

RTV 4929C –Advanced Workshop In Production: Corporate and Educational Video
(Spring 2014, section 1742)

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Office Hours: Wednesdays 12:30 – 2:30, or by request

Course Time: Thursdays, 9:30 – 12:30

Course Description:

This course will cover a wide range of corporate video productions, including educational, training, marketing, capital campaign, health communications, etc. You will learn how these “genres” employ techniques from commercial advertising, broadcast news, documentary, ethnography and narrative film to “communicate and convince”, and about the growing market for video shorts. We will cover production issues, such as: client objectives, target audiences, budgets, script writing, production schedules, location and talent scouting, production logistics, legal issues, interviewing, client relations, music, animation, and troubleshooting. There will be three production assignments due with different objectives in mind. These will vary in length, but the goal is to sharpen skills that will produce short and effective videos. Student feedback and class participation is essential.

Prerequisites

RTV 3101 and RTV 3320.

Grading:

30 Second Video (Production #1)	10%
1 - 2 Minute Video (Production #2)	25%
2 - 4 Minute Video with 30 Second Edit (Production #3)	50%
Attendance, Class Participation, Assignments	15%
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	100%

Text

Required Text: There are no required texts for this course.
The instructor may handout short readings in class.

Suggested Texts:

Corporate Video Production, Stewart Sweetow (2011);

ISBN: 0240813413

Corporate Video Directing, Howard Hall (1993);

ISBN: 978-0-240-51349-2

Directing Corporate Video, Ray DiZazzo (1993);

ISBN: 978-0-240-80164-3

Corporate And Instructional Video (2nd Edition), Gayeski (1991);

ISBN13: 978-0131732537

Corporate Scriptwriting: A Professional Guide, Ray DiZazzo (1992);

ISBN: 978-0-240-80115-5

Corporate Scriptwriting Book, Donna Maltrazzo (1980);

ISBN: 978-0-935608-01-4

Scriptwriter's Handbook: Corporate and Educational Media Writing - (2nd edition), William J. Van Nostran (1996); ISBN: 978-0240802527

Weekly course schedule of topics and assignments

Week 1: 1/9/14

- Introduction & Course Overview
- Self Objectives
- The Market ~ "quiz"
- Evaluation Criteria & Screening Sample Videos
- Production #1 Workshop: 30 Second Video (Final video due on 1/30/14)
 - Break up into pairs for first assignment
 - Brain storm & develop ideas, write Script/Pitch and Shooting Script drafts (due in next class)
 - Teams present script/pitch ideas to class for feedback

Week 2: 1/16/14

- DUE: Production #1 Script/Pitch and Shooting Script
 - Teams share with class for feedback
 - Edit and polish Script/Pitch and Shooting Script
- Screening Sample Videos and Evaluate using production criteria

Week 3: 1/23/14

- Production Teams report/present to class on production status (challenges, breakthroughs, technical issues, crew issues, modifications)
- Screening Sample Videos and Evaluate using production criteria

Week 4: 1/30/14

- DUE: Production #1 Final Video
 - Screen in class, Evaluation and Feedback

- Production #2 Workshop: 1 - 2 Minute Video (Final video due on 2/20/14)
 - Break up into production teams of 3-4
 - Brainstorm Ideas, Write Script / Pitch draft, Begin Shooting Script (due in next class)
 - Develop Budget
 - Cover Production Logistics, Client Relations, Talent, Locations
 - Teams present script/pitch ideas to class for feedback

Week 5: 2/6/14

- DUE: Production #2 Script/ Pitch, Shooting Script and Budget
 - Teams present script/pitch ideas with class for feedback
- Screening Sample Videos and Evaluate using production criteria
- Cover Production Troubleshooting, Post-production (Music, Animation, Edit versions, Client feedback)

Week 6: 2/13/14

- Production Teams report/present to class on production status (challenges, breakthroughs, technical issues, crew issues, modifications)
- Production Team meetings with instructor to screen rough draft (will schedule separately to include all teams within 3 hour course time)

Week 7: 2/20/14

- DUE: Production #2 (1 - 2 Minute Video), screen in class, Evaluation and Feedback

- Production #3 Workshop: 2-4 Minute Video with 30 Second Edit (Final video due on 4/17 & 4/24 – see below)
 - Break up into production teams of 3-4
 - Brainstorm Ideas, Write Script / Pitch draft, Begin Shooting Script (due in next class)
 - Develop Budget
 - Teams present script/pitch ideas to class for feedback

Week 8: 2/27/14

- DUE: Production #3 Script/ Pitch, Shooting Script, Production Schedule and Budget
 - Teams share scripts for class feedback
 - Review client objectives, target audience and delivery/output
- Screening Sample Videos and Evaluate using production criteria

Week 9: 3/6/14

- NO Class, Spring Break

Week 10: 3/13/14

- Cover Interviewing, Release Forms, Minors, HIPAA, location permits, peopleCover
- Screening Sample Videos and Evaluate using production criteria

Week 11: 3/20/14

- Production Team meetings with instructor to review production materials (will schedule separately to include all teams within 3 hour course time)

Week 12: 3/27/14

- No formal class – production teams are in production (Instructor is available for individual or team meetings by request)

Week 13: 4/3/14

- Production Teams share their production experiences and modifications to production materials (shooting script, production schedule, budget, etc.)
- Cover Multiple Length Edits, and Delivery/ Output options

Week 14: 4/10/14

- Production Team meetings with instructor to screen rough edits (will schedule separately to include all teams within 3 hours course time)

Week 15: 4/17/14

- DUE: Fine Edit of Production #3 – Screening and Feedback
- Polishing Edit time

Week 16: 4/24/14

- DUE: FINAL Edit of Production #3- Screening and Feedback

1. Class Demeanor: Students are expected to arrive to class on time. I ask that no cell phones be used in the classroom, or during the course hours for calls or texting, unless there is an emergency. Computers and other PEDs should be used during course hours for course work only.

2. Students will be evaluated and graded based on attendance, class participation, and course assignments. See specific percentage breakdown below.

3. 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>.

4. 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.

5. 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.

6. There are no required textbooks for the class.

7. Information on current UF grading policies for assigning grade points. Please visit: <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

8. 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>.

9. University of Florida counseling services, visit:

<http://www.counseling.ufl.edu/cwc/Default.aspx> or call 392-1575. University of Florida

Police Department: 392-1111. For Emergencies: call: 9-1-1