

## 4929c Sports Production- Spring 2014

**Instructor:** Dennis Black  
**Office:** Weimer Hall 1<sup>st</sup> Floor - GatorVision  
**Office Hours:** Appointment Only  
**Office Telephone:** 352-316-2123  
**Email:** dennisb@gators.ufl.edu

### Class Summary

During the spring 2014 semester, the 4929c sports production class will produce a 30 minute documentary on Willie Jackson Sr., one of Florida Football's first African-American players. The objective of this course is to allow students the opportunity to utilize production skills they've learned in previous classes, but on a much larger scale. The 2014 class will work together as a team in all facets of the project to complete the documentary by the end of the semester. Students will have the opportunity to research, write, interview, edit, shoot, and produce as part of this unique sports production venture. Students will work during class in their own individual teams developing and coordinating content. At the end of each class we will meet, as a team, to evaluate our content and how we are progressing. At the beginning of each class, we will meet for 30 minutes to discuss a sports topic not pertaining to the documentary. This will be a class discussion, and it's expected that everyone will participate. The remainder of the class will be dedicated to your sports documentary. The overall objective is to create a great documentary, about a great man, while providing you a great real-world production opportunity. In summary, students will have the opportunity to work on long-form content (documentary), short-form content (It's Great to be a Florida Gator videos), and live production (GatorVision Live Stream Events).

### GatorVision Live Streaming

Students in the 4929c class will also be **required** to sign up and work a minimum of five GatorVision Live Streaming events. Students will have the opportunity to sign up for events that will work around their schedule, and will have plenty of events to choose from.

### Grading / Evaluation

#### **Participation: 75%**

Each student will have plenty of time to participate in this class. There will be enough scheduled productions and assignments that it will work with everyone's schedule. The grading objective is for you to actively participate in this project, and work as a team member to complete the goal. I know that each of you come into this class with a different skill set; all I'm asking is that you try and get better at your career goal. It's my goal to help you get there.

#### **Attendance: In class and at scheduled productions 25%**

Acceptable reasons for absence from class include illness, serious family emergencies, special curricular requirements (e.g., judging trips, field trips, professional conferences), military obligation, severe weather conditions, religious holidays and participation in official university activities such as music performances, athletic competition or debate. Absences from class for court-imposed legal obligations (e.g., jury duty or subpoena) must be excused. Other reasons also may be approved. Please notify me if you are going to absent for any reason, via email only. Please do not text me, or call me about your absence. If you miss two or more classes or production activities your grade will be affected.

### Production

- For all subject interviews, Dennis will be present and shoot along with student assistants.
- We will determine as a class, where we will edit this project based on the classes editing experience.
- No archival Gator footage of any kind will leave our office. You are not to take footage for personal use.
- GatorVision will provide music, photos and archive footage.
- We will arrive 1:30 prior to all scheduled on-location shoots.

**January 8<sup>th</sup>** – Overview of Class and Expectations for the Semester  
Camera Equipment: Sign Camera Agreement.  
30 for 30 : What elements go into producing a quality documentary?  
Crew: Archive Footage, Library Research, Writers, Editors, Shooters, Research, Segment Producers,  
Trailer Crew ( 2 minutes )

**First Assignment Due January 15<sup>th</sup>:** 10 scenic shots of campus

**Objective:** White Balance, Pans, Tilt, Basics Tripod and Camera Operation

**January 15<sup>th</sup>**- Review scenic  
Who is Willie Jackson Sr. ?  
Define Format, Timeline, Research, Footage, Production Schedule, Schedule interviews.

**Second Assignment Due January 22<sup>nd</sup>:** On-Camera and Voice Over - TRT 1:00

**Objective:** Basic Camera and Editing Skills. Proper framing and Audio Levels.

**January 22<sup>nd</sup>**- Review 2<sup>nd</sup> Assignment: On-Camera and Voice Over  
Build a Solid Resume - Tips to standing out.  
“The Secret to Acing the Interview”

**Third Assignment Due January 29:** Why It’s Great to be a Florida Gator – ( Look into Camera)

**Objective:** You will interview five people about why It’s Great to be a Florida Gator.  
This assignment will incorporate the previous two assignments.  
Proper framing and audio will be expected.

**January 29<sup>th</sup>**- Review 3<sup>rd</sup> Assignment:  
“Interview like a Pro” How to properly interview someone.

**February 5<sup>th</sup>**- Full-Time vs. Freelance “Guest Speaker TBD”  
Build a Solid Resume - Tips to standing out.

**February 12<sup>th</sup>**- How Social Media has changed the way we consume sports?  
Guest Speaker- Scott Carter or Chris Harry or Ted Spiker

**February 19<sup>th</sup>**- College Sports Production: College programs are creating their own content in-house.

**February 26<sup>th</sup>**- Studio Production  
Turn in Resume and Rough Draft Resume Reel

**SPRING BREAK      MARCH 1<sup>st</sup> – 8<sup>th</sup>**

**March 12<sup>th</sup>**- NFL Films: Steve Sabol “Keeper of the Flame”. Guest Speaker: Kennie Smith

**March 19<sup>th</sup>**- Daktronics: Venue Production: How to keep fans entertained?  
Guest Speaker: Casey McIntosh

**March 26<sup>th</sup>**- Play-by-Play: Guest Mick Hubert ( Could possibly change)  
Turn in Final Resume and Resume Reel

**April 2<sup>nd</sup>**- “# 22 – Title? ” Rough Draft  
“The Secret to Acing the Interview” : Getting that first Job.

**April 9<sup>th</sup>**- Review Revisions: “# 22 – Title? ”

**April 16<sup>th</sup>**- Review Revisions: “#22 – Title?”

**April 23<sup>rd</sup>** – Last Day of Class  
Present #22 Final Version