

COMM 3353: Television Production II  
Tuesday/Thursday 3:30-4:45 p.m.  
Room 132-TV Studio, Education Center  
Spring 2005

GENERAL INFORMATION

**Instructor:** Brad Yates, Ph.D.

**Office:** Humanities 151

Department of Mass Communications & Theatre Arts

State University of West Georgia

**Office Hours:** T/R 9:00-11:00 a.m.

W 9:00 a.m.-12:00 p.m., 2:00-5:00 p.m.

By Appointment

**Telephone:** (678) 839-4938

**E-mail:** [byates@westga.edu](mailto:byates@westga.edu)

**myUWG:** <http://myuwg.westga.edu>

**Personal web site:** <http://www.westga.edu/~byates>

**Important Note:** Read this entire course syllabus **carefully**. You are responsible for all the information contained herein. Ignorance of the policies of the class will not be an acceptable excuse.

OFFICE HOURS

I am available to address matters of concern **during** my office hours. If those hours are not convenient, please schedule an appointment with me. If you visit my office at other times, I may not be available because of other duties I must attend to.

If you have problems in the class, **it is YOUR responsibility** to initiate contact with me. I cannot help you if you do not communicate with me. Let me know of any problems **early** in the semester. I **will not** accept excuses for poor performance or missing exams, especially late in the semester.

TEXT/ADDITIONAL READINGS/SUPPLIES

1. Zettl, H. (2003). *Television production handbook* (8<sup>th</sup> ed.). Belmont, CA: Wadsworth.
2. Recommended: Compesi, R. J. (2003). *Video field production and editing* (6<sup>th</sup> ed.). Boston: Allyn and Bacon.
3. Additional readings from selected textbooks, newspapers, magazines, and web sites will be assigned throughout the semester as well as the viewing/listening of various television and radio programs.
4. You will need at least **two (2)** digital videotapes for shooting and editing (New, high-quality tapes are best; low-grade or used tapes can produce poor video quality and cause problems in the editing machines). You will also need a **reliable set of headphones**. Students must cover any other costs incurred during production.

\*It is not possible to successfully complete the requirements of COMM 3353 without reading the textbook and additional materials.

## ABOUT THE COURSE

COMM 3353 focuses on advanced techniques in producing, scripting, shooting, directing and editing television projects, with an emphasis on field production issues and techniques. Fieldwork required. This is a WebCT-enhanced course.

### **Mass Communications Program Learning Outcomes:**

1. Students will be able to understand critically the origin, development, and paramount economic, legal/policy, social, and effects issues of mass media.
2. Students will be able to understand critically structure and process of mass media industries within economic, legal, and ethical considerations.
3. Students will develop the ability to write mass media messages with accuracy, clarity, and brevity on deadline and within varying style, ethical, and legal considerations.
4. Students will develop proficient use of technology to produce visual and audio messages for mass media within varying aesthetic, style, technical, ethical, and legal considerations.
5. Students will be able to gain practical experiences to apply and test knowledge and skills, and to network with professionals.
6. Students will be encouraged to engage in interdisciplinary scholarship.
7. Students will be provided a foundation for graduate study in communication.

### **Course Learning Outcomes:**

1. Students will be able to use effectively the terminology and basic concepts of single camera video production.
2. Students will be able to analyze and evaluate critically the content, aesthetic elements, and effectiveness of television programs.
3. Students will be able to design, write, direct, and produce short video programs to reflect the intended audience and prescribed time limits.
4. Students will be able to successfully and creatively operate portable video field production equipment including camcorders, microphones, lighting devices and tripods.
5. Students will be able to correctly and efficiently operate video editing equipment in order to edit news packages, music videos, mini-documentaries and other short video programs, both alone and in teams.

## GRADING POLICY

Grades **earned** in this class are based solely on the following:

Exam 1-**50 points**

Exam 2-**50 points**

Simple Story-In camera-**25 points**

Simple Story-Edited-**50 points**

News Package-**75 points**

Music Video-**100 points**

Mini-documentary-**100 points**

Attendance/Class Participation-50 points

Total-**500 points**

### **Grading Scale:**

Points needed to receive grade

A=450-500

B=400-449

C=350-399

D=300-349

F=299 and below

### **ATTENDANCE**

Here is the general policy for the course. You need to attend every scheduled class session. Please be on time. I'll take attendance. You have **three (3) excused absences**, so use them judiciously and sparingly (i.e., car trouble, minor illness, job interview, etc.). Ten points will be deducted for each absence in excess of three. (For example, you will lose 20 points if you miss 5 total classes for the semester). (**Excessive absences (9 or more) will result in failure of the course**).

**Excused absences:** Absences may be excused when due to unavoidable situations substantiated with documentation. Acceptable situations include a serious incapacitating illness or a death in your family, among others. Requests for excused absences will not be considered unless made in writing prior to the absence in question unless there are extreme circumstances that did not allow for a prior request. I certainly understand that unforeseen things can happen to anyone. Please try to work things out with me in advance if at all possible.

Note: It is YOUR RESPONSIBILITY to be aware of your attendance. You should see me at any point during the semester if you have any questions whatsoever about this policy or your attendance—the sooner the better. It is also YOUR RESPONSIBILITY to take notes and take exams as scheduled, especially if you are a graduating senior.

**Handouts:** You are responsible for collecting all handouts at the time they are distributed. If you are absent, you have ONE WEEK to collect the materials. After one week, do not ask me for copies of handouts. I will not keep extra copies! Most handouts will be posted on WebCT.

### **EXAMS**

**Exams:** There will be **two (2) exams** administered throughout the semester worth **50 points each**. Generally, each exam will contain objective questions (multiple choice, true/false, labeling, and matching) that cover selected chapters in the textbook.

Early and make-up exams will not be administered unless there is an unavoidable situation substantiated with documentation. Requests for early exams must be made at least one week prior to the exam, and requests for make-up exams must be made within two hours of the exam. Contact the professor or leave a message, including a contact number, at 678-839-4938. Make-up exams must be completed during the current semester at a time determined by the professor.

**Exam Material:** You are responsible for bringing two No. 2 pencils and a scantron to class on exam days. Purchase **2** pink scantron forms No. 229629 at the university bookstore or selected locations on campus.

## PROJECTS

1. **A Simple Story-25 points**-Two minute limit. Edited in the camera, with or without sound. The project requires a SHOT SHEET or SCRIPT OUTLINE before shooting. Demonstrates the importance of pre-planning, visual continuity, and sequence videography. Detailed information will be provided before shooting.
2. **A Simple Story Edited to One Minute-50 points**-An editing exercise. The two-minute simple story will be edited to one minute. Group editing instructions will precede this assignment. Individual editing assistance is available if needed. A VIDEO LOG will be prepared as part of this project and turned in with the edited video. All steps will be explained in detail.
3. **News Package-75 points**-This is an exercise to help you become familiar with the process of producing a news package. Your assignment is to produce a 1:30-2:00 minute news package that will be potentially aired on UTV's "West Georgia News." You must obtain appropriate interviews, shoot b-roll, write a script, and edit the package. Full details will be provided.
4. **Music Video-100 points**-You will work in teams of 2-3 to create a one to two minute basic cut to music. The material for this cut to music should be in the form of a simple story without dialogue. This footage should be woven into a montage of footage from movies or off air. The objective of the shooting part of this exercise is to help you understand the shot sequencing you need to tell a story without dialogue. Then this story is woven MTV style into other footage and cut on the beat. The music you choose for this project should have a very distinct drumbeat. Do not use ballads or slow tempo classical pieces. Up-tempo music is best but remember the faster the beat of the music, the more cuts you will need to make. The project must incorporate the editing theories discussed in lecture.
5. **Mini-documentary-100 points**-We will discuss ideas for a mini-documentary project, and you will work in teams of 2-3 based upon the idea that most appeals to you as well as schedule compatibility. Your group will be required to shoot and edit the project together. The quality of your script and the quality of the lighting, shooting, and editing will determine your points and how you integrate instructor feedback in the process of the re-edit.

## COURSE RULES AND PARTICIPATION

You will need to complete each reading/viewing/listening assignment before the scheduled class session. You need to read carefully and critically, take notes, and be prepared to intelligently discuss and apply the material in class discussion and activities. Participation in class includes providing critique of work done by your classmates, helping your crew wherever and whenever necessary to get the job done and participating in discussions during lecture.

**myUWG Campus Pipeline:** It will be necessary to keep in contact with one another via the myUWG Campus Pipeline (i.e., e-mail and WebCT). You will be responsible for checking the Campus Pipeline (<http://myuwg.westga.edu/cp/home/loginf>) on a regular basis for class announcements, assignments, and discussion topics. You are encouraged to use your myUWG e-mail address for all class related correspondence or at least have your myUWG e-mail messages forwarded to your personal e-mail account so that you do not miss any important class announcements or information.

**Working Together:** Collaboration is a vital part of video production, and there is no penalty for working together (i.e., serving as talent, helping carry equipment, discussing project ideas).

**However, for all individual assignments each student is required to do his/her own work, shoot his/her own video footage, write his/her own material, and take exams without help from others.** "File Footage" may be used for a production if it is impossible to shoot because it is historical or not available. Any "file footage" used must be credited and used with permission of the owner. **NO MORE THAN 15% OF A PROJECT SHOULD BE FILE FOOTAGE.**

**Work Outside of Normal Class Hours:** Like most courses, this course demands work outside of scheduled class time. However, much of the outside work (i.e., editing) needs to be done during the day rather than at night. Therefore, be advised that your daytime schedule should include certain hours dedicated to this course. Please make sure you have this time to spend. If you do not, I would suggest taking the class at another time.

**Note:** A positive attitude in response to feedback, sharing with your team, and helpfulness to your fellow classmates is important. Please note that bad attitudes can and will severely effect all of your project grades.

**Rules:**

1. There will be no smoking, eating or drinking in the TV studio and editing suites. Failure to follow this rule will result in your losing editing room privileges. Please do not leave open cans of soda, even if empty, anywhere near the edit bays. Also, any visible food, even wrapped food, is not allowed.
2. All written assignments including scripts, tape logs, production reports, schedules, etc. **must be typed**. Please keep at least disk copies of any written material you hand in for assignments related to your projects.
3. The best way to monitor video is to use a field monitor or a home television. If you do not have a field monitor on a shoot, use the camera's VTR playback system and view your work in the viewfinder. The camera's VTR section works just like your home VCR; rewind and press "Play." Check your video right away for both audio and video; do NOT wait until you get back to your apartment or the studio or wherever. Monitoring both audio (**use headphones**) and video is one of the most important segments of video; it saves time, aggravation, and often your grade.
4. Please report any problems with the equipment to UTV staff as soon as possible. Failure to do this results in other students taking out or using broken equipment and ruining their shoots.
5. When the video equipment is in your possession, you will be responsible for it. Please do a complete check of your location. For any item that you do not return, you will be liable for it, and I maintain the right to withhold your final course grade until the items are returned or replaced.
6. Don't wait until the last moment to edit your projects. This course as any applied course requires many hours outside class time. If you wait until the last moment you may not get access to the editing bays. Remember, if you wait until the last moment to edit your projects, you will be in line waiting for time with the other procrastinators! Start projects early! Plan ahead! Do not wait until it is too late!

**ACADEMIC DISHONESTY**

Academic dishonesty is NOT tolerated. It will result in failure on assignment(s) as well as possible disciplinary sanction(s) as stipulated by university rules. State University of West Georgia Student Conduct Code defines academic dishonesty as cheating, fabrication, plagiarism, and facilitating or allowing academic dishonesty in any academic exercise.

**Cheating:** using or attempting to use unauthorized materials, information or study aids

**Fabrication:** falsification or unauthorized invention of any information or citation

**Plagiarism:** representing the words or ideas of another as one's own. Direct quotations must be indicated and ideas of another must be appropriately acknowledged.

Academic dishonesty in any form compromises your grade and lowers the quality of your diploma. A fellow student who cheats may actually lower your grade, sometimes causing unfair and inflated grading scales. I hope each of you values your college education enough to protect yourself from dishonest classmates. If you are aware of cheating taking place, please contact Dr. David Goff, chair of the Department of Mass Communications & Theatre Arts, or me and proper action will be taken.

### SPECIAL NEEDS STUDENTS

I will make special arrangements for students with special needs. Don't wait until after the first exam to talk with me! Don't try and "wing it" without telling me about your particular problem or needs. If you need special accommodations for exams, let me know **early**, not a few days before the exam. I am here to facilitate your learning, but I need to be informed to do so.

### BEHAVIOR IN THE CLASSROOM

You do not need me to tell you how to behave in a classroom environment. However, I want you to know what I expect from you in order to avoid embarrassing situations.

- You are expected to participate in class discussions and critiques. Feel free to speak your mind during class, no matter how outrageous your comments may be. I expect, however, that you show respect to your classmates. If you disagree with their point of view or their artistic interpretation, please express that disagreement in a way that is not offensive.
- I will be well aware of the clock during our class meetings. Therefore, please refrain from slamming books and closing backpacks until the class is over! I will be respectful of your schedules and will not purposely keep you longer than our allotted time.

### CLASS SCHEDULE

(The class schedule and assignments are **subject to change** in order to accommodate guest speakers, reinforce course material, and maintain some flexibility. **Additional reading and viewing/listening assignments will be made throughout the semester.** You are responsible for all material assigned.)

January
---------

#### Week One

Tues. 11-Syllabus Review

Thurs. 13-Ch. 6.1-Working the Camera/Basic Exercise

#### Week Two

Tues. 18-Ch 6.2-Framing Effective Shots

Thurs. 20-Ch. 20.1-ENG, EFP, and Big Remotes

#### Week Three

Tues. 25-Final Cut Pro Training

Thurs. 27-Final Cut Pro Training/**Simple Story Due**

February

**Week Four**

Tues. 01-Ch. 17.1-What Producing Is All About

Thurs. 03-Ch. 17.2-Dealing with Schedules, Legal Matters, and Ratings

**Week Five**

Tues. 08-Ch. 3.1-How Television Cameras Work

Thurs. 10-Ch. 3.2-From Light to Video Image/**Edited Simple Story Due**

**Week Six**

Tues. 15-Ch. 4.1-What Lenses Are

Thurs. 17-Ch. 4.2-How Lenses See the World

**Week Seven**

Tues. 22-**Exam #1 (Chapters 3.1, 3.2, 4.1, 4.2, 6.1, 6.2, 17.1, 17.2, 20.1)**

Thurs. 24-Ch. 5.1-Standard Camera Mounts and Movements

March

**Week Eight**

Tues. 01-Ch. 5.2-Special Camera Mounts

Thurs. 03-Ch. 7.1-Lighting Instruments and Lighting Controls/**News Package Due**

**Week Nine**

Tues. 08-Ch. 8.2-Lighting in the Field

Thurs. 10-Ch. 9.1-How Microphones Hear/Ch. 9.2-How Microphones Work

**Week Ten**

Tues. 15-Ch. 10.2-Postproduction and Sound Aesthetics

Thurs. 17-Ch. 12.1-How Video Recording Works

**Week Eleven**

Tues. 22-Spring Break

Thurs. 24-Spring Break

**Week Twelve**

Tues. 29-Ch. 12.2-How Video Recording Is Done

Thurs. 31-Ch. 13.1-How Postproduction Edition Works/Ch. 13.2-Making Editing Decisions

April

**Week Thirteen**

Tues. 05-Ch. 19.2-Single-Camera Directing, Postproduction, and Timing/**Music Videos Due**

Thurs. 07-24<sup>th</sup> **Annual West Georgia Media Conference**

**Week Fourteen**

Tues. 12-Exam #2 (Chapters 5.1, 5.2, 7.1, 8.2, 9.1, 10.2, 12.1, 12.2, 13.1, 13.2, 19.2)

Thurs. 14-Work on Mini-documentary

**Week Fifteen**

Tues. 19-Work on Mini-documentary

Thurs. 21-Work on Mini-documentary

**Week Sixteen**

Tues. 26-Work on Mini-documentary

Thurs. 28-Mini-documentary Due

May

**Week Seventeen**

Tues. 03-Reading Day

**Note:** I wish to acknowledge and thank Ms. Janice Tanaka, Dr. Glenn Novak, and Dr. Millie Rivera-Sanchez for allowing me to use parts of their syllabi to design this one. Their materials and advice are greatly appreciated!