

COMM 4406: DIGITAL CINEMATOGRAPHY & IMAGE DESIGN CRN 10708

Spring 2016 3 hrs. Mondays 5:30 – 8:00 PM

Anthropology G15 (& Studio)

INSTRUCTOR: Christopher Renaud

Contact: crenaud@westga.edu (not D2L)

Office Hours: M-T-W-Th 2:00 – 4:00 PM

Office: HUM 143 Phone: 678-839-4929

PREREQUISITES: COMM 3352 or 3353. You must also have earned a minimum of “C” in COMM 1154 and ENGL 1102 to take this course.

REQUIRED MATERIALS

Block, Bruce – *The Visual Story*. 2nd Edition. Oxford: Focal/Elsevier Press. ISBN 978-0-240-80779-9

Available on Amazon, Chegg, etc for <\$20

Other readings and supporting materials will be distributed electronically via CourseDen/D2L.

One movie ticket, TBA

*Headphones for use in the editing lab

***A class-10 SD card for making recordings, 16 or 32 GB (or larger)**

***Portable USB 3.0 Hard Drive to store your work, at least 150 GB free space for the semester.**

* These are one-time purchases, which you may already own. You will use them over the duration of your course of study in Mass Communications. See the Mass Communications Required Materials handout.

COURSE OVERVIEW

In this intensive skills workshop, you will explore the communicative and expressive potential of the moving image. Through a working process involving conceptualization and deliberation, to execution and craft, you will consider how fully deliberate image-making strategies (framing, composition, lighting, production design and camera movement) are used to deliver narrative information, generate character identification, establish mood and produce intended experiences and meanings for film viewers. Using critical viewing and analysis, reading, many practical exercises and a number of creative projects, students will harness and develop the communicative resources of the moving image for a broad use in audio-visual media.

COURSE LEARNING OBJECTIVES

(this course meets Mass Communications Learning Objective #3)

“Students will demonstrate *ability to relate and/or apply* concepts, theory/research, and professional principles to analyze and synthesize information, create, develop, produce, and/or write convergence journalism, film and media arts, and/or public relations communications for converging digital, multi-media, and traditional media.”

Students will **analyze** and **design** strategies of moving image communication.

Students will **examine** advanced technical and conceptual parameters related to moving image construction.

Students will **practice** advanced techniques and **apply** various technical and conceptual factors to the design of moving images.

Students will **plan** and **execute** design strategies to **construct** systems of moving images that deliver information and produce intended effects for viewers.

Students will **synthesize** technical and aesthetic concepts to **produce** portfolio-quality work.

Students will develop their understanding of the medium’s function as a means of communication and creative expression.

Students will be able to produce content that aligns with industry standards for specific audiences.

ASSIGNMENTS

This will be an **intensive production workshop** with **extensive demands on your time, critical thinking** and **creativity**. You should expect and plan for a combination of reading, writing and creative production work every week. Weekly attendance is crucial. Stay on track.

Learning is doing. Much of the *doing* will happen **outside of class**. Learning cameras, software and tools require time and attention; you need to factor this into your schedule to complete assignments. Doing assignments well means **applying concepts** we discuss (both technical and abstract) to your own work and process, but also **empowering yourself to experiment** and **take risks**. Success in the course finally depends upon your own drive and engagement, and an interest in discovery.

The handouts that accompany each project are designed to answer many of your questions. Read them carefully. There will be approximately 6 weeks worth of readings, but the bulk of your grade will come from creative projects.

Reading/Listening Responses	10%
Production Exercises	40%
Practice Quizzes and Midterm Exam	
– Terms and Concepts	20%
Final Project and Portfolio	30%
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TOTAL	100%

Production Exercises 40%

These shooting/editing exercises will be detailed in dedicated handouts.

Midterm Exam on Terminology and Concepts (20%)

Two quizzes will help you prepare for our mid-semester exam, which will cover technical terms, concepts and problem solving.

Final Portfolio of Projects (5%)

This will be an organized electronic folder with all of your creative work for the course that will be complete with your final project on the last day of the course. You are responsible for tracking and maintaining this archive.

Final Project (25%)

The final project for this class will be a short audio-visual piece, to be pitched and developed around mid-semester. Applying the skills, concepts and principles that you've developed in the course, you will plan and execute this piece for your capstone work in this class. Details will be given later in a separate handout, but you should begin gathering ideas and inspiration as soon as possible.

FINAL CLASS MEETING ("Exam" Period) – FINAL PROJECT and PORTFOLIO DUE Monday, Apr 25, 5:00-7:30 pm

We will meet for this class period, and you are required to attend as for any exam.

There will also be a **FINAL PUBLIC SCREENING** during finals week (TBA, usually that Thursday). Plan to attend. Set the goal today to make great work to show the world at this screening.

GRADE ALLOCATION

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

You build your grade by earning points on assignments and exams. This begins with a zero. Your grade is not a reflection of how much I like you, how good of a person you are, or your potential. Grades are evaluations of your performance on the assignments in this course.

Good performance tends to correlate with being present and being engaged. **It also correlates with cultivating your own interest in the subject matter, challenging yourself and working hard.** Poor performance correlates with giving yourself permission to miss class, tune out or be distracted. I will endeavor to make this one of the most interesting classes you take, but the reality is it's a shared effort, one in which you have direct agency. Bring your "A" game.

COURSE EXPECTATIONS AND POLICIES

Participation (10%): Your ability to participate centers directly, and will be evaluated, on:

- 1) Being on time and being actively "present" (participating in all class activities).
- 2) Keeping up with readings – ready to discuss.
- 3) Meeting deadlines.
- 4) Valuing and embracing the feedback process.

Attendance: You cannot participate if you do not attend class. **We will align with professional expectations of behavior, especially regarding attendance.** If you give yourself permission to miss a class or skip an assignment, you will find yourself behind and struggling to regain your velocity.

Absences: If you must unavoidably miss a session, please notify me via Gmail (do not phone or use D2L) as soon as possible *before* class at crenaud@westga.edu. That said, I will not weigh or adjudicate excused or unexcused absences. **You are simply present and active, or not.** Absences beyond one session will eat into your final grade at **-8% per absence.** (One class = one week). It is your responsibility to determine what you have missed. Know that it is inevitably impossible for me to give a full reply to the question "Did/will I miss anything important?" The only real answer is "Yes."

Sooner or later everyone feels blocked, uninspired, or afraid to show what they do or don't have ready. Ours is a deadline driven world. It is always preferable that you make the deadline.

That said, this class will be a **safe place** for you to experiment, so don't hesitate to take risks and to work outside of your comfort zone. This is how we grow as individuals and professionals. Late nights are expected. **Late work will be penalized**, at my discretion. However, **if your assignment is not finished, your best choice is to still come to class.**

About Workshops: Most of our class time will be spent in **active conversation** rather than lecturing. Your success in the course will hinge on whether you **"buy in"** with your own motivation. Your **participation grade** will be determined based on your active participation / engagement in class, including the ideas behind our readings and exercises, analyzing photos and work-in-progress (your own and others).

Giving and receiving feedback is one of the most important skills we'll practice in this class. It's crucial for honing ideas and helping you produce the best work possible. It's also an essential skill in every media industry. Meaningful discussion relies on balance of **candor** and **respect**.

Making work while learning new skills requires some risk: Seek a strong personal investment during creation, followed by a practiced distance during analysis. It's not always easy, but it's crucial. Embrace the idea of evaluating your own work with the same objectivity as you would someone else's, to clearly identify

its strengths and weaknesses. Together (during in-class feedback) we'll highlight successes and analyze areas of improvement to make the best work possible.

COURSE VALUES (= professional values and expectations).

Being "Present": Invest in what's happening right now in the room. Doing things unrelated to the class during class-time (*e.g. emailing, surfing the web, "multi-tasking," not paying attention, sleeping,*) **will** directly affect your participation grade. The most impressive thing you can do on any set is be professional and invested. People notice this.

Cell Phones: You have a direct impact on the classroom culture. Using a cell phone is fundamentally incompatible with being "present" in the classroom. **THERE WILL BE NO USE OF CELL PHONES IN THIS CLASS.** Turn them off before you enter the room and put them completely away. If I see your cell phone you will be considered absent for the day.

Food and Drink: These are new facilities with expensive equipment. **No food or drink will be allowed in the classroom, edit suites or studio at any time.** No exceptions.

Equipment Checkout: We will follow the checkout guidelines and policies posted outside G-10, which will also be provided in a separate handout. **Late returns of equipment** have an impact on the entire department, and will affect your ability to checkout equipment for this and other Mass Communications classes. Assignments are not complete until borrowed equipment is returned, and thus impact your grade.

MY ROLE

I am **absolutely, fundamentally, committed** to helping you understand concepts, principles, tools, software and techniques – both professionally and by personal inclination. My method is:

- 1) to assign exercises and projects that teach you both technical skills and their purposeful application
- 2) to provide interesting examples and context
- 3) demystify the process
- 3) offer and foster frank, benevolent feedback – with the **sole** purpose of helping you become a **better, more expressive filmmaker**
- 4) to facilitate lively in-class discussions.

I am available and ready to help you when you need it - especially the harder you work, and the more ambitious your goals. If you're having trouble, it's crucial that you **speak up**. I think I'm perceptive, but I can't read minds.

Ask. Seek. Question. Aim high. Stay in the game. I will be there for you.

SEE D2L FOR A LIVE LINK TO OUR SCHEDULE
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UNIVERSITY & COURSE POLICIES

Policies applying to all courses at UWG can be found at the following link:

http://www.westga.edu/assetsDept/vpaa/Common_Language_for_Course_Syllabi.pdf

Americans With Disabilities Statement

If you are a student who is disabled as defined under the Americans With Disabilities Act and requires assistance or support services, first please seek assistance through the Center for Disability Services. **A CDS Counselor will coordinate those services, and provide you with the necessary documentation to give to me.** Students who need accommodations for learning or who have particular needs **should then share these concerns or requests with me early in the term (no later than week 3 of the course).** See the above link.

Classroom Etiquette

Exercising personal freedom is an appealing part of adult life. In order to create an atmosphere where individual expression and social interchange are respected, please observe the following guidelines: (1) address each other with respect; (2) contribute to discussions often, without dominating them; (3) stay focused on the topic being discussed. Side-chatter is distracting for everyone, especially myself, and is wasted energy; focus that energy into the discussion. Disruptive behavior in the classroom is not acceptable.

Academic Dishonesty

Academic dishonesty will NOT be tolerated in this or any other UWG course. It will result in failure on assignment(s) as well as possible disciplinary sanction(s) as stipulated by university rules. See the link above.

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.

Affirmative Action Statement

The University of West Georgia adheres to affirmative action policies to promote diversity and equal opportunity for all faculty and students.

Contacting You

You are expected to have access to your westga.edu account for all communication regarding the course. While you may find my contact information or other students through D2L-CourseDen, **I will reply to your regular my.westga.edu (Gmail) account, not D2L.**

Contacting Me

If you have questions, don't hesitate to ask them in class. It's best to get clarification in there, where everyone can benefit. With a class of this size, it's best if you ask your peers before e-mailing questions about assignments. **If you need to contact me, do not use D2L. E-mail me from your westga account at crenaud@westga.edu.**

Open Drop ends at midnight, Jan 13. Last day to withdraw with a grade of W, March 3rd.

Film & Video Production Required Materials Guide

1) Required: External Hard Drive (\$60-\$100)

The hard drive should be inside an **external** enclosure. Check the picture on the box. If the picture shows you the mechanical workings of the hard drive it's probably an internal drive and you don't want it.

USB 2.0 or 3.0

500 GB or larger, 1 – 2TB are better long term purchases, cheaper in the long run.

Western Digital or Seagate are recommended brands



Where to buy: Walmart, Target, Amazon.com

2) Recommended: Class 10 SD CARD (\$15-\$30)

***** CLASS 10 *** is VERY IMPORTANT**

Look for this graphic : ----->

30 MB/s recommended

16 GB or larger, 32's are usually the best buy



Where to buy: Walmart has this Centon card for \$20. Amazon.com has the SanDisk card for the same price (better brand but half the storage space). Online is often cheapest.

Google : SD Card 16 GB Class 10

3) Headphones (with 1/8th inch stereo connection) for audio editing in lab. You probably have these already.