

COURSE SYLLABUS Intro to Video Production COMM 135-201

Loyola University Chicago
Spring SEMESTER 2014

INSTRUCTOR
JOHN C.P. GOHEEN

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| CLASS LOCATION: | Water Tower - School of Communication- Room 002 |
| OFFICE LOCATION: | Lewis Towers Room 910A |
| OFFICE HOURS: | Tuesday 12:30 a.m. – 2:00 p.m. Wednesday 11:00 a.m. – 12:30 p.m. or by appointment |
| OFFICE PHONE: | 312.915.8537 |
| E-MAIL ADDRESS: | jgoheen@luc.edu Email messages from students will be answered within 48 hours. An email on Friday may not receive a response until Monday. |
| INSTRUCTOR WEB PAGE: | Sakai |
| CLASS HOURS: | Wednesday 12:35 p.m.– 3:20 p.m. |
| PREREQUISITE: | None |

A. COURSE DESCRIPTION

COMM 135-201 is an entry-level course that will serve as an introduction to basic video/film/audio production. The goal of the course is for the student to develop the ability to capture great video images and audio, and to be able to edit those two elements together to tell a story.

During the course each student will be taught:

- The basic understanding of operating a video camera.
- The basic principles of how to capture great video and audio.
- How to edit video and audio.
- How to tell a story by combining video and audio.

B. METHOD OF INSTRUCTION

The primary design of this course will be lecture, group discussion and individual participation. Homework assignments will require students to execute the basic fundamentals being taught in the classroom.

Building a good foundation is critical to success and a clear understanding of basic standards is essential before advancing to the next level. Initially students will work in groups of two. Working as a team, students are expected to share what they know with one another in order to reach a common goal of successfully completing each assignment. These group assignments will be graded individually.

Everyone's work will be evaluated and critiqued during class. Students will be asked to participate in the process of critiquing each other's work. One should never take constructive criticism personally, understanding that learning is a life-long process.

Hands-on training is where each student develops the physical and mental skills necessary to perform each task successfully. This may require some students to put in more time and effort to be successful. Students should reach out to those in the class who may have more knowledge, skill and a willingness to help those with less natural skill or experience.

C. COURSE OBJECTIVES

- Learn to operate a video camera.
- Capture well composed video images.
- Capture great sound.
- Edit video and audio into a compelling story.

COURSE SYLLABUS Intro to Video Production COMM 135-201

Class Schedule – Wednesday 12:35 p.m.– 3:20 p.m

JANUARY

WEEK

1
January
15

First Day of Class – Introduction of Course – What’s your story? Assign teams of two. Reading Assignment #1 – Read pages 1-60 from *The Bare Bones Camera Course for Film and Video*.

Purchase – At least 1 Class 6, 8 Gig - SD card (2 preferred).

Bring to class next week portable hard drive formatted to MAC.
Make sure the drive is clean of any other material and is properly formatted for editing on the school’s equipment. See Jim Collins for assistance.

Meet Andi Pacheco - Audio and Visual Production Coordinator.

Learn the basics – lecture on composition – rule of thirds – screen direction – the nose rule – framing – light elements – tri-pod use – wireless mic - Lecture on capturing audio in the field.

Do’s and Don’ts.

2
January
22

Read camera manual for SONY NX5U during class.

Learn to edit. Desperate Housewives Video.

Bring to class next week – 1 Class 6, 8 Gig - SD card.

3
January
29

Learn the equipment – In-class lecture and presentations – Meet Jim Collins, Audio and Visual Production Coordinator. **Video Group Assignment #1** – Provide 16 examples of nicely framed shots. Include people in at least 8 shots. The purpose of this exercise is for you to demonstrate your ability to compose shots following the rule of thirds, proper use of a level and steady tri-pod, proper color balance, focus, exposure and good audio.

Bring to class – 1 Class 6, 8 Gig - SD card.

Quiz on Camera Tutorial and manual.

FEBRUARY

WEEK

4
February
5

Come to class with Video Group Assignment #1 footage and hard drive. Learn how to digitize during class time. Individually edit Video Assignment #1 into a 60 second sequence on the timeline.

Lecture on Interviewing and what is the NOSE rule.

Hand-out Video Assignment #2

COURSE SYLLABUS Intro to Video Production COMM 135-201

DUE – Group Video Assignment #1.

5
February
12

DUE – Group Video Assignment #2 footage digitized on individual hard drive.

Converting video. Internet sharing. Lecture on incorporating video and audio to tell a story.
Begin edit on Video Group Assignment #2.

6
February
19

Finish editing Group Video Assignment #2

Instruction on audio dissolves. J and L cuts.

Reading Assignment #6 – Read pages 60-67 from *The Bare Bones Camera Course for Film and Video*.

Introduce Loyola Music Library.

Assign First Individual Video Assignment (#3) – Shooting into Frame/Matched Action/
Cut-a-ways.

7
February
26

DUE - Group Video Assignment #2 Screen in Class

Advanced Editing techniques –Text, dissolves.

Enterprising story ideas.

Bring to October 17th Class - 3 fully developed ideas for Final Project.

Reading Assignment – Read pages 80-85 from *The Bare Bones Camera Course for Film and Video*.

MARCH

WEEK

DUE - Present Final Project Ideas in front of class.

8
March
5

First Individual Assignment (#3) DUE.

Assign Individual Video Assignment #4 “Napoleon Dynamite.”

9
March
12

SPRING BREAK – NO CLASS

10
March
19

DUE – Assignment #3. Screen in class.

DUE – Begin edit Assignment #4.

Assign Final Project Instructions.

11
March
26

DUE – Assignment #3. Screen in class.

DUE – Begin edit Assignment #4.

Assign Final Project Instructions.

COURSE SYLLABUS Intro to Video Production COMM 135-201

APRIL

WEEK

12
April
2

Assignment Due – Fine-cut Commercial Spot.

Transitions – Lecture on how important transitions are to telling engaging stories.

13
April
9

NPPA Workshop – Professor Goheen not present but we will still have class this day.

Rough- cut Final Project – This is a graded assignment.

14
April
16

Fine-cut of Final Project DUE - This is a graded assignment.

15
April
23

LAST DAY CLASS MEETS

Final Project DUE – This is a graded assignment.

16
April
30

Final – Project - Due by Noon

Spelling & Grammar – All written assignments must be typed (unless otherwise directed) and free of spelling and grammatical errors. Remember that your computer's spell check program doesn't catch everything. As a student in a communications college, you have a responsibility to pay close attention to spelling and grammar.

Personal Editing Software

There are some options you have for getting a short term subscription for the same editing software we are using in the classroom should you desire to get this on your personal computer. This will allow you to edit while away from the classroom or campus labs.

Here is 1 option:

1. Search online shopping sites for an individual Premiere CS6 copy - such as this one:

<http://www.oembit.com/software/Adobe-Premiere-Pro-CS6.html>

But be **CAUTIOUS**...as some sites, do not provide Premiere CS6 to a individual buyer, instead selling their Cloud with monthly subscription fee.

E. TEXTBOOK AND SUPPLIES REQUIRED

Required Books

- *The Bare Bones Camera Course for Film and Video* – Author: Tom Schroepel (available in campus bookstore)

Supplies

- "AA" batteries
- Lens Cleaning Tissue
- Clear Medical Tape
- Portable Hard Drive (2 if you have)
- The Sony camera we are using this semester requires a Class 6 SDHC card. Sony recommends an 8 Gig card. This chart below illustrates the various storage capacities for different size cards. It is **recommended each student obtain at least 2 8 Gig cards.**

| | | | | | |
|------------------------------|-------------|-------------|-------------|--------------|--------------|
| Class 6 SDHC card (Required) | 2 GB | 4 GB | 8 GB | 16 GB | 32 GB |
| Fine mode (Best Quality) | 20 min. | 40 min. | 80 min. | 160 min. | 320 min. |

You may currently have a drive that does not have a connection that is compatible with the new MACs we had installed this summer. If you have a drive with a Firewire 400 or 800 connection this will not work with the new computers we had installed over the summer without a cable that adapts to fit the port on the new computers.

If you are purchasing a new hard drive it is recommended it have a USB 3.0 port. If you have an older drive with only Firewire, you will need to purchase a converter cable that converts Firewire to Thunderbolt (current port on new iMacs).

The drives should meet the following specifications:

Minimum USB 3.0. It works best to not have a drive that you have to plug into external AC power. Look for a drive that powers off the computer.

Minimum of 120GB (the larger, the more versatile) Minimum 5400 RPM (7200 RPM recommended, especially for video/film concentrators).

There are many different brands that will serve you will. Some brands to consider would be Toshiba, Maxtor, Seagate, Western Digital, and Lacie.

Many online and local retailers provide these kind of drives. Local stores such as Best Buy, Apple, OfficeMax, Office Depot, etc., are good places to consider a purchase as well.

Come to class with your hard drive without any material on it or at least have all other material in a separate folder. If the drive is brand new, make sure it is properly formatted for MAC before attending class. If necessary, see Andi Pacheco in tech support for assistance.

COURSE SYLLABUS Intro to Video Production COMM 135-201

F. GRADING PLAN

NUMERICAL VALUE

| | |
|----------------|---------------------------------------|
| A 4.0 | A |
| A- 3.67 | 95-100 = A 92-94 = A- |
| B+ 3.33 | B |
| B 3.0 | 89-91 = B+ 86-88 = B 83-85 = B- |
| B- 2.67 | C |
| C+ 2.33 | 80-82 = C+ 77-79 = C 74-76 = C- |
| C 2.0 | D |
| C- 1.67 | 71-73 = D+ 68-70 = D 65-67 = D- |
| Non-Passing | F |
| | Below 65 = F |
| D+ 1.33 | |
| D 1.0 D- .67 F | |

Grading System

- In-class participation accounts for 30% of overall grade – this includes attendance, quizzes, exams and classroom involvement in critique and question and answer sessions.
- Individual and group projects account for 30% of grade.
- Final project accounts for 40% of grade.

G. CAUSE FOR DEFICIENCIES

Attendance

Regular and on time attendance is essential for the educational process to work. Loyola University expects all students to attend every scheduled class on time. Exceptions may be made for University sponsored or work related activities, illness, or valid emergency situations.

You should make every effort to inform me ASAP of any absence. If you know of a conflict with a school program outside this class, please don't wait to inform me at the last minute. You will not be allowed to make up any in-class work on a day you are absent unless it is an excused absence. Remember, we are in the School of Communication...so please make an effort to communicate. More than two unexcused absences will automatically result in a lower attendance grade.

Late work or failure to complete assignment(s)

Any work turned in after the designated deadline will receive a one letter grade reduction for each week it is late, even if by one day. Work not turned in with-in two weeks of the due date will receive a failing grade for that assignment.

H. COURSE COMPONENT SPECIFICS

Students will be given multiple homework assignments to be completed outside the normal scheduled classroom.

Class Participation

An overall grade for class participation will be given for students actively involved in all class discussions. Participation is always valued and is expected of all students.

Grading Components

The following are the major areas by which each assignment may be reviewed and graded:

- Video stability
- Tri-pod usage
- Hand-held shots
- Jump cuts
- Flash frames
- Content
- Following directions of assignment
- Audio quality
- Framing
- Screen Direction
- Use of proper settings on camera
- Pacing
- Sequencing
- Use of audio
- Storytelling

I. SUGGESTIONS FOR SUCCESS

| | |
|---|-----------------------------------|
| Treat the class like a job | Pay attention and take good notes |
| Don't be afraid to ask for help | Be resourceful |
| Take the initiative to learn and succeed | Make no excuses |
| Show up on time | Come to class prepared |
| Communicate | Take chances |
| Do the work | Stay for the entire class period |
| Be fully engaged in class | Don't be afraid to ask for help |
| Don't wait until the last minute to do the assignment | |

J. LOYOLA'S POLICY ON ACADEMIC DISHONESTY

The basic commitment of a university is to search for and to communicate the truth as it is honestly perceived. The university could not accomplish its purpose in the absence of this demanding standard. To the extent that this standard is respected, a genuine learning community can exist. Students of this university are called upon to know, to respect, and to practice this standard of personal honesty.

Plagiarism is a serious form of violation of this standard. Plagiarism is the appropriation for gain of ideas, language, or work of another without sufficient public acknowledgement and appropriate citation that the material is not one's own. It is true that every thought probably has been influenced to some degree by the thoughts and actions of others. Such influences can be thought of as affecting the ways we see things and express all thoughts. Plagiarism, however, involves the deliberate taking and use of specific words and ideas of others without proper acknowledgement of the sources.

The faculty and administration of Loyola University Chicago wish to make it clear that the following acts are regarded as serious violations of personal honesty and the academic ideal that binds the university into a learning community:

Submitting as one's own:

- Material copied from a published source: print, internet, CD-ROM, audio, video, etc.
- Another person's unpublished work or examination material.
- Allowing another or paying another to write or research a paper, shoot or edit a video for one's own benefit.
- Purchasing, acquiring, and using for course credit a pre-written paper or video story.

The critical issue is to give proper recognition to other sources. To do so is both an act of personal, professional courtesy and of intellectual honesty.

Plagiarism on the part of a student in academic work or dishonest examination behavior will result minimally in the instructor assigning the grade of "F" for the assignment or examination. In addition, all instances of academic dishonesty must be reported to the chairperson of the department involved. The chairperson may constitute a hearing board to consider the imposition of sanctions in addition to those imposed by the instructor, including a recommendation of expulsion, depending upon the seriousness of the misconduct.

Academic cheating is another serious act that violates academic integrity. Obtaining, distributing, or communicating examination materials prior to the scheduled examination without the consent of the teacher; providing information to or obtaining information from another student during the examination; attempting to change answers after the examination has been submitted; and falsifying medical or other documents to petition for excused absences all are violations of the integrity and honesty standards of the examination process.

In the case of multiple instances of academic dishonesty across departments, the academic dean of the student's college may convene a hearing board. Students retain the right to appeal the decision of the hearing board to the academic dean

COURSE SYLLABUS Intro to Video Production COMM 135-201

of the college in which they are registered. The decision of the dean is final in all cases except expulsion. The sanction of expulsion for academic dishonesty may be imposed only by the Provost upon recommendation of the dean.

K. CLASSROOM RULES OF CONDUCT

Please turn off cell phones and other electronic devices such as iPods before entering class.

You will not need a personal laptop for this course unless you use it for editing, so please do not bring it to class. Once class has started, do not sign onto a classroom computer unless instructed to do so. Non-compliance will have a negative impact on your participation grade. Be respectful of other people's opinion in discussions. We can disagree without disrespecting each other.

Do not take naps or fall asleep during class. It is disrespectful toward the other students and the instructor. If you sleep during class you will be asked to leave and your participation grade will be negatively affected.

Do not leave class early. Do not come in to class to take a quiz and then leave. If you foresee you will not be able to stay the whole class, let me know beforehand.

If you have any questions or concerns, let me know as soon as possible.

L. SPECIAL NEEDS

Students are urged to contact me should they have questions concerning course materials and procedures. If you have a special circumstance that may have some impact on your course work and for which you may require accommodations, please contact me early in the semester so that arrangements can be made with the Services for Students with Disabilities (SSWD). Additional information about the services available at Loyola, including eligibility for services, is on the SSWD website: <http://www.luc.edu/sswd/index.shtml>

M. LIABILITY ISSUES

Students will be instructed prior to their first assignment on the general nature of privacy and trespassing laws. From time to time students may find themselves in a position where someone may not approve of them capturing their image. In cases such as this, it is best to honor the wishes of this person. Even though you may very well be within your rights to gather this information to include both audio and video, it would be best if students "walk away" from the situation before it escalates.

In the event something does occur, please do the following:

- Contact faculty advisor
- Contact the department head

N. EQUIPMENT USE

Loyola University prides itself on providing state-of-the-art equipment for its students to learn the craft of visual story telling.

The School of Communication provides cameras, tripods, microphones, lighting and editing equipment that can be checked out from the Equipment Room in SOC 004.

This equipment passes through the hands of many students and in order to assure that the equipment remains in good working order, treat it like your own. **You** are financially responsible for all of the equipment you use and should treat it with great care. This kind of equipment is not indestructible and it is susceptible to various environmental situations such as a dirt, dust, rain, snow, water, and heat.

Caution should be taken when transporting all equipment as this equipment is fragile and can easily be damaged. Be aware of your environment and where you are at all times. This type of equipment is popular with thieves and can easily be pilfered if you are not paying attention. Do not rely on your lab partners to be the one responsible for “watching” the equipment. In the event something should happen, everyone in the group will be considered a responsible party.

Do not leave equipment in a parked vehicle where it can easily be stolen from the backseat. If you do have to leave equipment in your car, do so by placing in the trunk. But again, as a reminder, do not let the equipment roll around uncontrollably.

You may use your own equipment, but first clear this with me before any assignment.

SCHOOL OF COMMUNICATION - PRODUCTION FACILITIES WATER TOWER CAMPUS SOC 51 E. PEARSON Audio and Visual Production
Coordinator: Andi Pacheco 312.915.8830 or apacheco@luc.edu

FACILITY AND EQUIPMENT RULES

- Schedule all equipment use through Andi Pacheco. When individuals request use of the equipment outside of class time, the request should be made 5 working days in advance of the desired time. Andi will schedule requests for equipment and facilities in person, by phone, or by e-mail. Do not assume equipment is reserved unless you have confirmation from Andi. Equipment and use of facilities are available on a first come first serve basis anytime they are not being used for classes.
- Whenever possible, students should telephone Andi well in advance of their scheduled equipment pick-up or facility appointment should they anticipate a problem in arriving at the scheduled meeting time. Anyone more than 15 minute late for equipment pick-up may forfeit the use of the equipment at that time. Students who are repeatedly delinquent may lose their equipment privileges.

COURSE SYLLABUS Intro to Video Production COMM 135-201

- Audio and video equipment is checked out on a 24 hour basis during the week and Friday to Monday on weekends. Equipment must be signed out in room SOC 004 with authorized personnel. Students will be responsible for returning equipment and materials within 24 hours and in their original condition. Students must report immediately any damage or theft of equipment. Failure to do so may result in a suspension or loss of equipment privileges.
- Students may bring additional crew members, if needed, to the lab for production.
- There is no smoking in any lab space. No eating or drinking at any work/edit station.
- Students are responsible for careful handling of all equipment, and for abiding by all rules and regulations governing the use of the facility.

O. INSTRUCTOR BIO

John C.P. Goheen has been an award-winning broadcast television journalist for over 30 years. He has traveled the world documenting major news events for all the major American television networks and international clients. He continues to shoot and produce for various domestic and international news and corporate organizations.

He has received over 300 local, national and international awards with work he has produced for a variety of U.S. television networks, local TV stations and international broadcasters. He has received virtually every major award there is, to include a dozen Emmys, as well as being honored three times with the most prestigious award a television photojournalist can receive, the National Press Photographer's Association Television News Photographer of the Year.

He has produced dozens of documentary films, many having received top awards at various film festivals from across the United States.