

Spring 2011 | Tuesday & Thursday 12:00 – 1:30pm

COMM 277 | Introduction to Television Production

Assistant Professor David Shanks

Office: Stewart Hall 127

Phone: 320-308-5333

Email: dfshanks@gmail.com

DIVERSITY COMMITMENT

The SCSU Department of Mass Communications is committed to preserving and fostering diversity and complying with the equity guidelines set by the university. We recognize diversity in faculty, staff and students, and strive to enhance the richness offered by this variety. As we examine the history of human visual communications and television production, some of the language, topics and sources involved may challenge your sensibilities. If you have any questions or concerns, please contact your professor for a conference. Television is an international growth medium encompassing many forms and platforms. Understanding and respect are critical survival skills in a very competitive world business.

I will insist that you be mindful and respectful of your students' opinions. While you are in my classroom I will be adamant that you treat others accordingly, with professionalism, being mindful of a person's worth, dignity, and value as a human being. EVERYONE'S opinion is valid and will be treated fairly regardless of gender identity, class, ethnicity, color, religion, disability, nationality, and sexual orientation.

As with many mass communication courses, politics will be difficult to avoid. As long as your expressed viewpoint follows the above guidelines, ALL political views will be accepted and tolerated, though not always agreed with, by all class participants.

COURSE GOALS & OBJECTIVE

Students will be introduced to and better understand television stories, design, production, post-production and distribution processes:

1. Television production processes: Visual design, creativity & innovation
2. Telling stories with television: Media storytelling techniques & methods
3. The lexicon of video production: Language used by television professionals
4. Production planning methods: Concept through production to distribution
5. Visual grammar language/lexicon: Content, continuity & creativity
6. Convergence in modern media: Production, technology & ownership

7. The digital revolution: Cross-media writing/production apps
8. Television history & theory: Aesthetics, composition & continuity

Students will be able to think critically & apply the basics they learn to:

1. Design & Produce television content: Create various forms and formats
2. Become more informed consumers: Analyze/critique television/media
3. Plan & Shoot effective television: Communicate successfully with video
4. Build effective graphic content: Design & create multi-media graphics
5. Edit television pieces on AVID &/or Final Cut Pro: Short (:15-:90) & long form (2:00-5:00)
6. Create/maintain television continuity: LS-long shot/MS-medium shot/CU-closeup

COURSE STRUCTURE

This class requires a substantial time commitment in and outside of the classroom. It will be a fairly comprehensive study of television reporting. We will focus on sourcing and gathering information, interview techniques, and writing the final product. You will learn video/film theory, how to operate a professional video camera, and how to edit your video with digital editing. You must always remember that Mass Communications 277 is an important building block in both your academic and future professional career. The video and reporting skills you learn in this class will greatly determine your success in subsequent classes within the mass communication program.

The class will meet two days per week. The classes will be divided between lectures on the theories and practices of broadcast and convergence media, and instruction and practice of the tools and software applications of the broadcast industry. Several classes are scheduled as workdays and students are required to come to these classes ready to shoot or edit.

An invaluable experience is available to the students of the SCSU mass communication program with the opportunities on hand with UTVS News. **ALL STUDENTS** are required to work one or two days perweek, Monday through Friday, **NOT DURING CLASS ON TUESDAY OR THURSDAY**, on a UTVS News production and a UTVS show production. The primary need is for studio crew from 4:15-5:45 p.m. on Fridays, during the live news shows. Some students may work earlier gathering news, building graphics, or editing. You will be trained.

Your individual end of semester production log will detail tracks what you learn and **details of production technologies** used to produce the news. Explain **what you are doing, when you do it, how you do it, exactly what systems you work with, and how the show went and WHY**. Note what you would do differently to make things work better. Learn studio systems and studio production. Writing standards apply. If you miss a news show production, for any reason, you will need to work a make-up show.

TEXT

Herbert Zettl, *Video Basics*

Mark Briggs, *Journalism NEXT*

(Recommended book: any how-to instructional book of FCP, AVID and After Effects)

SCHEDULE

WEEK and DATE	Tuesday	Thursday
	Introduction	Intro to FCP
Week 2 (01/17)	Intro to FCP	In class FCP project :: Boston
Week 3 (01/24)	Intro to DV Camera	B-Roll & Music Videos :: Project Assign.
Week 4 (01/31)	Music Video :: In Class Work Day	Music Video :: In Class Work Day
Week 5 (02/07)	Music Video DUE	Interviews :: Audio and Light :: Vocabulary
Week 6 (02/14)	Interview Practice :: Topic Interview	Edit Practice :: Topic Interview
Week 7 (02/21)	Topic Interview DUE :: Vocabulary Quiz	Event Assignment
Week 8 (02/28)	Event Assignment	Event Assignment DUE
Week 9 (03/07)	SPRING BREAK	SPRING BREAK
Week 10 (03/14)	No Class	Intro to AVID
Week 11 (03/21)	Hockey Assignment	Hockey Assignment DUE
Week 12 (03/28)	Intro to After Effects	Intro to After Effects
Week 13 (04/04)	Show Title :: In Class Work	Show Title :: In Class Work
Week 14 (04/11)	Long Form Production	LFP :: Work Day
Week 15 (04/18)	No Class :: LFP :: Work Day	No Class :: LFP :: Work Day
Week 16 (04/25)	LFP :: DUE	LFP :: DUE
Week 17 (05/02)	FINAL EXAM WEEK	FINAL EXAM WEEK

IN ADDITION TO THE ABOVE ASSIGNMENTS, READINGS WILL BE ASSIGNED.

GRADING

Assignments:

BOSTON :: 50 pts

MUSIC VIDEO :: 100 pts

TOPIC INTERVIEWS :: 100 pts

EVENT :: 100 pts

HOCKEY :: 50 pts

SHOW TITLE :: 100 pts

LONG FORM :: 200 pts

VOCABULARY QUIZ :: 100 pts

UTVS News :: 100 pts
UTVS Show :: 100 pts

Course Total: 1000 pts

ADDITIONAL COURSE MATERIALS

External hard drive (7200 rpm, Firewire)

ATTENDANCE

College students are adults, as such; it is the student's responsibility to attend all scheduled class. Attendance is not only vital for the student success in class but for the success of the full educational experience of the entire class. Since we must all function in the real world, the student will have two free absences for the semester. No excuse is necessary, but if a real emergency or illness has occurred and the professor is notified in advance of class the absence will be considered excused. After the two free absences, the student will loss 20 points from their final grade for each additional absence.

A sign-in sheet will be available in class for each scheduled day. It is the students responsibility to make sure they sign the sheet to be counted present.

ADDITIONAL ISSUES

Plagiarism: Please review the University's policy on academic integrity.

Special Arrangements: Students with impaired sensory, manual or speaking skills are encouraged and have the responsibility to contact their instructor, in a timely fashion, regarding reasonable accommodations.

SYLLIBUS CHANGES

This syllabus is subject to change. Changes will be noted in class, via email or other university sanctioned means.