



COMM 3353: Fundamentals of FILM & VIDEO Production

CRN: 10781

Spring 2019

M (5:30-8PM)

ANTHRO G-15

University of West Georgia

College of Social Sciences

Department of Mass Communications

1601 Maple Street

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Instructor: Robyn Hicks

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Hours: M (1pm-5pm) & by appt.

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Course Detail & Objective:

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

Course Learning Outcomes:

1. Understand concepts and apply theories in the use and presentation of images and information. (SLO 5)
2. Develop an understanding of the methodologies and technologies of film and video production
3. Think critically, creatively and independently. (SLO 7)
4. Develop an understanding of the medium's function as a means of communication and creative expression
5. Apply tools and technologies appropriate for the communications professions in which they work. (SLO 12)

Mass Communications Department Learning Outcomes:

1. Awareness: 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.
2. Understanding: 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.

3. **Application:** 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.

Required Book(s): There is no textbook for this class. All readings for the class will be either handouts or electronic/online sources distributed via Course Den.

Required Materials:

HARD DRIVE: You will need a hard drive to store and edit your work on. **WORK LEFT ON LAB COMPUTERS MAY BE DELETED UPON LOG OUT. YOU MUST BACK UP EVERYTHING.** As a student in production classes this is a basic expectation and is an investment in your portfolio and your future. You will need at least 250GB of free storage for this class on a Thunderbolt or USB 3.0 compatible drive. **Treat this drive carefully.** Be sure to eject the drive from the desktop before disconnecting. Store it in a padded case or it's original box. **UNPLUG ALL THE CORDS FOR STORAGE AND TRANSPORT. Sooner or later all hard drives will fail. You should back-up important work to another hard drive, the cloud, or a personal computer. Missing/Broken files is not an excuse for not turning in work.**

Headphones: You cannot edit if you cannot hear so make sure you have a set of headphones. Like a hard-drive, a decent set of headphones is a worthwhile investment in your production career, but to start with, any headphones will do. You cannot use class-time to checkout headphones.

1 pack of C-47s (aka wooden clothespins) - \$1 at Dollar Tree

1 Roll of Gaffer's Tape - \$6 - http://www.bhphotovideo.com/c/product/20008-REG/General_Brand_Gaffer_Cloth_Tape.html

1 set of gloves - \$10 - available from Home Depot or any hardware store. They don't have to be pretty, they just have to protect your hands from a 2K that has been burning for ten hours. A link below is an example. <http://www.homedepot.com/p/Firm-Grip-Large-General-Purpose-Gloves-2001L/100249720>

Ditty Bag - \$19. A bag that you can wear comfortably and will hold the bulk of the gear on this list. Available at any hardware store. Link below to an example. <http://www.homedepot.com/p/Husky-10-in-Open-Tool-Tote-HD54017/204336715>

Tape measure - \$10 - at least 25 feet. Used to measure from camera to subject(s) to determine depth of field. Available at any hardware store. Link below to an example.

<http://www.homedepot.com/p/Stanley-25-ft-Lever-Lock-Tape-Measure-STHT33281L/204675408>

Maglite - \$21. Available at any hardware store. Link below to an example.
<http://www.homedepot.com/p/Maglite-2AA-Red-LED-Pro-Mini-Flashlight-SP2P03H/203457059>

2 Grip Clips - \$4 each. Available at any hardware store. Link below to an example.
<http://www.filmtools.com/2gripclippon.html>

Method of Instruction: Lecture, discussion, readings, writing, screenings, hands-on work.

Course Schedule:

Week:	Day:	Date:	Class:	Homework Assignment:
1	M	1/7	Introductions, Course Objectives + Film Industry Career Discussion and Goal Definition / Three Act Structure Overview	DUE: Scene Analysis
2	M	1/14	Scene Analysis Presentations + Story Structure Lecture Composition, Camera and Storyboards	
3	M	1/21	MLK DAY/ no class	GAME OF CATCHES Exercise
4	M	1/28	Camera Workshop + Practice Intro to Adobe Premiere / Assign "My Life as a Movie" Trailer	DUE: "My Life as a Movie" Trailer
5	M	2/4	Pitch Discussion + Present " My Life as a Movie " Trailer	
6	M	2/11	Pitch Portrait Documentary Concept	
7	M	2/18	In Class Editing Workshop	DUE: Portrait Documentary
8	M	2/25	MIDTERM: Present Portrait Documentary / QUIZ	
9	M	3/4	Pre-Production, Crew Positions Defined + More Camera Technique Assign / Discuss Music Video Look Book and Production (Group Project)	DUE: Music Video Look Book
10	M	3/11	Present Music Video Look Book	
11	M	3/18	SPRING BREAK	
12	M	3/25	Casting Process + Workshop	
13	M	4/1	How to Run a Set Workshop + Exercise	

14	M	4/8	Set Etiquette and Safety	
15	M	4/15	MUSIC VIDEO PRODUCTION	
16	M	4/22	DUE: Music Video Rough Cut	
17	M	4/29	DUE: Music Video Final	

Assignment Breakdowns:

Scene Analysis (10%) - Select a short 2-4 min scene from a produced movie (you can find the clip off YouTube or Vimeo) and write 1-2 paragraphs discussing the production value (i.e.: mise en scene, performances, camera placement / movement, color, tone, music, editing etc - basically what choices did the filmmakers make to bring the story to life and do you feel they are successful - why or why not?) Submit the clip and the written analysis before class (DUE @ 5:29PM) and be prepared to present highlights of your critique in class. We'll take a look at the scenes and open it up to discussion. Have fun and pick something you either love or dislike strongly.

Game of Catches (10%) – Students will work together in groups of 4 to complete their first camera assignment.

“My Life as a Movie” Trailer (10%) – Students will shoot scenes for and edit together a 2-3 minute trailer telling the story of their life. They may choose a genre from which to work and utilize limited stock video, as 75% of the footage included should be original. A more detailed handout will be presented before the assignment is due.

Pitch (10%) – Students will be required to stand before the class and properly pitch their **Portrait Documentary** concept. Pitching will be discussed and reviewed in advance and visuals must be included to best showcase vision and concept.

Portrait Documentary (20%) – Each student will choose a location and create a documentary portrait of that place, including the people who inhabit it. Students will work with exploring camera techniques, creative editing and an intrinsic soundscape to create the documentary. This assignment will be the MIDTERM GRADE. A more detailed handout will be presented before the assignment is due.

Midterm Quiz (10%) – The quiz will cover information covered in class via power point presentations and handouts distributed throughout. Be sure to always take careful notes!

Music Video Look Book (Group Project) (10%) – Students will develop and present a look book for their music video production. A complete production look book will include: Synopsis, Script, Storyboards, Mood Boards, Cast and Crew Info + Production & Technical Plan. (An example will be given before the assignment is due.)

Music Video (Group Project) (20%) – Outside of class and in collaboration with additional crew members and a band/solo artist, students must direct a 3-5 min music video. Whether or not the student writes/edits the music video or collaborates with a writer/editor outside of class is

dependent upon the student, however all assignments must be completed when they are due. Each music video must consist of performance and narrative elements, and will be graded on creativity, three-act structure, and visual artistry + technique. A rough cut of the music video will be expected to be screened / critiqued before the final is due and it contributes to the overall grade on the final music video assignment.

Final Exams Week: The final for this course will be due on April 29 and no final exam will be given during the week of finals.

Grading:

A= 90-100%

B=80-89%

C=70-79%

D=60-69%

F=0-59%

All quizzes, if given, will cover the material in reading assignments, required viewings and class lectures. **Individual handouts/instruction will be presented as each assignment is distributed over the course of the semester with more detailed information and grading rubric criteria.** *Many assignments have multiple phases. You will **not** be able to get an A if you do not follow all the instructions and stick to all the deadlines provided.* The more you put into the class, the more you will get out of it, and more likely than not, the higher your grade will be.

Recommended Books/Materials:

The Declaration of Independent Filmmaking by Michael and Mark Polish

<https://www.amazon.com/Declaration-Independent-Filmmaking-Insiders-Hollywood/dp/0156029529>

In the Blink of an Eye by Walter Murch

https://www.amazon.com/Blink-Eye-Perspective-Film-Editing/dp/1879505622/ref=sr_1_1?s=books&ie=UTF8&qid=1502746067&sr=1-1&keywords=in+the+blink+of+an+eye

***Disclaimer:** This syllabus is a general course plan of action. Assignments and screening material are subject to change at the discretion of the instructor.

Course Policies:

Attendance & Participation: Students may miss no more than three (3) days over the course of the semester without receiving penalty. Thereafter, the student may be docked three final grade points per missed class. For example, your 4th absence will result in the devaluation of your final grade and further absence will result in further action. Students are responsible for obtaining any missed course material from their fellow students. An absence may be excused if the student presents a doctor's note or another acceptable form of documentation explaining absence.

Students must show up to class on time. Arriving to class later than 15 minutes after it has begun will result in an absence. Further, students must come prepared to work and learn. Performing tasks unrelated to the course during class-time (e.g. sleeping, emailing, surfing the web, not paying attention, etc) will also result in that student being asked to leave, therefore acquiring an absence.

I expect you to be physically, mentally, and emotionally present during our time together. Your participation is vital to both your success and that of this course.

Usage:

- No cell phones are permitted during class.
- No recording devices are permitted during class.
- No activities on computers other than class work are permitted during class.

Classroom Etiquette: In order to create a safe, valued and expressive academic environment where individual expression and social interchange are respected, please observe the following guidelines: (1) Students *must* address each other with respect, even when in debate; (2) Students *must* contribute to discussions, without dominating them; (3) Students *must* stay focused on the topic being discussed. Extraneous conversations and chatter will be prohibited.

Make-up/Late Policy: All assignments are due in accordance with the Class/Assignment Schedule. Unless arrangements are made prior to an assignment/test due day, no late assignments will be accepted or make-up work given, resulting in a failing grade. As the instructor, I reserve the right to **not** accept late assignments and have final word as to the necessity of make-up work. Arrangements will only be made to makeup the missed work if a student has a university-sponsored activity absence or a documented excuse for missing an assignment/test.

Plagiarism: Academic dishonest, cheating and/or Plagiarism within this class will result **in a grade of F for the assignment**. Submitting others' writing or ideas as your own, without specific citations or references of any kind, is plagiarism and is directly prohibited by the UWG Student Code of Conduct. I consider it no different from property theft; plagiarism is, by definition, *intellectual property theft*. Therefore, I will respond to any instances of plagiarism with the following actions: the student will receive a zero for the assignment; the student will be removed from class for a day; and a Student Infraction Form will be filed with the Office of Student Development and Enrollment Management, where it will be reviewed and placed on file with the Dean of Students.

Emailing: Students *must* check their UWG email **EVERY DAY**. I frequently email documents and class-related updates – not checking your email is no excuse for incomplete work. Allow 24 hours for an email response from me. Allow 48 hours over the weekend. My official email for our correspondence, and the one I will check, is: rhicks@westga.edu

Academic Advising: Please take advantage of academic advising and correspond / meet with your advisor regularly or as needed as that you are on track with your academic success.

<https://www.westga.edu/advising/>

Equal Opportunity Statement: No person shall, on the grounds of race, color, sex, religion, creed, national origin, age, or disability, be excluded from employment or participation in, be denied the benefits of, or otherwise be subjected to discrimination under any program or activity conducted by The University of West Georgia.

Supplemental UWG Syllabus: (PLEASE REVIEW – Includes information about Accessibility Services, Tutoring Opportunities, and the Counseling Center)

<https://www.westga.edu/administration/vpaa/common-language-course-syllabi.php>

“When I was a kid, there was no collaboration; it's you with a camera bossing your friends around. But as an adult, filmmaking is all about appreciating the talents of the people you surround yourself with and knowing you could never have made any of these films by yourself.”

– Steven Spielberg