

RTV 4929c

Wells Summer A 2014

Senior Advanced Production Workshop:  
Corporate and Documentary Style Production

Instructor: Houston Wells  
Email: houstonw@ufl.edu  
Office: In Weimer G215  
Phone: (352) 278-2984  
Office Hours: Tuesday 2:00-3:30 and by appointment.

Class meeting times: T 6-7 (3:30-6:15)  
W 6-7 (3:30-6:15)  
R 6 (3:30-4:45)

Text: There is no required textbook for this course.  
Pre-requisite: RTV 3320

The objective of this course is to prepare the student for professional production within the corporate/industrial realm, with particular attention toward a documentary-style narrative structure. Students will experience hands-on instruction in advanced camera work, lighting, and audio; students will also work extensively with Adobe editing software, with an introduction to Adobe After Effects for basic compositing and effects work.

Due to the nature of this course, attendance is mandatory unless indicated otherwise. A portion of your final grade will be an attendance/participation score.

Some production and post-production time outside of scheduled class hours will also be required.

**Schedule** (subject to change):

- 5/13 Intro to Corporate/Industrial/Commercial Production  
Advanced camera settings
- 5/14 Color temperature lighting/shooting exercise
- 5/15 Advanced audio instruction
  
- 5/20 Audio exercise  
Working with audio in post  
Intro to Adobe Audition
- 5/21 **Quiz 1**  
Interview lighting in the studio and in the field
- 5/22 Exterior lighting set ups

- 5/27 Creative B-roll exercise and shooting for the edit
- 5/28 A-roll: creating the paper edit
- 5/29 Augmenting A-roll with B-roll
- A/B roll edit exercise due**
  
- 6/3 Adobe Photoshop in production and Intro to Adobe After Effects
- 6/4 Production day for :30 spot/PSA
- 6/5 Footage review and post-production for :30 spot/PSA
  
- 6/10 **Turn in, view and discuss :30 spots/PSA**
- 6/11 **Quiz 2**
- Present visual treatments for your character study (in pairs)
- 6/12 Production day for Character Study
  
- 6/17 Post-production for Character Study
- 6/18 Post-production for Character Study
- 6/19 **Turn in, view and discuss Character Study projects**

Your final grade will be based on these scores:

Quiz 1	10 points
Quiz 2	10 points
A/B roll edit exercise	15 points
:30 Spot/PSA	25 points
Character Study/Documentary	30 points
Attendance/Participation	10 points

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>

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.

For information about UF GPA calculation policies, access <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

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>

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/scr/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 your instructor.