

## **INTRODUCTION TO VIDEO PRODUCTION - COMM 135 (203)**

Loyola University Chicago, Fall 2016

Class location: Water Tower – School of Communication, Room 015

Class hours: Wednesday 7:00pm - 9:30pm

Instructor: Casey Puccini

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Office location: 111 E. Pearson LT-900 C

Office hours: 6:00pm-7:00pm (by appointment)

### **COURSE DESCRIPTION**

Comm 135 is an introductory production course, focusing on effective techniques for video production and editing. The goal of this course is for students to successfully demonstrate an understanding of video production; including storyboarding and pre-production, camera, sound, lighting editing, as well as developing an understanding of the language of moving images.

### **COURSE OBJECTIVES**

- Understanding of documentary and narrative production techniques.
- Skill in camera, sound, and editing practices.
- Skill in capturing well-composed, well-lighted images.
- Skill in recording and designing high quality sound for film and broadcast
- Skill in editing video to shape a story using Adobe Premiere Pro CC
- Production of several short video projects

### **METHOD OF INSTRUCTION**

The structure of this course will center on lectures, equipment demonstrations, in class discussions and critiques and hands on, out of class practical video work. Each assignment requires students to apply concepts and skills learned in class and are expected to have an understanding over the practical and conceptual choices they make.

Throughout the semester, assignments will be either individual or in a group, to build students skill and comfort levels in collaborating with others. Students are expected to share their knowledge and skill as they work together to complete an assignment. All work that is produced for the class will be critiqued and evaluated in class. Students are expected to participate actively in critique and provide thoughtful, constructive criticism to their peers. One should never take constructive criticism personally, understanding that learning is a life long process.

Technical demonstrations and hands-on training will help students develop the necessary physical and mental skills, and as well as increase their comfort level with using equipment. This may mean that some students will require more time spent reaching that comfort level. Students are encouraged to reach out to classmates who have more knowledge, skill and a willingness to help those with less experience.

### **SCHEDULE \***

#### Week 1 – August 31

Introduction

- Syllabus/Course
- Instructor Introduction
- Student Introductions
- Goals for the semester

Basics of Visual Language

Assign teams of two

- Purchase (At least) one class, 8GB SD card (two 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. If you need help, see Andi Pacheco for assistance (SOC 004).

**Read Voice + Vision CH 10 + 12 DUE 9/7**

Week 2 – September 7

The Image

- Lecture on Composition, Rule of Thirds, and other elements of visual language.

Demonstrate [Sony NX5U Camera](#).

- Best Practices for shooting video

Meet Andi Pacheco - Audio and Visual Production Coordinator

**Take Home Quiz on Camera/Composition DUE 9/28**

**Assign Video Project #1 – “Mise en Scène” DUE 9/21**

**Read Voice + Vision CH 20 + 21 DUE 9/14**

**Bring in footage from Project #1 to edit into a 60 second video in class**

**Sign up for [screeningroom.org](http://screeningroom.org)**

Week 3 – September 14

Introduction to Premiere Pro/Video editing basics

- Media Management, Timelines, Importing, Sequence setup and editing basics

**Read Voice + Vision Ch 15 + 16 DUE 9/21**

**Finish Editing Video Project #1 DUE 9/21**

Week 4 – September 21

Turn Video Project #1

- Screen/discuss in class

Audio

- Practical use of wireless mics and field recording

**Assign Video Portrait Assignment DUE 10/19**

Week 5 – September 28

Documentary

- Aesthetics and story structure in documentary

Loyola Music Library

Week 6 – October 5

Narrative Structure

- Writing, Pre-production & Production

**Assign Video Project #3 – “Match Cut Continuity” (1st individual project)**

**Video Project #3 - Pre-Production Materials Due 10/12**

**Bring in footage from Project #2 to edit in class 10/12**

Week 7 – October 12

Advanced Editing Techniques

- Continuity Editing
  - Audio Mixing (L-cuts, dissolves, etc), Transitions, Titles, etc
- Exporting and Transcoding Video
- For DVD/Blu Ray/Internet/etc
- Discuss Video Project #3/Edit in class
- Editing Take Home Quiz due 10/26***

Week 8 – October 19

Turn in Video Project #2

- Screen/discuss in class

Three Point Lighting Demo

***Read Voice + Vision Ch 13 DUE 10/19***

Week 9 – October 26

Advanced Lighting Styles

In-Class Video Shoot

Week 10 – November 2

Camera movement/Blocking

Create Vimeo Accounts

***Assign Final Project DUE 12/7***

***Final Pre-production DUE 12/16***

Week 11 – November 9

Turn in Video Project #3

- Screen/discuss in class

Week 12 – November 16

Turn in pre-production material for Final Project

Discuss any Final Project Questions

***Rough Cut of Final Project DUE 11/26***

Week 13 – November 23

NO CLASS, THANKSGIVING BREAK

Week 14 – November 26

Screen Rough Cut of Final Project in class and discuss

***Final Project DUE 12/7***

Week 15 – December 7 (Final class meeting)

***Final Project DUE***

- If students have successfully completed their Final Project they may be granted another week to make further improvements after the Project is critiqued during class

Week 16 – December 14

**All projects (with changes after critique) are due by 4:30pm**

**READINGS**

All required readings for the course will be made available to the students in advance and with adequate notice through Sakai, or electronically through LUC Library's EBL

system.

**SUPPLIES REQUIRED**

- "AA" batteries (8-12 total)
- 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 two 8 Gig cards.

Class 6 SDHC card (Required)	2GB	4GB	
8GB	16GB	32GB	
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 last year. If you have a drive with a Firewire 400 or 800 connection this will not work 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 has 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 drives. Local stores such as Best Buy, Apple, OfficeMax, Office Depot, etc., are good places to consider a purchase as well. If you are unfamiliar with this technology, ask the course instructor for additional guidance.

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 Pachecho in tech support for assistance.

**GRADING**

- 100-93%=A
- 93-90%= A-
- 89-87% = B+
- 87-83%= B
- 83-80%= B-
- 80-77% = C+

77-73%= C  
73-70%= C –  
70-60% = D  
60% and Below = F

A (Excellent): Mastery of the material ability to express and apply the material in a creative way (I.e. Not simply what's been covered in class or the main text.)

B (Good): Presentation of the material is in a clear, organized, and complete fashion.

C (Fair): Basic concept and facts correct and covered in adequate depth; inconsistency (Some areas covered well: others done poorly, indication of some confusion over the material); or inability to express your understanding clearly.

D (Poor): Perfunctory coverage of the material; much misunderstanding of the material; incomprehensive use of skills; excessive absences or lateness.

F (Failure): Failure to do the assignments as stated; failure to hand in an assignment; Complete or near complete misunderstanding of the material-- plagiarism, illiteracy, excessive lateness.

Grading System

Quizzes = 20% (10 each)

Video #1 = 10%

Video #2 = 15%

Video #3 = 20%

Final = 30%

Participation = 5%

### **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 no credit for that assignment. Any exceptions to this policy must be discussed prior to late work being accepted, and will only be granted in the event of documented, unforeseeable and serious circumstances.

### **HOMEWORK**

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**

Initial homework assignments will involve working in teams of two. This will require each individual to be responsible to their teammate for meeting deadlines, be it to shoot an assignment or to edit an assignment. It's expected that these assignments will 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, no credit will be awarded to the student for that assignment.

## **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:

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

## **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 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.

### **CLASSROOM 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. 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 that 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.

### **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>

### **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 M. 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. YOU WILL ASSUME ALL RESPONSIBILITY FOR LEARNING PROPER USAGE AND COMPATIBILITY OF ANY EQUIPMENT BEYOND THE SPECIFIC EQUIPMENT COVERED IN THIS CLASS.

SCHOOL OF COMMUNICATION - PRODUCTION FACILITIES WATER TOWER  
CAMPUS SOC 51 E. PEARSON Audio and Visual Production Coordinator: Andi Pachecho 312.915.6808 or [apachecho@luc.edu](mailto:apachecho@luc.edu)

### **FACILITY AND EQUIPMENT RULES**

- Schedule all equipment use through Andi Pachecho. 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 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.

### **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
- Pay attention and 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 the assignment.

**\*Syllabus is subject to change and students will be updated and informed of any change immediately.\***