Syllabus
RTV 4929c
Fall 2014
Senior Advanced Production Workshop:
Corporate and Documentary Style Production

Professor: Houston Wells
houstonw@ufl.edu
Office: 3066 Weimer
Office Phone: (352) 278-2984
Office Hours: Monday 8th Period (3:00-3:50) and by appointment
Class meeting times:  F 6-8 (12:50-3:50)

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):

8/29 Intro to Corporate/Industrial/Commercial Production
What is Documentary?
View Samples
Advanced camera settings

9/5 Color temperature lighting/shooting exercise

9/12 Advanced audio instruction
Lavaliere vs. Shotgun vs. Handheld dynamic Audio exercise

9/19 Working with audio in post
Splitting channels/setting channel preferences
Intro to Adobe Audition and noise reduction
9/26 Quiz
Framing the interview
Interview lighting in the studio and in the field

10/3 Exterior lighting set ups

10/10 Creative B-roll exercise and shooting for the edit
A-roll: creating the paper edit

10/17 HOMECOMING – No class

10/24 Augmenting A-roll with B-roll
A/B roll edit exercise due

10/31 Adobe Photoshop in production and Intro to Adobe After Effects
:30 spot/PSA script due

11/7 Footage review and post-production for :30 spot/PSA

11/14 Turn in, view and discuss :30 spots/PSA

11/21 Quiz 2
Present visual treatments for your character study (in pairs)

11/28 THANKSGIVING BREAK – No class

12/5 Turn in, view and discuss Character Study projects

Your final grade will be based on these scores:
Quiz (Advanced Camera & Audio) 10 points
A-roll paper edit 5 points
A/B roll edit exercise 15 points
:30 Spot/PSA script 5 points
:30 Spot/PSA 25 points
Character Study/Documentary 30 points
Attendance/Participation 10 points
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

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

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 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
392-1575
University Police Department
392-1111 or 9-1-1 for emergencies