

## Video Communication II

Comm 336

Summer 2016 MTWRF STR Media Lab

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STR 206F

OFFICE HOURS: MTWRF 9-9:30 a.m.

## COURSE DESCRIPTION AND OBJECTIVES

The purpose of this course is to learn advanced principles of video production, while producing, directing, and working as crew on four video projects. We meet daily. You will become completely conversant in nonlinear editing and complex storytelling as you work towards completion of your final video.

The field equipment includes Nikon D7100 DSLRs, Nikon D5200 DSLRs and Sony HDV cameras, tripods, light kits and microphones.

You will produce four videos on a rotating basis. Attendance in each class is **mandatory**. Your grade will be judged on the basis of your performance during class, from the following perspectives:

1. How closely did the program you produced match the one described in your script?
2. How well was each crew position handled?
3. Was there thorough knowledge of all equipment and facilities?
4. Was the program worthwhile?
5. Was the program produced with technical excellence?
6. Was good use made of your time, facilities and personnel?

## SPECIFIC COURSE OUTCOMES

Upon completion of this course, you should be able to

- operate Final Cut Express with proficiency;
- operate cameras, microphones and other audio-visual equipment with proficiency
- write scripts and prepare essential preproduction materials;
- understand and operate remote television equipment in field settings;
- understand aesthetic principles of lighting design, camera movement, graphic production and editing;
- function as a director, a camera operator, an audio operator, talent or a producer;
- produce and direct television programs;
- *carefully* evaluate and critique videos.

## COURSE POLICIES

You are expected to attend and actively participate in every class. Since the success of every class member is partly determined by your contribution, your grade will be partly determined by your attendance and participation. Therefore, each event of unexcused absence or lateness will be noted and **will** result in a reduction from your final course grade. Twenty percent of your grade in this class consists of being here, prepared and engaged.

The class schedule is firm. There is simply no time to make up missed work. If an emergency forces you to miss class, email in advance to inform me of your absence. There are no late projects. There are no makeup projects. **No exceptions.**

In addition to videos, you will write a three-page assessment of your final video on how you solved production problems in the field using the skills learned in this class.

There are just six of you so you can't hide! You will also be expected to participate meaningfully in all program evaluations and critiques. Poor participation during the evaluation process will reduce your grade.

## GRADING

Your grade will be based on your performance on the following assignments:

Project 1: interview package	July 15	50
Project 2: Two-minute demonstration	July 22	60
Project 3: One-minute Movie Trailer	July 29	70
Final project: Five-minute maximum	August 9	100
Final Critical Paper	August 9	120
Evaluations and critiques/ class engagement	ongoing	100
TOTAL:		500

## DEADLINES and RESPONSIBILITIES

Project One is due **July 15**

Project Two is due **July 22**

Project Three is due **July 29**

Final Critical Paper is due **August 9**

Final Project is due **August 9**

## **SCHEDULE**

- July 6** The Production Process-Final Cut Intro
- July 11** Video as Communication–Final Cut Effects  
Writing and Script Formats
- July 13** Light and Lenses
- July 18** Lighting Equipment/Design  
Producing and Directing
- July 20** Using the Camera
- July 25** Sound and Microphones
- July 27** Graphic Design
- Aug 1** Field Production
- Aug 3** Editing Aesthetics

### **Title IX/Clery Act Notification**

Sexual misconduct (sexual harassment, sexual assault, and sexual/dating/domestic violence) and sex discrimination are violations of University policies. Anyone experiencing sexual misconduct and/or sex discrimination has the right to obtain confidential support from the PEACC Program 852-2663, Counseling Center 852-6585 and Campus Health Services 852-6479.

Reporting your experience or incident to any other University employee (including, but not limited to, professors and instructors) is an official, non-confidential report to the University. To file an official report, please contact the Dean of Student's Office 852-5787 and/or the University of Louisville Police Department 852-6111. For more information regarding your rights as a victim of sexual misconduct, see the Sexual Misconduct Resource Guide (<http://louisville.edu/hr/employeerelations/sexual-misconduct-brochure>).