

**COURSE SYLLABUS\***  
**Intro to Video Production**  
**COMM 135-204**

**Loyola University Chicago**  
**Fall Semester 2018**  
**Instructor**  
**Allen Maniscalco**

**Class Location :** Water Tower-School of Communication- SOC Room 003

**Office Location:** N/A

**Office Hours:** By Appointment Only

**Phone:** 312-515-7885 (available from 9a-6p M-F)

**Email Address:** [amaniscalco@luc.edu](mailto:amaniscalco@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:** Monday 7:00 P.M.- 9:30 P.M.

**Prerequisite:** A great attitude, a curious mind, and a willingness to learn and put in work.

\*Syllabus subject to change

## **A. Course Description**

COMM 135-202 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 3. 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. Constructive criticism should never be taken personally, understanding that filmmaking is often a collaborative 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

## D. Class Schedule: Monday 7:00 P.M – 9:30 P.M.

### Week 1- August 27, 2018

**In class:** Introduction of Course- What is your story? Assign teams of three.  
Meet Andi Pacheco-Audio and Visual Production coordinator. Do's & Don'ts.  
Quick lecture and camera tutorial

**Assignment:** Purchase at least 1 class 6, 8 Gig SD card (2 preferred). Bring to class 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. We will also format in class.  
Create a YouTube page and subscribe to the page created for the class.

### Week 2- September 3, 2018

**In class:** NO CLASS FOR LABOR DAY HOLIDAY

**Assignment:** Watch YouTube playlists  
Check out a camera and shoot 30-50 images of varying focal lengths and composition. We will then screen/edit in class.

### Week 3- September 10, 2018

**In class:** Bring SD Card (1 Class 6, 8 Gig)  
Camera demo  
Learn the basics. Composition, rule of thirds, screen direction, the nose rule, framing, lighting elements, tripod use, wireless mic, capturing audio.  
Begin editing

**Assignment:** Camera manual and screen Video Tutorial (Quiz next week).

### Week 4- September 17, 2018

**In class:** Interviewing and how to follow the NOSE rule  
Quiz on Camera Tutorial and manual  
Learn to edit: Walking with Sopo

**Assignment:** Pick a partner for "Last Photo assignment" and discuss strategies for doing shoots. Watch YouTube playlists. Check out a camera and start early.

### **Week 5- September 24, 2018**

***In class:*** Video Group Assignment #1: Last Photo Assignment- Interviews and still photos. The purpose of this exercise is for you to demonstrate your ability to compose interviews, proper use of a level and steady tri-pod, proper color balance, focus, exposure, and good audio.

***Assignment:*** Come to class with Video Group Assignment #1 and hard drive.

### **Week 6- October 1, 2018**

***In class:*** Learn about audio dissolves, J and L cuts.  
Lecture on incorporating video and audio to tell a story.  
Learn how to ingest Assignment #1 footage.  
Individually edit Video Assignment #1 into a 90-second sequence on the timeline.

***Assignment:*** Group Video Assignment #2: Neighborhood/Business Profile

### **Week 7-October 8, 2018**

***In class:*** NO CLASS DUE TO MID-SEMESTER BREAK

***Assignment:*** Work on Group Video Assignment #2  
Watch playlists  
Practice editing

### **Week 8- October 15, 2018**

***In class:*** INSTRUCTOR ABSENCE/ CLASS WILL STILL MEET FOR LAB TIME  
Group Video Assignment #2 Neighborhood/Business footage ingested on individual hard drive....begin to edit in class

***Assignment:*** Video Assignment #1 Final Cut to be converted in next class, then upload to your YouTube page.

### **Week 9- October 22, 2018**

***In class:*** DUE: Video Assignment #1 Converting video  
Introduction to Music Library  
Adding TEXT  
Introduction to enterprising story ideas

***Assignment:*** Final Project Ideas  
First Individual Video Assignment #3- Shooting into Frame/Matched Action/Cut-a-ways  
Individual Video Assignment #4 (Two-person short script, music video, topical news story)

### **Week 10- October 29, 2018**

***In class:*** DUE: Group Video Assignment Neighborhood/Business (#2) FULLY edited  
DUE: First Individual Assignment Shooting into Frame (#3) BEGIN edit

***Assignment:*** Finish First Individual Assignment

### **Week 11- November 5, 2018**

***In class:*** DUE: First Individual Video Assignment #3- Shooting into Frame FULLY Edited  
Learn Advanced editing techniques  
Present Final Project Ideas in front of class

***Assignment:*** Finish Individual Assignment-Shooting into Frame Fully Edited with Title and Music/Uploaded to YouTube

### **Week 12- November 12, 2018**

***In class:*** DUE: First Individual Video Assignment #3- Shooting into Frame- FULLY edited with Title and Music.  
Begin Edit on Assignment (#4)

***Assignment:*** Assignment (#4)

**Week 13- November 19, 2018**

***In class:*** DUE: Assignment (#4)

***Assignment:*** Work on Rough-cut Final Project (\*This is a graded assignment)

**Week 14- November 26, 2018**

***In class:*** DUE: Rough-cut Final Project  
Advanced Storytelling Workshop

***Assignment:*** Finish Final Project (\*This is a graded assignment)

**Week 15- December 3, 2018: LAST DAY CLASS MEETS**

***In class:*** DUE: FINAL PROJECT DUE

**Week 16- December 10, 2018**

We do not meet during Finals Week

## E. Textbook and Supplies Required

*No Textbook is required for this course*

*Supplies:*

- Portable hard drive formatted to MAC (rec. USB 3.0, 120GB+, 7200RPM)
- "AA" Batteries (8-12 minimum)
- Lens Cleaning Tissue
- 1 Roll of Clear Medical Tape
- 1 Portable Hard Drive (2 recommended/use one as a back-up drive)
- The Sony camera we are using this semester requires a Class 6 SDHC card. Sony recommends an 8-Gig card (8GB=80 min). It is recommended each student obtain at least 160 minutes of storage in the form of multiple cards
- Mouse for personal computer editing

Should you currently have a drive that does not have a connection that is compatible with the school's MACs you may need to get an adapter or new drive. If you have a drive with a Firewire 400 or 800 connection this will not work with the computers without a cable that adapts to fit the port on the iMac 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 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 well. 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.

When possible, come to class with your hard drive without any material on it. If the drive is brand new, make sure it is properly formatted before attending class. If necessary, see Andi Pacheco in tech support (SOC 004) for assistance.

## F. Grading Plan

A:	4.0 (95-100)
A-:	3.67 (92-94)
B+:	3.33 (89-91)
B:	3.0 (86-88)
B-:	2.67 (83-85)
C+:	2.33 (80-82)
C:	2.0 (77-79)
C-:	1.67 (74-76)

### Non-Passing

D+:	1.33 (71-73)
D:	1.0 (68-70)
D-:	.67 (65-67)
F:	0 (Below 65)

### Grading System:

- In-class participation accounts for 20% of overall grade- this includes attendance, quizzes, exams, and classroom involvement in critique and question and answer sessions
- Individual and group projects account for 40% 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.

### *Late work or failure to complete assignment(s)*

Any work turned in after the designated due date will receive a 10 point grade reduction for each week it is late, even if by one day. No work will be accepted after two weeks have passed from the due date and that assignment will receive a 0 or incomplete grade.



## H. Course Component Specifics

Students will be given multiple homework assignments to be completed outside the normal scheduled classroom. Initially these assignments will be conducted working with assigned partners. Students will do their best to coordinate times to work on each project at the same time.

### *Group participation*

Some initial homework assignments may involve working in teams. This will require each individual to be responsible to their teammate(s) for meeting deadlines, be it to shoot an assignment or to edit an assignment. It's expected that these assignments are to be completed as a team. Inevitably, there are always individuals who show up late or not at all, and yet they expect the others in the group to "carry" the load for them. When this occurs and is brought to my attention, there will be a one-grade reduction for that assignment to the individual responsible for letting their team down. If this occurs on more than one occasion, a failing grade will be awarded to the student for that assignment.

### *Class Participation*

Participation is always valued and is expected of all students. Each student should make an effort to contribute in all classroom discussions. Class participation will be considered as a grading criteria for your Final course grade.

### *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. Loyola's Policy on Academic Dishonesty**

Loyola Students are called upon to know, to respect, and to practice a high 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, audio, still photos, 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.

## **J. Illegal Activity**

Documenting with either audio or video, being present at an illegal activity or knowingly violation of any local, state, or federal laws related to the execution of any assignment will automatically exclude it from being accepted for a grade. In addition, the same exclusion applies if you learn after the fact that your actions were of an illegal nature.

Incorporating the use of inappropriate or socially unacceptable images or audio into your work will automatically exclude it from being accepted for a grade.

#### **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, so please do not bring it to class unless you have your own editing software on that computer with the intention of using it for that purpose. 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.

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

If the work done in this class is not something you would show your family, it's probably not right for screening in this course. Your work should not involve nudity, vulgarity or anything deemed social unacceptable in most circles.

If you have any questions or concerns, let me know as soon as possible so we can discuss.

#### **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 others 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](mailto: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.
- 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 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. Suggestions for Success**

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

**P. Instructor Bio**

Allen A. Maniscalco is an Emmy award-winning photojournalist with 20+ years of experience. He has travelled the world documenting major news, sports, and entertainment events; sharing them both locally and nationally for CBS 2 Chicago. He is also a Federally licensed drone operator and lifelong Chicago native. He attended University of Wisconsin-Madison for his undergraduate degree in Communication Arts (Radio, Television, and Film).