

Syllabus

RTV 4929c

Section 1G53

Fall 2015

Senior Advanced Production Workshop:

Corporate and Documentary Style Production

Professor: Houston Wells

hwells@jou.ufl.edu

Office: 3066 Weimer

Office Phone: (352) 273-3568

Office Hours: M 7-8, R 2, and by appointment

Class meeting times: M 3-5 (9:35-12:35)

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):

8/24 Intro to Corporate/Industrial/Commercial Production

What is Documentary?

View Samples

Advanced camera settings exercise

8/31 Advanced camera settings exercise **DUE**

Advanced audio instruction

Lavaliere vs. Shotgun vs. Handheld dynamic

Audio exercise

9/7 LABOR DAY HOLIDAY

9/14 Audio exercise questions DUE

Color temperature lighting/shooting exercise

Quiz 1 review

HW: View Lynda.com “Adobe Audition CC Essential Training”, Modules 2 and 7

Assign TINY viewing and critique.

9/21 **Quiz 1**

Working with audio in post

Splitting channels/setting channel preferences

Intro to Adobe Audition and noise reduction

View TINY: A Story About Living Small in class (or on your own)

9/28 TINY: A Story About Living Small **critique due** and discussion

30 spot/PSA subject and objective due

A-roll: creating the paper edit assignment

Creative B-roll exercise and shooting for the edit

“Paper edit” due via email by 9:00 PM, Monday 2/9

10/5 **A/B roll edit exercise (due at end of class)**

Choose partners for final project

:30 spot/PSA script due via email by 9:00 PM, Monday 2/16

(NOTE: Once I approve your script, you can begin production. Camera checkout for our course is for two nights, so a camera checked out on Monday is due back Wednesday by 9:00 am. Thursday and Friday checkouts are due back on Monday.

Light kits, boom mics, wireless mic kits, reflectors, etc. are available as well.)

10/12 Creating the Visual Treatment

Documentary teams set up interview lighting at scheduled times (in CMIR and edit lab)

9:35-10:35 team A and team B

10:35-11:35 team C and team D

11:35-12:35 team E and team F

10/19 Footage review and post-production for :30 spot/PSA

10/26 **Turn in, view and discuss :30 spots/PSA**

Present visual treatments for your character study/Doc (in pairs)

11/2

View these Lynda.com Tutorials before class:

After Effects CC Essential Training with Ian Robinson: What is After Effects?

After Effects CC Essential Training with Ian Robinson: Exploring the Interface of After Effects

After Effects CC Essential Training with Ian Robinson: Building Animation

Intro to Adobe After Effects Exercise

NOTE: if you have already taken the After Effects course, then there will be an alternate exercise for you on this date.

11/9 Music and other audio resources

After Effects title animation due at end of class

11/16 Production day: individual meetings scheduled to discuss progress with final project.

11/23 Primary interview(s) paper edit due, Project post-production in lab

11/30 Post-production in lab

12/7 **Turn in, view and discuss Character Study/Doc projects**

Your final grade will be based on these scores:

Advanced camera settings exercise 5 points

Audio exercise questions 5 points

Quiz (Advanced Camera & Audio) 5 points

TINY critique 5 points

A-roll paper edit 5 points

A/B roll edit exercise	15 points
:30 Spot/PSA script	5 points
:30 Spot/PSA	20 points
After Effects Title Animation	5 points
Character Study/Documentary	25 points
Attendance/Participation	10 points

Grading scale:

A	94-100
A-	90-93.99
B+	88-89.99
B	84-87.99
B-	80-83.99
C+	78-79.99
C	74-79.99
C-	70-73.99
D	65-69.99
E	0-64.99

University of Florida Policies

For 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.

For information on current UF grading policies for assigning grade points:

<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx> (Links to an external site.)

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> (Links to an external site.).

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> (Links to an external site.).

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 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.

University counseling services and mental health

services: <http://www.counseling.ufl.edu/cwc/Default.aspx> (Links to an external site.)

392-1575

University Police Department

392-1111 or 9-1-1 for emergencies