COMM 3353: Fundamentals of FILM & VIDEO Production
CRN: 10680          Spring 2020          M (5:30-8PM)          ANTHRO G-15

University of West Georgia
College of Social Sciences
Department of Mass Communications
1601 Maple Street
Carrolton, Georgia 30118

Instructor: Robyn Hicks
Office: Humanities 216
Hours: MW (11am-1:30pm) & by appt.
rhicks@westga.edu
678-839-4911

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):**
*Voice & Vision: 3rd Edition*

**Recommended Books/Materials:**
*The Declaration of Independent Filmmaking* by Michael and Mark Polish

*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

**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 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.

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.

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.

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:

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<thead>
<tr>
<th>WEEK</th>
<th>DATE</th>
<th>OBJECTIVE</th>
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<tbody>
<tr>
<td>1</td>
<td>Jan 6</td>
<td>Introductions, Course Objectives + Film Industry Career Discussion and Goal Definition / Three Act Structure Overview</td>
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<tr>
<td>2</td>
<td>Jan 13</td>
<td>Camera Workshop + Practice DUE: Scene Analysis Presentations</td>
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<td>3</td>
<td>Jan 20</td>
<td>Monday: NO CLASS (MLK Day)</td>
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<td>4</td>
<td>Jan 27</td>
<td>Game of Catch - Shooting Exercise *Complete the assignment for homework.</td>
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<tr>
<td>5</td>
<td>Feb 3</td>
<td>Editing Workshop / Intro to Premiere *Complete the assignment for homework.</td>
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<td>6</td>
<td>Feb 10</td>
<td>Screen: Game of Catch edits</td>
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<td>Date</td>
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<td>Feb 17</td>
<td>Composition, Camera and Storyboards</td>
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<td>Pre-Production, Crew Positions Defined + More Camera Technique</td>
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<td>Feb 24</td>
<td>Sound Workshop</td>
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<td>Assign Music Video</td>
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<td>Mar 2</td>
<td>MIDTERM EXAM</td>
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<td>Post Workshop on Portrait Documentary</td>
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<td>Assign / Discuss Music Video Look Book and Production (Group Project)</td>
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<td>Mar 9</td>
<td>DUE: Portrait Documentary</td>
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<td>Mar 16</td>
<td>DUE: Music Video Look Book Presentations</td>
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<td>Mar 23</td>
<td>How to Run a Set Workshop + Exercise</td>
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<td>Set Etiquette and Safety</td>
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<tr>
<td>Mar 30</td>
<td>How to Run a Set Workshop + Exercise</td>
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<td>Apr 6</td>
<td>Distribution and Industry Professionalism</td>
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<td>Apr 13</td>
<td>Music Video Edit Session</td>
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<td>Apr 20</td>
<td>Screen: Music Video Rough Cut</td>
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<td>Apr 27</td>
<td>DUE: Music Video Final Cut</td>
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<td>Finals Week</td>
<td>Online Final Exam</td>
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**Assignment Breakdowns:**

**Scene Analysis** (10%) - Select a short 2-3 min scene from a produced movie (you can find the clip on YouTube or Vimeo) and write a 1-2 page analysis 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 (see schedule) and then present in class. 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. While the production is collaborative, each student will edit and deliver their own version of the assignment. Check handout for specifics.

**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 / Final Exam** (10% each = 20%) – Exams will cover information covered in class via power point presentations and reading assignments.

**Music Video Look Book (Group Project)** (10%) – Students will develop and pitch 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 and more details 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 produce and edit a 3-5 min music video. 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. While the production is collaborative, each student will edit and deliver their own version of the assignment.

**Grading:**

- A= 90-100%
- B=80-89%
- C=70-79%
- D=60-69%
- F=0-59%

All exams, 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.

*Disclaimer:* This syllabus is a general course plan of action. Assignments and screening material are subject to change at the discretion of the instructor. Please follow the SCHEDULE tab in CONTENT on Course Den for a more up to date version of the schedule week by week.

Save the Date:
MEDIA DAY - March 4th, 2020

Course Policies:

**Attendance & Participation:** Students may miss no more than three (4) days over the course of the semester without receiving penalty. Thereafter, the student’s final grade will suffer. 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. If you are going to be 15+ minutes late for class, it is best not to come. 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 dishonesty, 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: rchicks@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/](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.

**UWG Common Language + Supplemental 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](https://www.westga.edu/administration/vpaa/common-language-course-syllabi.php)

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**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.

“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
History
Think Critically & Creatively

Diversity
Research & Evaluate

Global Impact
Write Effectively

Theory
Self-Evaluate

Ethics
Apply Numbers & Stats

Apply Technology

Freedom of Speech & Press

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UNIVERSITY of West Georgia