

# COMM 4407: FILM & VIDEO POST-PRODUCTION

CRN 80863

Fall 2018 Mondays 5:30 – 8:15 PM 3 sem. hrs.

ANTH G15 (& Studio)

**INSTRUCTOR: Christopher Renaud**

Office: HUM 143

Office Hours: M/W: 11 AM - 1 PM; T/TH 2 – 4 PM and by appt.

Phone: 678-839-4929

Contact me @: [crenaud@westga.edu](mailto:crenaud@westga.edu) (this email only – **do not use CourseDen**)

**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

- ✓ **There is no textbook to purchase.** Handouts and electronic materials will be provided
- \*Portable USB 3.0 Hard Drive to store your work, at least 150 GB free space for the semester.**
- \*Personal headphones for use in the editing lab**
- Optional: Adobe Creative Cloud @ Student Discount rate \$19.99 for 4 months, free trial period.**

\* 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

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In this software-intensive skills workshop, students will work with the various aspects of film and video editing, synthesizing technology, creative storytelling, motion graphics, basic visual effects and sound editing, along with digital distribution formats and strategies.

## MORE ABOUT THIS CLASS

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This will be an **intensive production workshop** with **extensive demands on your time, problem solving ability** and **creativity**. The goal is to expand your creative and technology toolkits. You will be learning new software with steeper learning curves and applying them to short creative projects. You should expect and plan for some form of creative production work, research and/or reading every week. Weekly attendance is crucial to stay on track.

**Learning is doing.** Much of the *doing* will happen **outside of class**, and in front of the computer. Learning new software and tools requires 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.

I will provide some handouts, but a fair amount of what we do will be guided by tutorial videos and other materials, some of which I will ask you to research on your own. The assignment handouts that accompany each project are designed to answer many of your questions. Read them carefully.

Short Projects / Exercises	50%
Mid-Semester Quiz	10%
Participation and Written Responses	10%
<u>Final Project and Portfolio</u>	<u>30%</u>
TOTAL	100%

### **Short Projects / Exercises (50%)**

The bulk of our work this semester will be *very* short creative projects, many of which will have weekly deadlines. You should expect to deliver some aspect of or a finished project each week, remembering that each class period is one-full week of class.

Each assignment will have specific delivery parameters to be met regarding file names, video format, dropbox location etc. – just as in professional work. These will challenge you to be creative problem-solvers, each building in some way on the previous. Because they are short does not mean they are inconsequential or should be produced with casual investment. The most successful students will treat these exercises as opportunities to create portfolio-level work while learning new skills.

### **Quiz**

Our quiz will cover conceptual and technical material, and will occur around mid-semester.

### **Digital Portfolio of Projects (10%)**

This will be an organized electronic folder with of all of your creative work for the course. You will use this to deliver your work unless otherwise specified (assignment handouts will specify delivery methods). You are responsible for organizing and maintaining this archive.

### **Final Project (20%)**

The final project for this class will be a short audio-visual piece, to be pitched and developed after 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, Dec. 4, 5:00-7:00 pm**

### **NOTE THE EARLIER MEETING TIME**

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 this screening - and set the goal today to make great work to represent you.

### **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 owning and 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

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**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 momentum.

**Absences:** If you must unavoidably miss a session, please notify me via Gmail (do not phone or use CourseDen) as soon as possible *before* class at [crenaud@westga.edu](mailto: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 **-6% per absence**. (One class = one week). It is your responsibility to determine what you have missed. The only real answer to the question “Did/will I miss anything important?” is “Yes, you did.”

**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 in some way make the deadline.

That being said, and if it’s not contrary to say so, this class is intended to be a **safe place** for you to experiment. I will always encourage you 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 demonstration, workshopping and **active conversation**, not lecturing. Your success in the course will hinge on whether you “**buy in**” with your own motivation. Your **participation** will be determined based on your active engagement in class.

**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. Develop the skill 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”:** Be in one place. Be here. 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 – both ways.

**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**

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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 software and processes
- 4) foster and offer frank, benevolent feedback – with the **sole** purpose of helping you become a **better, more expressive filmmaker**
- 5) to facilitate lively in-class discussions.

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

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

<b>SEE CourseDen FOR A LIVE LINK TO OUR SCHEDULE</b>
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## **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.”

## **COURSE LEARNING OUTCOMES**

Students will **analyze** and **design** strategies of audio-visual communication.

Students will **plan** and **execute** design strategies that deliver information and produce intended effects for viewers.

Students will **practice** advanced techniques and **apply** various technical and conceptual factors to the design of creative audio-visual work.

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 **produce** content that aligns with industry standards for specific audiences.

## UNIVERSITY & COURSE POLICIES

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The University of West Georgia provides common language for all syllabi regarding policies, and those apply to this course. Please see the following link for the most up-to-date information:

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

### 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 CourseDen, **I will only reply to your regular mywestga.edu Gmail account, not CourseDen.**

### Contacting Me

First, If you have questions, don't hesitate to ask them in class. It's best to get clarification in the room, where everyone can benefit. Do not wait to ask your question until the day of class.

**If you need to contact me outside of class, do not use CourseDen as I am unlikely to check or respond there. E-mail me from your mywestga.edu account at [crenaud@westga.edu](mailto:crenaud@westga.edu).** I will endeavor to reply within 24 hours.

## Other \$\$\$ Requirements:



You will need a physical drive to transport, store and edit your work on. As a student in production classes this is a basic expectation and is an investment in your portfolio and your future.

A 1TB drive runs about \$60; for an extra \$20 you can get double that storage.

This is separate from your GoogleDrive portfolio, which for our purposes is more a delivery system. Having your own hard drive will ultimately give you the most flexibility and will give you a place to store materials for future portfolios. **YOU ARE RESPONSIBLE FOR BACKING UP YOUR WORK.**

**Treat this drive carefully.** Be sure to eject the drive from the desktop before disconnecting. Store it in a padded case or its original box. **UNPLUG ALL THE CORDS FOR STORAGE AND TRANSPORT**

**Reality Check:** Sooner or later all hard drives will fail. You should back-up important work to another hard drive or your personal computer.

**MISSING FILES/BROKEN DRIVES ARE NEVER AN EXCUSE FOR NOT TURNING IN WORK.**



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.