

Communication 335-100-4165

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Office Hours MTWRF 12-1 PM or by appointment

Video Communication

(Communication 335-100, Summer 2016)

Creating professional video takes many discrete steps. **Video Communication** will give you hands-on experience with remote video production. You will also examine media literacy to better inform the decisions made in creating polished projects. Groups conceptualize, write, shoot and edit a video on a topic of their choice.

Prerequisite

Communication 201, Communication 305

Required Reading

Video Production: Disciplines and Techniques, 11th edition
By James C. Foust, Edward J. Fink, and Lynne S. Gross

Relationship to curriculum

This course serves as an elective for Communication majors.

This course fulfills a General Education requirement in Communication. You will learn, then practice effective video communication skills.

Student Learning Outcomes

Upon completion of Video Communication you will understand:

- The Process Message and how it affects video production decisions
- Studio and field cameras and their operation
- How camera lenses should be properly used to frame shots
- Three-point lighting
- Proper use of lighting instruments
- How to record perfect audio using the proper microphone

- How microphones pick up sound
- Framing shots for maximum impact
- Writing scripts
- Interpreting scripts for studio and field
- Non-linear editing concepts
- Sequencing action shots in one-camera productions
- Operating *Final Cut*—a video editing program
- How to plan major studio productions
- How to plan large remote productions
- How to create graphics with impact

Students with disabilities who need accommodation (seating placement, arrangements for examinations, etc.) should inform me at the beginning of the course.

Evaluation

There will be 3 traditional tests worth 10 points apiece. The rest of your grade will be based on your ability to properly use professional video equipment.

There is a shooting exercise worth 15 points. You will shoot an interview worth 10 points and an action sequence worth 10 points. Your final project is worth 35 points.

You will be graded on your participation in the group work on a sliding scale based on my observations. Your fellow group members will also evaluate you. Those who “coast” through group work will be marked at least 2 grades lower than the others. Ask students from past classes—if you don’t help your group you will suffer.

Tests may be made up only with documented excuses (e.g. doctor’s excuse for sickness, obituary for funeral.) You should treat this class like a full-time job: be on time and prepared to work. Attendance is ABSOLUTELY MANDATORY. I will keep track of your attendance and it could affect your final grade. Read all assigned chapters BEFORE class!

Calendar

August CONTENT

8

Intro to Video Production

Pre- and post-production. Production path,
Production elements (camera, lighting, audio)
Convergence, History, What is video literacy?
Chapter 1
(Assign groups and final project)

Cast and Crew

What is producing? Directing? Jobs available in the
industry, visualization cues
Planning and Executing Your Final Video
Chapter 2

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Producing

Types of producers, Generating ideas,
Treatments, script formats, storyboards,
Budgets, timelines, scheduling, legal issues
Chapter 3

Directing

Manager role, Artist role, Psychologist role.
Rehearsing and creating productions, Scheduling
equipment and personnel. Multi-camera studio
productions, Rehearsing, Crew Commands, transitions
Chapter 4

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Cameras

Optical characteristics, operational controls, wide
angle. EFP/Camcorder operation, studio
configuration, framing. Standard and DTV aspect
ratios.
How composition affects the message.
Camera movement, tripods.
Chapter 5
(Test One August 10)

- 11 **Lighting, Studio and Field**
 Studio/Field lighting instruments, color temperature
 Intensity, lamp types, color media, lighting
 techniques, contrast, operating field lights.
 Chapters 6
 Audio – What Did I Hear?
 How microphones work, types of microphones, analog
 and digital audio equipment, mixers and mixing,
 controlling quality.
 Chapter 7
 (Shoot interview August 11)
- 12 **Graphics and Design**
 Aspect ratio, scanning, info density, color, style
 How messages can be stilted, contorted.
 Chapter 8
 (Test #2 August 12)
- 15 **Editing – assembling the final cut**
 On- and offline editing systems, capture and
 compression, decision making and lists, transitions.
 Ethics.
 Editing Functions and Principles
 Continuity, complexity, transitions, vectors
 Chapter 11
 (Shoot sequence August 15)
- 16 **Recording and Playback**
 Chapter 10
- 17 **Field Production and Big Remotes**
 ENG and EFP Productions
 Chapter 12
 (Test Three August 19)
- 18 Shoot and edit Projects
19 Edit Projects view in class

