

## **CST 224 70 2: Introduction to Video Production**

Fall 2009

3 Credits, Lecture and Lab Format

ALH TV Studio, Monday 7:00 to 9:30 p.m.

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### Materials:

Millerson, G. (2009, 4<sup>th</sup> Edition). Video Production Handbook. Burlington, MA: Focal Press.

Schroepel, T. (1982). The Bare Bones Camera Course for Film and Video. Second Revised Edition. Tom Schroepel.

Other readings will be distributed or be in the bookstore as announced in class.

### Course Description

This course is intended to teach the basic principles of video production to students with little or no background in production. These principles will be illustrated both through lecture, hands-on work in the television studio, and also field work. Principles of lighting, staging, shot composition, editing, and sound will be emphasized in this class, with the intention of providing students the fundamentals of producing a quality video.

### Course Objectives

The goals of the course include teaching both the practical skills of shooting and editing video as well as the aesthetic principles needed to create high quality images using basic VHS video equipment.

### Course Outcomes

1. Students will be able to create compose, shoot, light, and use appropriate sound recording techniques for to create videos.
2. Students will be able to create videos in short narrative, instructional, news, and music video styles.

3. Students will be able to demonstrate capability and knowledge related to video lighting and sound, specifically, using basic three-point lighting and interview sound techniques.
4. Students will be able to discuss and demonstrate their mastery of fundamental principles of moving image composition.
5. Students will be able to employ basic treatment and storyboard techniques to plan a short video in a style of their choice.

### Course Policies

**Important:** Because of the nature of this course, students are expected to handle all equipment with the utmost of care. *Students will be held financially responsible for any broken or abused equipment.*

Guy Gray will be available throughout the semester to help you learn the studio and its equipment. *Students who take advantage of Guy's expertise will produce superior projects.* **WARNING: IF YOU SCHEDULE TIME WITH GUY OUTSIDE OF HIS NORMAL HOURS, THEN SHOW UP ON TIME.** Otherwise, this lack of courtesy will be reflected in your attendance/participation grade. **YOUR GRADE WILL ALSO BE AFFECTED IF YOU DO NOT RETURN EQUIPMENT BACK TO GUY ON TIME.** More about this will be discussed in class.

### Course Attendance

The structure of this course---primarily the fact that we meet only once a week---makes regular attendance essential. Your interaction with the other students is an important source for learning and also applying what you learn in your texts and lecture. It's also possible that you will be working with each other in teams, and this means that each one of you will need to do your share of work in order for the team to be successful. Each of you students owes that support to one another, and I guarantee you that your performance will be affected by it either positively or negatively.

***Weekly assignments will not be accepted after the due date***, because we will be showing those assignments to the entire class. Quizzes must be taken on or before the day indicated on the syllabus. If a student is ill and cannot take a quiz, a written medical excuse is needed to take the quiz after the scheduled time indicated on the syllabus.

Classroom behavior should be as indicated in Cedar Crest's Classroom Protocol Policy:

“Appropriate classroom behavior is implicit in the Cedar Crest Honor Code. Such behavior is defined and guided by complete protection for the rights of all students and faculty to a courteous, respectful classroom environment. That environment should be free from distractions such as late arrivals, early departures, inappropriate conversations and any other behaviors that might disrupt instruction and/or compromise students' access to their Cedar Crest College education.”

## Plagiarism

Plagiarism and/or academic dishonesty is a violation of the CCC Honor Code. A discussion of plagiarism and potential penalties for plagiarism can be found in the Customs Book and other campus publications. Potential penalties at Cedar Crest College include failure for the assignment, failure for the course, referral to the Dean of Students for suspension or dismissal from the College.

As the *Faculty Handbook* and the *Customs Book* note, "it is dishonest to present oral or written work that is not entirely the student's own, except as may be approved by the instructor. Students must follow the requirements of the instructor regarding when and how much collaboration with other students is permitted. Any language taken from another source, whether individual words or entire paragraphs, must be placed within quotation marks and attributed to the source, following the citation format specified by the instructor. Paraphrased material from an outside source must also be attributed. In addition, if the student is indebted to another source for a specific perspective or a line of argument--regardless of whether the student has directly quoted the source or not--that debt must also be acknowledged."

Plagiarism is a serious breach of academic conduct and a violation of the Honor Code. I will respond to evidence of plagiarism, whether deliberate or accidental, by failing the plagiarized assignment; I further reserve the right to give the student who plagiarizes an "F" for the course if I feel the circumstances merit it. Further, according to Cedar Crest college policy on plagiarism, I am required to give the name of a student who plagiarizes to the Provost.

Plagiarism can, in video production terms, consist of turning in videos or photos photographed/videotaped by someone else, edited by someone else, or worked on in any way and not credited as such. It is expected at all times that any work we see is work that you have done yourself, in its entirety. Even if you credit someone with helping you, if you have not received permission from Dr. Brancato ahead of time, you cannot use that material. If you have any questions about this as it relates to your project(s), you must clarify it with the instructor before the project is due, and as soon as possible. The best advice is to make sure you talk to both Guy and myself together rather than separately, and do it as soon as you can before anything is due.

## Requests to Reschedule or Make Up an Exam

In general, I expect you to take exams when they are scheduled on the syllabus. You should not make plans, nor allow others to make plans, that prevent you from taking an exam or turning in assigned work on the day indicated on the syllabus. On occasion, circumstances arise that are beyond your control. In these cases, I will allow you to take an exam at an alternate time, but ONLY if you speak with me about it at least a week in advance and you take the exam before the time the class is scheduled to take it. If you have an emergency on the day of the exam, I will expect you to contact me as soon as possible afterwards and to provide medical documentation to explain your absence. I will not offer a make-up exam unless I receive legitimate medical documentation.

## Students with Disabilities

Reasonable accommodations for students with documented disabilities will be made, under the terms of the ADA. Students with documented disabilities who may need academic accommodations should discuss these needs as soon as possible after the class begins. Students with disabilities who wish to request accommodations should also contact the Advising Center. I will need to receive official notice of a student's accommodations from the Center.

## Attendance Policy and Grades for Attendance:

A student with no absences will receive an A grade for attendance. One unexcused absence will result in **at best** a "B+" grade; two unexcused absences, a "C+"; three unexcused absences in a "D" grade; four absences, an "F" grade for attendance. *If a student is absent 5 or more times in the semester, they will be failed for the course.* If you are absent and are ill, you need to have a valid written medical excuse (by your physician) for your absence, in which case the absence will be excused. If you are a student-athlete, please inform the professor of your status and circumstances at the beginning of the semester. Late arrivals to class, or early departures, will result in 5 points being deducted from your attendance and participation grade for each incident.

## Requirements of the Course/Grading:

<u>Assignments</u>	<u>Percentage</u>
Quiz on Readings	10%
Video Diary	5%
Camera Exercises	5%
Interpretive	15%
News/Interview Video	15%
Instructional Video	20%
Final Project	20%
Participation/Attendance	10%

Final letter grades on a 10% scale. + and -'s are given.

Concerns about your grade should be discussed with me as soon as possible in the semester. Please come and talk to me about assignments AHEAD of time; preventing misunderstandings or problems is the best policy.

## Tentative Schedule of Classes

*\*Changes May Occur and Will Be Announced In Class*

<u>Date</u>	<u>Materials and Activities</u>	<u>Assignments Due</u>
8/24	Overview, Syllabus, Video Diaries Assigned	
8/31	Review of Video Diaries; Composition Sound and Picture Exercises Assigned	VIDEO DIARIES DUE M: Ch. 1, 2
9/7	<b>NO CLASS:</b> Labor Day	
9/14	Camera Movement	M: Ch. 4, 6, 7
9/21	Sound and Lighting Interpretive Video Assigned	CAMERA EXERCISES DUE M: Ch.
9/28	Sound and Lighting Continued <i>Make Appointment with Guy for Lab on Editing</i>	M: Ch. 10, 11
10/5	Editing Assign Idea Paragraph for Final Projects News Video Assigned	INTERPRETIVE VIDEO DUE
10/12	<b>NO CLASS:</b> Fall Break	
10/19	Guest Lecturer: News Video Production	M: Ch. 8 Idea for Final Project DUE
10/26	Class Critiques of News Videos Assign Instructional Video	M: Ch. 15 NEWS VIDEO DUE

- 11/2      Editing Continued      No Reading Due  
            QUIZ ON READINGS TO DATE  
            Class Discussion of Ideas for Instructional Videos
- 11/9      Class Critiques of Instructional Video      INSTRUCTIONAL VIDEO DUE
- 11/16     Catch-Up on Editing
- 11/23     Catch-Up/Final Projects/Drafts Shown to Class
- 11/30     Catch-Up/Final Projects/Drafts Shown to Class
- 12/7      **FINAL PROJECTS, Group 2 DUE**  
            Class Critiques of Final Projects