

Syllabus

RTV 4929c

Section 03C2

Summer A 2015

Senior Advanced Production Workshop:
Corporate and Documentary Style Production

Professor: Houston Wells

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Office: 3066 Weimer

Office Phone: (352) 273-3568

Office Hours: T 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 hands-on nature of this course, **attendance is mandatory** *unless indicated otherwise*. (Each absence without a physician's note will result in a 1 point deduction from your final grade; each tardy will result in .5 point deduction from your final grade. If something arises preventing your attendance, please communicate this to me as soon as feasible via email or text; attendance leniency will be at my discretion.)

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

Schedule (subject to change):

5/12 Intro to Corporate/Industrial/Commercial Production

What is Documentary?

View Samples

Advanced camera settings exercise

5/13 Advanced camera settings exercise **DUE**

Lavalier vs. Shotgun vs. Handheld dynamic

Audio exercise

Intro to :30 PSAs – view samples

5/14 **Audio exercise questions DUE**

Exterior lighting set ups/review tools available for checkout

Quiz 1 review

5/19 **Quiz 1**

Working with audio in post

Splitting channels/setting channel preferences

Intro to Adobe Audition and noise reduction

Intro to the Visual Treatment

Decide Teams for Final Projects (Documentary or Character Study)

A-roll Scripting from the interview (Agriscience)

5/20 **:30 spot/PSA SCRIPT due** at beginning of class (in-class review)

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.

Agriscience **paper edit due** at end of class

5/21 **A/B roll edit exercise (due at end of class)**

5/26 In-class proposals for Final Project (in pairs)

Visual Treatment due (hard copy)

5/27 View TINY: A Story About Living Small

Reflection questions due via email 5:00 PM 5/29

5/28 Footage review and post-production for :30 spot/PSA

6/2 **Turn in, view and discuss :30 spots/PSA**

Intro to “No-interview Character Study” or “Document the Process”

6/3 Intro/demo DSLRs in video production

6/4 Flex day: Post or production

6/9 Present “No-interview Character Study” or “Document the Process”

Intro to Adobe After Effects

After Effects Animation Exercise

6/10 Flex day: individual meetings scheduled to discuss progress with final project.

Work on After Effects title animation OR final project production day

6/11 **After Effects title animation due at end of class**

6/16 Project post-production in lab

6/17 Project Post-production in lab

6/18 **Final Project presentations**

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	10 points
:30 Spot/PSA script	5 points
:30 Spot/PSA	15 points
“No Interview/Document”	10 points
After Effects Title Animation	5 points
Visual Treatment/proposal	5 points
Final Character Study/Documentary	20 points
Attendance/Punctuality	5 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