set forth in the Student Conduct Code. To view the University of Florida Honor Code go to <http://www.dso.ufl.edu/STG/default.html>

### DISABILITY STATEMENT:

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. Please contact Disability Services if you have any documented special needs that could affect your performance in this class. Email: [accessuf@dso.ufl.edu](mailto:accessuf@dso.ufl.edu)  
Voice: 352-392-8565 x200

### EQUIPMENT CHECKOUT:

Students must comply with all provisions of the Telecom Departmental Equipment Policy. Students will be responsible for signing out and returning equipment **on time and in working order**. The equipment supplied to you will be in good working order. Make sure that you have everything before you leave the equipment room. **You are responsible for the equipment when in use and you will be financially liable for items that are damaged or not returned.**

### **Equipment must be returned by 9:00 AM on the scheduled day.**

You may check out equipment for two days at a time or for one weekend at a time. (For example, if you check out equipment on a Monday, it will be due back Wednesday morning at 9:00 AM) Students may not check out equipment again on the day that they return gear, but must wait at least one day between equipment usages.

Please return equipment on time. Failure to do so will result in:

\*first offense: suspension of privileges for two weeks and a 20-point reduction in your grade.

\*second offense: suspension of privileges for one month and a 40-point reduction in grade.

\*third offense: suspension of privileges for the rest of the semester and a 100 point reduction in your grade.

There will be no use of equipment for non-class projects, student to student equipment transfers or sharing of equipment with other classes. Violation of this policy will be subject to the same sanctions as failure to return equipment.

**TELECOM/WUFT-TV NEWS LOADING ZONES – STUDENT POLICY:**  
**Students must adhere to all WUFT Loading Zone policies – For clarification see:**  
**wuft.org**

**INSTRUCTOR/STUDENT AGREEMENT:**

**By accepting this syllabus, you agree that only through cooperation, class attendance, and commitment to semester objectives can we meet the goals of this class.**

**ASSIGNMENTS:**

- 1) Four lecture quizzes.
- 2) Project # 1: Political campaign advertisement. Individual students will use skills developed in the lab to create either a positive or a negative political ad. You will have 30 minutes to shoot an interview with a subject for a political ad. A standard set of questions will be provided for you. The interview footage will comprise the bulk of your ad. The interview footage will be supplemented by B roll footage. When shooting you must demonstrate an ability to control lighting, focus, iris, composition, and audio levels. When editing, you must display an ability to master technical and creative aspects of post-production.
- 3) Project # 2: Two character fictional dialogue sequence. Teams of **two** students will work to turn a short script (supplied to them in advance) into a short narrative sequence that demonstrates an ability to shoot and edit dialogue.
- 4) Initial treatment or storyboard, and script of final group project.
- 5) Critique of raw footage. Students learn best in a supportive, collegial environment. Therefore, individual students will view each other's raw footage and offer production notes designed to improve their colleague's work. This will take place during a scheduled lab session.
- 6) Final Project. This project will be a 5 to 10 minute documentary or fictional work. It will demonstrate a mastery of technical and stylistic components of EFP learned throughout the class. Students may work in groups (**max of four**) or as individuals. Group members must demonstrate that they have filled different production roles during the creation of the project. Graded on: creative use of production skills: 40% and technical execution: 60%

GRADING: Information on current University of Florida grading policies can be found at:  
<http://www.registrar.ufl.edu/catalog/policies/regulationgrades.html>

1) Technical quizzes	200 pts
2) Project # 1 – political ad	150 pts
3) Project # 2 - narrative group grade	150 pts
4) Initial treatment or storyboard and script	30 pts
5) Critique of raw footage	20 pts
6) Participation, Decorum, and Attendance	50 pts
7) Final Project	400 pts

**Total:** 1000 pts

<u>GRADING SCALE:</u>	900 – 1000 A
	867 - 899 A-
	833 - 866 B+
	800 - 832 B
	767 - 799 B-
	733 - 766 C+
	700 - 732 C
	667 - 699 C-
	633 - 666 D+
	600 - 632 D
	000 - 599 F

### **RTV 3320: Electronic Field Production Lecture and Lab Schedule**

- 1) **Lab (In G001) – Aug 23 & 24** - Lab overview / check out procedures/ camera basics/ three point lighting techniques / Students practice under instructor supervision / Sign Up for Political Ad Shooting Schedule and Groups
- 2) **Lecture – Aug 28**  
Intro to course, requirements, and goals. Explanation of log and transfer.  
Read for next week - Chapters 3 & 4 - Gross & Ward
- 2) **Lab (In G001) –** Part of class will shoot political ad interviews while another part of the class will go outside and shoot B roll for political ad.
- 3) **Lecture – Sept 4**  
Cameras / Approaches to Image Capture / Film screening and discussion.  
Read for next week – Chapter 2 - Gross & Ward
- 3) **Lab (In G001) –** Part of class will shoot political ad interviews while another part of the class will go outside and shoot B roll for political ad.

- 4) **Lecture** – Sept 11  
Preproduction and Planning / Film screening and discussion.
- 4) **Lab (In G001)** – Some students will log and transfer political ad footage in G215 // and the final group of students will finish shooting political ad interviews  
Due next week – initial treatment or script and storyboard.
- 5) **Lecture** – Sept 18  
Quiz # 1 Cameras, Approaches to Image Capture, Preproduction,  
Read for next week – Chapter 9 - Gross & Ward
- 5) **Lab (In G215)** – Work on political ad  
Initial treatment, script, storyboard, now due
- 6) **Lecture** – Sept 25  
Directing / Film screening and discussion
- 6) **Lab (In G215)** – Feedback on ITSS (green light to start shooting final project)  
Work on political ad
- 7) **Lecture** – Oct 2  
Narrative Film Structure / Film Screening and discussion.
- 7) **Lab (In G215)** – Political ad now due: Burn to DVD  
Plan location and blocking for Project # 2 - to be shot next week
- 8) **Lecture** – Oct 9  
Documentary Film Structure / Film Screening and discussion
- 8) **Lab – (In G001)** Shoot Project # 2 -- outside, on location
- 9) **Lecture** – Oct 16  
Quiz # 2 – Directing, Narrative Structure, Documentary Structure  
Read for next week – Chapters 5 and 6 - Gross & Ward
- 9) **Lab(In G215)** – Log and transfer project # 2 footage (rain day for location shoot)
- 10) **Lecture** – Oct 23  
Lighting / Approaches to Lighting / Film screening and discussion.  
Read for next week – Chapters 7 and 8 - Gross & Ward
- 10) **Lab (In G215)** – Raw footage of final project due.  
Critique of raw footage in lab
- 11) **Lecture** – Oct 30  
Microphones and Recorders / Approaches to Sound Recording / Film screening and discussion.
- 11) **Lab (In G215)** – Project # 2 now due: Burn to DVD

- 12) **Lecture** – Nov 6  
    Quiz # 3 on Lighting, Approaches to Lighting, Microphones, and Sound,  
    Film Screening and discussion.  
    Read for next week – Chapters 10 and 11 - Gross & Ward
- 12) **Lab (In G215)** – Work on Final Project (No Lab on Friday)
- 13) **Lecture** – Nov 13  
    Approaches to Editing / Film Screening and discussion.
- 13) **Lab (In G215)** – Work on Final Project
- 14) **Lecture** – Nov 20  
    Approaches to Editing / Film Screening and discussion.
- 14) **Lab** – (No Lab Thursday & Friday – Thanksgiving)
- 15) **Lecture** – Nov 27  
    Quiz # 4 on Editing and Approaches to Editing
- 15) **Lab (In G215)** – Work on Final Project
- 16) **Lecture** – Dec 4 **Final cut of Video Project Now Due**

**Public Screening of Work: Friday, Dec 7 in 1064 Weimer (tentative)**