COMM 3353: Fundamentals of Film and Video Production
Monday / Wednesday 11:00 am – 12:20 pm
Anthropology Bldg. Room G15

Professor: Stacy Barton
Email: sbarton@westga.edu
Office phone: (678) 839 – 4932
Office Location: Humanities 220
Office Hours: Tuesdays & Thursdays 9:30am – 2:30pm (and most other times via email)
*If you choose to email vs. dropping by, please allow at least 24 hours for a response. You may also call during office hours in lieu of stopping by if you have a relatively brief issue.

Course Description:
Learn the basics of video production including idea creation, shooting with a prosumer grade video camera, composing a professional image, cinematic lighting, soundtrack recording and construction, and editing with Adobe Premiere Pro software. Individual and collaborative productions for film, video, and TV will be created.

Course Learning Objective:
To provide students with a technical, conceptual, and theoretical introduction to the processes of storytelling through the audio/visual medium, involving:
• Media Literacy – critical consumption of media and critical thinking about mediated programs
• Organization and Technical Skills – pre-production, production, and post-production all require planning and precise execution, in collaboration with others
• Aesthetic Expression – media production requires creativity and adaptability

Course Learning Outcomes:
• Gain an awareness of the established forms and modalities of film and video production
• Develop an understanding of the methodologies and technologies of film and video production
• Demonstrate proficiency with the technologies, modalities and methodologies of film and video production.
• Develop an understanding of the medium’s function as a means of communication and creative expression

Required Materials:

Headphones – Ear pad phones, preferably noise canceling (think “Beats”)

Portable Hard Drive – A 500GB drive minimum is required, and THUNDERBOLT or USB 3.0 compatible is necessary to screen projects and drafts in class and will be required throughout your college career in film and video here and beyond in “the real world” of production. (Note: all hard drives will eventually fail so you should always backup onto a second hard drive or your personal desktop. 2 copies of all work you don’t want to lose is highly recommended, as hard drive failure is not an excuse for not turning in required work.)
Assignments & Grading (100 points):

Class Film Participation (10 points) – In a large crew students will shoot a short fiction film. Production roles will be based on the standard crew positions of a movie set. Your grade is based on your preparedness and effectiveness in that role, your willing participation, as well as overall attitude of maturity and cooperation. Additionally, punctuality and diligence will be considered.

Class Film Edit (15 points) – Each student will edit her or his own version of the class produced film. Grading is based on technical execution, effective storytelling that accounts for the rules of continuity editing, and basic requirements. A rubric will be provided.

Public Service Announcement (PSA) Edit (15 points) – In groups of 4 you will write, shoot, and edit a 60 second public service announcement based on a real social issue or non-profit organization you would like to highlight. Tap into your heart for this project. A rubric will be provided.

Doc Project Final Cut (35 points) – You will write, shoot, and edit a short documentary with a maximum run time of 10 minutes. Grading is based on both creative and technical merit. This is considered your “final project” and therefore all skills acquired in class should be accounted for with this project, with special attention given to high production values. 10 points of the total grade is for producing a rough-cut on time. A rubric will be provided.

Quizzes x 4 (20 points) – Material is based off in-class lectures, screenings, demonstrations, presentations, and reading material (as applicable). 5 points each.

Participation (5 points) – Gauged by overall involvement in class on practice and pre-production exercises, and attendance as it relates to in-class participation.

Grading Scale:
100 – 89 = A; 88 – 79 = B; 78 – 69 = C; 68 – 59 = D; 58 and Below = F

Attendance & Late Work Policy:

If you miss more than 5 class sessions you WILL fail the course. Excessive tardiness will ALSO result in grade reduction, at my discretion. You are considered tardy if I have already taken roll. Be here and be on time to achieve a satisfactory grade.

Please do NOT email me when you are absent. In fact, there’s no need to mention it. If you know a day or more ahead of time you will have to be absent and an assignment or a quiz is scheduled/due that day, you may turn it in beforehand only for full credit.

Each project will be completed and turned in on time in the correct format and follow all guidelines as outlined by the assignment to achieve an A. If expecting an A, don’t turn in late or mediocre work. Projects turned in “next class period late” will start with a 25% reduction in the total points possible, or from a C. Projects turned in after this time will not receive a passing grade.
Other Course Policies:

Students with Disabilities:
To ensure students with disabilities (temporary or permanent) can meet all course objectives and requirements, appropriate accommodations will need to be agreed upon by Professor and student. Please provide me with a copy of your packet from Student Services after contacting UWG Accessibility Services (678) 839-6428. Arrange to speak with me during office hours and we can discuss your particular needs.

Conduct:
The classroom will be a safe space for diversity and students must remain aware and accepting of each other. Comments of intolerance, including prejudice or bullying, will not be tolerated, nor will sexual harassment. See the student code of conduct for more information.

Mature Content:
Some examples used in this course may be explicit and therefore offensive to some. If you have an issue with this at any point in this semester, please speak with me privately.

Plagiarism:
It is assumed that all work will be created by you, and you only. Work that has been plagiarized in any way will be given a zero, and reported to the university for further punishment. You also may not use copyrighted work of any kind. Do your own work.

Presentation:
Because creative work is meant to be seen and talked about, you will be required to share your work with the class. This means you will be required to include your ideas in class discussion and must present your writing in class.

Research:
Screening a diverse variety of films, videos, and TV shows at home is necessary to learn to address the medium with a critical eye, and this research will carry over into your class work. Similarly, reading a lot and often is also necessary practice for a successful writer (and college student), so do it. Yes, filmmakers are also writers.

UWG Email Policy:
The University considers students’ MyUWG e-mail account to be an official means of communication between the University and the student. It is the student’s responsibility to check email frequently for class, department, and University information.

No Screens:
Cell phones, tablets, laptops, and especially text messaging and social media of any kind are not allowed during class sessions. Focus and participate. Period.

No Eating or Drinking:
It is not allowed in this classroom. No exceptions.
Departmental Information:

Film and Video Production Concentration Learning Outcomes:

- Students will gain an awareness of the established forms and modalities of film and video production, the associated technologies and methodologies, as well as the medium’s function as a means of communication and creative expression.

- Students will develop their understanding of the forms and modalities of film and video production, the associated technologies and methodologies, as well as the medium’s function as a means of communication and creative expression.

- Students will demonstrate their proficiency with the technologies, modalities and methodologies of film and video production in the application of analytical skills within the medium.

Department of Mass Communications Learning Outcomes:

- Students will demonstrate awareness of mass communications scholarship, i.e., theory/research; paramount economic, ethical, legal/policy, social, and technological issues; and the role of principle personalities and stakeholders within the context of freedom of speech, freedom of press, media competition, media convergence, diversity, and/or social responsibility. ACEJMC defines awareness as familiarity with facts, concepts, theories, laws and regulations, processes and effects.

- Students will demonstrate understanding of mass communications scholarship, i.e., theory/research; paramount economic, ethical, legal/policy, social, and technological issues; and the role of principle personalities and stakeholders within the context of freedom of speech, freedom of press, media competition, media convergence, diversity, and/or social responsibility. ACEJMC defines understanding as assimilation and comprehension of information, concepts, theories and ideas.

- Students will demonstrate effective application of mass communications scholarship, i.e., relate and/or apply concepts, theory/research, and professional principles to analyze and synthesize information, create, develop, produce, and/or write for converging digital, multi-media, and traditional media. ACEJMC defines application as competence in relating and applying skills, information, concepts, theories and ideas to the accomplishment of tasks.

Common language for course syllabi:
Please carefully review the following Common Language for all university course syllabi at this url:
http://www.westga.edu/assetsDept/vpaa/Common_Language_for_Course_Syllabi.pdf
It contains important material pertaining to university policies and responsibilities. Because these statements are updated as federal, state, university, and accreditation standards change, you should review the information each semester.
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<tr>
<th>WEEK</th>
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| 1    | Mon. 1/11 | Syllabus  
Panasonic HMC Camera                                                               |                |
|      | Wed. 1/13 | Camera Manual Operation & Tripod                                                         |                |
| 2    | Mon. 1/18 | MLK Jr. Day – No classes                                                                 |                |
|      | Wed. 1/20 | Composing Professional Images                                                            |                |
| 3    | Mon. 1/25 | Shooting Exercise  
Transferring/Saving video files                                                | Study for Quiz 1 |
|      | Wed. 1/27 | Quiz 1 – Camera & Composition Audio Recording for Video Production                       |                |
| 4    | Mon. 2/1  | Sound Design                                                                            | Study for Quiz 2 |
|      | Wed. 2/3  | Quiz 2 – Audio & Sound Design Cinema Lighting                                            |                |
| 5    | Mon. 2/8  | Cinema Lighting Continued                                                                | Study for Quiz 3 |
|      | Wed. 2/10 | Quiz 3 – Lighting  
Film Production Roles & Process                                                    |                |
| 6    | Mon. 2/15 | Table Read Class Film Script  
Class Film Roles & Pre-Production                                                           | Purchase Hard drive and Headphones |
|      | Wed. 2/17 | Class Film Production                                                                    |                |
| 7    | Mon. 2/22 | Class Film Production                                                                    |                |
|      | Wed. 2/24 | Wrap Class Film Production                                                                |                |
| 8    | Mon. 2/29 | Intro to Adobe Premiere Pro CC                                                            |                |
|      | Wed. 3/2  | Premiere Pro CC continued                                                                |                |
| 9    | Mon. 3/7  | Editing Aesthetics                                                                       | Study for Quiz 4 |
|      | Wed. 3/9  | Quiz 4 – Editing Aesthetics  
Editing Lab – Class Film                                                                    |                |
| 10   | Mon. 3/14 | Spring Break – No classes                                                                | Class Film Edits due @ BEGINNING of next class |
|      | Wed. 3/16 | Spring Break – No classes                                                                |                |
| 11   | Mon. 3/21 | Screen Class Film Edits  
Assign Doc Project                                                       |                |
|      | Wed. 3/23 | The Public Service Announcement Form PSA Groups                                           | 60 sec. PSA Script uploaded by Monday |
| 12   | Mon. 3/28 | Watch Short Documentaries  
Doc Pre-Production Process                                                             | All PSA Footage due Wednesday |
<p>|      | Wed. 3/30 | Editing Lab – PSA                                                                         | Doc Pre-Production uploaded by Monday |
| 13   | Mon. 4/4  | Export PSA and Screen                                                                      |                |
|      | Wed. 4/6  | Editing Lab – Doc                                                                         | All Doc footage due Monday |
| 14   | Mon. 4/11 | Editing Lab – Doc                                                                         | Rough Cuts due in Ind. Meeting |
|      | Wed. 4/13 | Editing Lab – Doc – Ind. Meetings                                                        |                |</p>
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<thead>
<tr>
<th>Date</th>
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<tr>
<td>Mon. 4/18</td>
<td>Editing Lab – Doc – Ind. Meetings</td>
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<td>Wed. 4/20</td>
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<tr>
<td>FINALS</td>
<td>Mon. 4/25 11:00am – 1:30pm</td>
<td>Screen Final Doc Projects</td>
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<td>Doc Project Due @ BEGINNING of class</td>
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