



Class meeting/location: Tues-Thrs 10:00 a.m.-1:40 p.m. and T-4141/S1132 (TV Studio).

Credits: 4

Instructor: Steve Erickson

Office: T-4403,

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Office Hours: M-W 10:30 a.m.-noon and Tues-Thrs 9:00 a.m.-10:00 a.m. p.m. (other hours by appointment)

TEXT: Video Basics 5 by Herbert Zettl. 2007, Wadsworth/Thomson Learning and Zettl's VideoLab 3.0 DVD-ROM. 2004, Wadsworth/Thomson Learning.

COURSE/CATALOG DESCRIPTION

Research, writing and production of video and audio news story, mini-documentaries, commercials and features. Lab assignments include location recording of actual events and studio production experiences for both video and audio. An introduction to video and audio editing. Prerequisite: CTA 2214-Newswriting and Reporting or consent of instructor.

OVERVIEW

As its name implies, the course is intended to be an "introduction" to both video and audio production. Time does not permit an advanced approach to these media production technologies. Audio is an inherent part of video production. The initial focus will be on audio production addressing such issues as radio news and announcing skills (voice and diction) with additional time spent with reel-to-reel and digital audio technologies. Video production, lighting techniques, and editing will follow audio production. Students will become familiar with the basics of video and audio production which includes the pre-production, production, post-production process, video camera and audio recorder construction and operation, audio for video, lighting for video, and basic video editing. The extended lab/class time is designed to accommodate the extensive time demands of video and audio production. It is possible that, on selected days, class will be shorter than the prescribed time frame. The VideoLab 3.0 DVD-ROM should be used on a regular basis to familiarize yourself with terms and techniques discussed in class.

SPECIFIC OBJECTIVES

1. To study and practice the **creative process** in TV and audio production.
2. To have hands-on experience in the **operation and use of video and audio production equipment**.
3. To gain competence and understanding in the skills needed for **quality** video and audio production.
4. To experience the techniques and principles of **directing** and **producing** for audio and TV.
5. To exhibit a basic understanding and skill in **video and audiotape editing** through several production projects and methodologies.
6. To demonstrate how writing and audio production are combined in:
 - (1) "Wire" copy rewrites
 - (2) Commentary
 - (3) News reported stories, some with actualities
 - (4) Advanced reported news stories
 - (5) Spots (commercials and PSA's)
 - (6) Features (documentaries).
7. To exhibit how writing and production skills are adapted to non-broadcast applications including sound tracks for video, film, and multi-image.
8. To demonstrate an ability to record video and audio material on location and in a studio.
9. To mix several sound sources using basic studio/portable audio mixing equipment.
10. To produce and possess copy, scripts and a demo reel of your material suitable for presentation to an intern or employer supervisor.

COURSE RESPONSIBILITIES/REQUIREMENTS: Attendance is important, because often the other team mate cannot accomplish the task without you. Many aspects of this course activity require a team effort. Due dates are due dates. Just as in the work environment, so in this class: if you are going to be unable, for good reason, to attend lab or class, let the instructor know in advance.

PRODUCTION ASSIGNMENTS: All productions will be recorded and played back for class discussion and critique. Usually, production teams present their ideas and plans to the class for discussion and suggestions. This process may be carried out in stages with the final program plan presented to the instructor in a final proposal form. The instructor may proscribe project types. If a production team fails to develop a final proposal by a scheduled date, the instructor may assign a specific project.

Each student will accomplish five to seven production projects. Instructions describing the production assignments will be handed out separately. Submission dates for the projects will be shown on the course schedule.

WRITTEN PROJECTS: There will be four written projects that include:

- TV/audio/radio Critiques - 2
- Reports on outside readings (article review and book review) - 2

Instructions describing the critique/reading assignments will be handed out separately.

EXAMS: There will be at least two exams (midterm and final) on material from the textbook and lectures/demonstrations. Occasional unannounced quizzes may occur throughout the semester.

ATTENDANCE: Attendance will be taken at the beginning of each class and **WILL** affect the final grade if absences are excessive (4). A **MINIMUM** requirement of the class is attendance at each class meeting.

EVALUATION: The first video assignment, each of the four written projects, and each quiz will each count once. The two exams, the first audio exercise (Atterbury) and will each count twice. A radio commercial will count three times. The additional two video/audio productions (News report and PSA/Promo) will each count four times. These weights can and will be adjusted as the semester progresses. The class will be consulted and must agree with any adjustments in weighting of assignments.

We will use a twelve-point scale based on the following:

| | | | | | | | | | | | | |
|----|----|----|----|---|----|----|---|----|----|---|----|---|
| A+ | A | A- | B+ | B | B- | C+ | C | C- | D+ | D | D- | F |
| 12 | 11 | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | 0 |

Example:

| Assignments | Quiz#1 | Quiz#2 | Exam#1 | Exam#2 | Proj#1 | Proj#2 | Proj#3 | Proj#4 | WA#1 | WA#2 | WA#3 | WA#4 |
|------------------|---|--------|--------|--------|--------|---------|--------|--------|------|------|------|------|
| Grade | A- | B+ | C | B- | A | A+ | B | C- | A- | B+ | B | C+ |
| Equivalent Score | 10 | 9 | 5x2=10 | 7x2=14 | 11 | 12x3=36 | 8x3=24 | 4x3=12 | 10 | 9 | 8 | 6 |
| Totals | 10 + 9 + 10 + 14 + 11 + 36 + 24 + 12 + 10 + 9 + 8 + 6 = 159/20 = 7.95 = B | | | | | | | | | | | |

Now you can determine your grade at any point during the semester.

Academic Honesty

This class follows The College of St. Scholastica Policy on academic honesty as stated in both the 2005-2007 College Catalog, (p.63) and the 2006-2007 Student Handbook). Collaboration in discussion groups during class, study groups outside of class, and in discussing the merits of issues discussed in formal presentations is encouraged. Work handed in or presented for evaluation should be the work of only the student. Minimal supportive proofreading by others is allowed (though students should make use of the College Writing Center services as needed, T-3111, 723-6657). The bulk of all substantive work submitted/presented for evaluation should be the work of each individual student. If there is a question concerning collaboration on any assignment, the student should ask the instructor for clarification. Written, spoken, audio projects, or video assignments, which have been previously prepared, presented, for any reason, should be identified to the instructor for approval.

Incomplete (I) Grades

An Incomplete (I) grade will only be given in extreme cases. Students must appeal to the instructor before the last week of class for an Incomplete grade. Both the student and instructor must agree upon a date for completion of the course requirements at the time of the appeal.

Students with Special Needs

Students with special needs should notify Heather Angelle, the Coordinator for Students with Disabilities (phone 723-6645 inT-2144), so that accommodations may be arranged.

SCHEDULE: A schedule of class activities and assignments will be provided on a separate handout.