

COMM 3353: Fundamentals of FILM and VIDEO Production 80656

Fall 2019 Thur 5:30 - 8:00 PM: *Anthropology Mac Lab (G-15)*

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Office Hours: T/R 10:30 am - 1:30 pm (Virtual office hours available by appointment)

Prerequisite: **COMM 1154** with a **minimum grade of C** and **ENGL 1102** with a **minimum grade of C**.

Course Description: Fundamental techniques in producing, scripting, shooting, directing and editing film and video projects, with an emphasis on single camera narrative production for independent distribution.

Students will 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.

Required Course Reading:

Voice & Vision: A Creative Approach to Narrative Filmmaking, Third Edition, Mick Hurbis-Cherrier

Course Learning Outcomes:

Students will

1. Understand concepts and apply theories in the use and presentation of images and information. (ACEJMC SLO 5)
2. Think critically, creatively and independently. (ACEJMC SLO 7)
3. Apply tools and technologies appropriate for the communications professions in which they work. (ACEJMC SLO 12)

Assessment Measure: Final Video Project

Mass Communications Program Learning Outcomes

ACEJMC Professional Values and Competencies: As a unit seeking accreditation from the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC), the Department of Mass Communications is committed to preparing students with the requisite knowledge and skills to be successful in the media and communications industries after

graduation. The Department has adopted as its degree program learning outcomes ACEJMC's 12 professional values and competencies that all graduates of an ACEJMC accredited program should be aware of and able to demonstrate as scholars and professionals in the discipline. These include the six (6) values and six (6) competencies listed below. For the detailed list of the ACEJMC professional values and competencies, see the [UWG Undergraduate Catalog](#) or [ACEJMC - Standard 2. Curriculum and Instruction](#).

Values:

1. Freedom of Speech & Press
2. History
3. Diversity
4. Global Impact
5. Theory
6. Ethics

Competencies:

1. Think Critically & Creatively
2. Research & Evaluate
3. Write Effectively
4. Self-Evaluate
5. Apply Numbers & Statistics
6. Apply Technology



Other \$\$\$ Requirements:



You will need a hard drive to store and edit your work on. **WORK LEFT ON LAB COMPUTERS WILL 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.

BE CAUTIOUS!

MISSING FILES/BROKEN DRIVES ARE NOT AN EXCUSE FOR NOT TURNING IN WORK.

Note also that backing up/downloading/transferring via cloud services (Google Drive, Dropbox, etc.) on school computers will be significantly slower than doing so via the required hard drive above. In any situation in which you have failed to bring the proper drive and are using one of these methods, we will not delay class progress to wait for you, and you will be responsible for catching up.



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. If you need to checkout headphones, you may do so before 5pm. You cannot use class-time to checkout headphones.

Grading: Work will be graded and returned as promptly as possible. When delivered in a timely manner, and in the correct format, this should happen within 2 weeks. As with all things - **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.**

ASSIGNMENTS (details will be provided when assigned)

Tests of Terms and Concepts	10%
Editing Exercise	10%
Portrait	20%
Game of Catches	10%
Sound	10%
Final Project (Doc)	20%
In-Class Work/Participation/Professionalism	20%

*Most assignments will have multiple phases. You will **not** be able to get an **A** if you do not follow all of the instructions and stick to **all** the deadlines provided.*

Do note also that, depending on the needs or general direction of the class, these assignments may vary. In any such case, advance notice of those changes as well as any adjustments to final grade calculation will be given to you well ahead of time.

NOTE: Making movies takes time, and it takes diligence, commitment, and effort. Rushing WILL produce unsatisfactory results, as will doing things at the last minute. As a new filmmaker, **the only skills you currently possess are time, effort, and creativity**. The most common mistakes students make in this class are spending an insufficient amount of time on a project, and putting in an inadequate amount of effort. These are avoidable, and unacceptable, and will be graded accordingly (for better and for worse).

Late Assignments: I reserve the right to **not** accept late assignments. If a late assignment is deemed acceptable, it will be severely penalized (think 15%-50%), and it will not be returned in a timely manner. *If you are late with an assignment, do not wait for me to start grading to find out about it - TELL ME and I will try to help you overcome the obstacle that you are dealing with.*

Attendance, Participation, and Professionalism: You do not get credit for showing up for class, but you **will** lose participation points for missing. This is a workshop-style class and requires active participation from everyone. So much learning is done from **listening**, from **thinking**, from **asking** each other questions, and from your classmates' success and mistakes. If you are in class, you are not participating, you are not learning, and you are doing yourself a disservice.

Additionally, as aspiring media professionals the expectation is that you are required to act like a professional in order to rehearse the industry's best-practices. At a real job, on a real set, if you don't show up, or if you are late, or you behave in a way that is deemed unprofessional you will be replaced by one of the thousands of other aspiring media professionals trying to get their foot in the door. Treat class time like a job - this is part of your learning experience in this class.

You must be present for each phase of each assignment - whether it's participating in a class shoot, screening your rough cut for feedback, or merely presenting footage - in order to get full credit for that phase.

Class starts at 5:30pm, which means that ***if you are not seated and ready to begin by that time your participation/professionalism grade will be affected.***

Doing things unrelated to the class during class time (*sleeping, emailing, browsing websites, apps, playing games, otherwise not paying attention*) will affect this portion of your grade as well.

If you are more than ten minutes late, you will be considered absent.

Documented and excused absences will not count against your participation/professionalism grade, but you are required to make up any work that has been missed - this includes in-class shooting and/or editing exercises.

Undocumented absences cannot be made up (i.e. tests cannot be retaken, work done in class cannot be submitted, etc.)

Because so much work and learning is done in class, if you miss more than 5 classes **for whatever reason** (whether excused or not, and including 10-minute or greater tardies), you cannot pass the class.

At times, things happen and legitimate life issues can get in the way of your studies. In the event that something like this should occur (illness, death in the family, etc.) let me know as soon as possible so that we can figure out a solution, if possible. I'm willing to work with you in these instances, but can only do so if I am kept informed.

Important Dates

- August 14: First day of UWG classes
- August 20: Last day to add/drop a class 11:59 pm
- Aug 23-27: Roster Verification
- September 2: Labor Day Holiday (offices closed, no classes)
- October 3-4: Fall Break (no classes, offices open)
- October 9: Last day to withdraw (W) from full-term UWG courses
- November 25-29: Thanksgiving Recess and Holiday
- December 6: Classes End
- Dec 7-13 Final Exams
- Dec 16: Grades Due by Noon

Schedule:

Please note that this schedule is a template, and as such is subject to change as needed or depending on the needs or as a reaction to the general direction of the class.

Open Drop ends at 11:59 pm Tuesday, August 20th
Open Add ends at 11:59 pm Tuesday, August 20th
Wednesday October 9th - Last Day to Withdraw with a grade of W

Week 1	Thur 8/15	Intro, Shots and Composition
	Tue 8/20	Drop/Add Period Ends
Week 2	Thur 8/22	Camera Demo/Practice
Week 3	Thur 8/29	Test 1 Editing and Premiere Pro Assign: Editing Exercise
Week 4	Thur 9/5	Screen Editing Exercise Game of Catches Assignment Assign: Portrait
Week 5	Thur 9/12	Due: POA for Portrait In-Class Shoot: Game of Catches
Week 6	Thur 9/19	Test 2 DUE: Game of Catches
Week 7	Thur 9/26	DUE: Portrait Assign Sound
Week 8	Thur 10/3	Fall Break - No Class
	Wed 10/09	Last Day to Withdraw with Grade of W
Week 9	Thur 10/10	Due: Sound Rough Cut Prep for Narrative Assign: Final Doc
Week 10	Thur 10/17	Due: Sound Finals In-Class Shoot: Narrative
Week 11	Thur 10/24	Test 3 Due: Narrative Roughs
Week 12	Thur 10/31	Due: Narrative Finals

Week 13	Thur 11/7	Due: POA Final Doc
Week 14	Thur 11/14	Due: Final Doc Footage
Week 15	Thur 11/21	Final Project Rough Cuts
Week 16	Thur 11/28	Thanksgiving Break - No Class
Week 17	Thur 12/5	Final Projects DUE
Final Exam	Thur 12/12	5:00 - 7:00 pm Final Project Screening (If Needed) Final Self-Evaluation Due (CourseDen)

Class Policies

Cell Phone Policy: Cell phones have NO PLACE in the classroom whatsoever. Turn them off and put them away before you walk into the room. If I see your phone you will be considered absent for the day, and all above policies regarding absences will apply.

Is there is a pressing issue that will require you to have access to your phone, inform me at the start of class, and make sure to leave the room to deal with the matter as needed.

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 any form of sexual harassment or discrimination. 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 anticipate having an issue with this at any point in this semester, please speak with me privately.

Academic Dishonesty: 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 (this includes passing the work of others as your own, as well as but not limited to using footage or material without proper clearance/attribution), will be reported to the university for further punishment, and may result in failure of the course. You also may not use copyrighted work of any kind.

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. This is part of your participation/professionalism grade.

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.

Students with Special Needs: I will gladly make the necessary accommodations to ensure students with special needs can complete the class and get the most out of it. Please don't "wing it" and then tell me at the end of the semester. Come see me in private with your paperwork and we can discuss your particular needs.

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 his or her email **frequently** for class, department, and University information. **I frequently email documents, deadlines, and syllabus modifications - not checking your email is not an excuse for not completing work on time or not being prepared.**

I try to be very responsive to email, but it is always best to not leave things until the last minute. You can expect an email response within 24 hours (48 hours over the weekend), but not immediately. Similarly, I will NEVER email you with last-minute demands or changes. Media projects are complex, and there will be a lot of obstacles and hiccups, and the best way to overcome them is to allow yourself enough time by starting early, and working often.

Credit Hour Policy: *The University of West Georgia grants one semester hour of credit for work equivalent to a minimum of one hour (50 minutes) of in-class or other direct faculty instruction AND two hours of student work outside of class per week. As a guide, multiply this by 3 (credit hours). So for every one hour in class you should be spending 2 hours on your work. For a 3 credit hour class, this is SIX additional hours per week.*

Common language for course syllabi (please review):

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