

Introduction to Television Production (COM 163)

Fall 2019

Instructor: Andrew Best
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Lectures: Fell Hall 052
Labs: Fell Hall 030/080

Section: 004 (Labs: 005/006)
Office Hours: M/W/F 1:00-2:00pm
Phone: 309-438-5481 (Newsroom)
Lecture Time: M 9:00-10:50am
Lab Times: Tu/Th 9:00-10:50am

TEXT (Optional)

Zettl, H. (2013). *Video Basics, Seventh Edition*. Boston, MA: Wadsworth, Cengage Learning.

COURSE PREREQUISITES

COM 160, COM 180 or concurrent registration.

COURSE DESCRIPTION

Intro to Television Production will teach students the *process* of TV and video production, as well as the skills needed to *evaluate* television programming with a critical eye. This is a hands-on course that requires participation from all students. The basics of television aesthetics will be stressed along with the fundamentals of shooting, editing, lighting, audio, storytelling, and control-room operations. It is a privilege to use professional technology in this hands-on class. The *process* of creating videos can be used in ANY job in the world after you graduate.

COURSE OBJECTIVES

On successful completion of the course, students will be able to:

- write a 2-column AV Script
- define video production terms
- demonstrate an understanding of studio and field television production techniques
- demonstrate and use lighting principles with knowledge of technical and non-technical objectives
- demonstrate an ability to critique television production
- operate studio and control room audio and video equipment
- demonstrate an understanding of multi-camera studio directing
- perform all duties of individual video production crew member positions
operate field video equipment
- compose a well-balanced shot with proper exposure, white balance and focus
- operate field audio equipment with proper mic placement and good levels
- properly care for professional audio and video equipment, including cables
- shoot a visual sequence with multiple camera angles without breaking the 180° axis
- edit a visual sequence without jump cuts, flash frames or black holes
- produce short form non-studio video production projects
- demonstrate an understanding of digital filing systems in a shared work environment

COMMUNICATION

It is a requirement to check your **ILSTU** email every day. I will send out important information and instructions as they become available. Feel free to email me about anything. Due to the nature of newscasts and technical equipment, it is also likely that we may need to communicate by text or phone call. My ILSTU email is the best way to get in contact with me, but if there is an emergency you can text or call me on my cell phone. The number is (309) 660-2620. I will also collect your phone number in case we need to contact you about a news shift.

NOTES FOR CURRENT OR FUTURE MASS MEDIA MAJORS

Portfolio Artifacts: one of the culminating experiences of a mass media degree is the completion of COM 396 Mass Media Capstone, a course that includes the preparation of a personal portfolio to organize and showcase your abilities. I encourage you to retain items from this class, whether produced independently or in groups, for inclusion as portfolio artifacts. Beyond the Capstone class, your portfolio may also prove a valuable tool as you seek entry into a graduate program or employment in your areas of specialization.

COURSE POLICIES

Cheating/Plagiarism: students are expected to be honest in all academic work, consistent with the academic integrity policy as outlined in the *Code of Student Conduct*. All work is to be appropriately cited when it is borrowed, directly or indirectly, from another source. Unauthorized and unacknowledged collaboration on speech topics and/or the presentation of someone else's work warrants plagiarism.

Students found to inadvertently commit acts of dishonesty will receive appropriate penalties specific to the assignment in question. Students found to commit intentional acts of dishonesty will receive a failing grade in the course and will be referred for appropriate disciplinary action through Student Conduct and Conflict Resolution Office.

Special Needs: any student needing to arrange a reasonable accommodation for a documented disability and/or medical/mental health condition should contact Student Access and Accommodation Services at 350 Fell Hall, (309) 438-5853, or visit the website at StudentAccess.IllinoisState.edu.

Mental Health Resources: life at college can get very complicated. According to recent research, nearly 40% of college students are at-risk for developing generalized anxiety disorder and are less likely to seek help for it compared to other mental health issues. Students also sometimes feel overwhelmed, lost, experience depression, and struggle with relationship difficulties or diminished self-esteem. However, many of these issues can be effectively addressed with a little help. Student Counseling Services (SCS) helps students cope with difficult emotions and life stressors. Student Counseling Services is staffed by experienced, professional psychologists and counselors, who are attuned to the needs of college students. The services are FREE and completely confidential. Find out more at Counseling.IllinoisState.edu or by calling (309) 438-3655.

Illinois State University Bereavement Policy: If a student experiences a death of an immediate family member or relative as defined below, the student will be excused from class for funeral leave, subsequent bereavement, and/or travel considerations. The student will provide

appropriate documentation and arrange to complete missed classroom work as soon as possible according to the process outlined below.

Upon notification of the absence and proper documentation, each faculty member shall excuse the student from class according to this policy and provide an opportunity to complete missed exams, quizzes, and other required work. Ultimately, the student is responsible for all material covered in class and must work with each individual professor as soon as they return to complete any required work. Details can be found at the following website:
<http://policy.illinoisstate.edu/students/2-1-27.shtml>

Newscast Attendance Is Mandatory: if you miss a newscast (or are late) and I don't know about it before 11:30, it will be considered an unexcused absence. I don't typically check email between 9:00am and 1:00pm. This means it is not OK to email me the morning of an absence. If you text me and don't get a reply, that means I didn't get the text. If you do not talk to me or get written confirmation of a message, it means I didn't get the message. My phone number is 309-660-2620. If you cannot reach me directly, call the newsroom at 309-438-5481.

Rules For Newscasts:

- TV-10 will operate even on official ISU snow days, unless you get a communication from me that indicates otherwise.
- You are expected to show up 15 minutes before the start of the show, and work until the equipment is put away after the show.
- Cell phones are not allowed in the studio or control room. Turn them off and put them in your backpack/purse/etc. when you enter.
- Clean-up will include microphones laid in the correct position, headsets laid in the right place and cameras put away as instructed. I will instruct the proper way to put away microphones, headsets and cameras during the first lab. Work together as a team.

Lab Attendance Is Mandatory: attendance rules for lab are the same as the newscast. You need to let me know in advance if you can't make it. Your lab group depends on you. Don't let them down. There will also be participation points in lab, so be prepared to offer opinions and answer questions. If you are more than 10 minutes late for lab, you are absent. It is disruptive to the students who show up on time when you wander in late.

Rules For Lab:

- Labs will frequently involve outdoor shoots. Dress for the weather.
- Be respectful. This means respect for the instructor, your lab group, and other lab groups.
- An important element of this course is to learn the proper use and care of equipment. The equipment you will use during this semester is very expensive. It is a privilege to use this equipment, so treat it with care and respect, and follow all instructor rules. Irresponsible use of equipment will negatively affect your grade.

Unexcused Absence From Newscasts Or Labs Will Affect Your Grade As Follows:

Two absences = drop one letter grade

Three absences = drop two letter grades

Four absences = drop three letter grades

Five Absences = automatic failure of course

ASSIGNMENTS

Scene Analysis: Students will choose a short sequence or scene and analyze the cinematography. You will write a short paper describing the camera techniques used in the scene and what the techniques lend to the scene.

Lighting Project: Each lab section will create a 2-5 minute video together, showcasing all of the techniques learned up to that point. Select projects may be submitted for entry in film festivals.

PSA: Throughout the semester, students in small groups will plan and produce a 30 second PSA that will air on TV-10 in the future. This project has several parts to it, including a project proposal, storyboard, script, site inspection, the video itself, and a reflection called the “360 Evaluation.” Select projects may be submitted for awards with the Illinois Broadcasters Association or the Illinois News Broadcasters Association.

Quizzes: During the semester, a total of ten 3-7 question quizzes will be assigned. Quizzes are due by the Friday after they are assigned at 11:55pm.

Lab Participation: The last aspect that you will be graded on in this course is your participation during labs. Participation is vital to the learning process and it is up to you to make sure that you contribute something to each class period. Attendance will constitute half of your participation points while the other half will consist of contributing and working with your group in labs.

Grading: The grading scale is a standard ten-percentage point scale, where 90-100% is an A, 80-89% is a B, 70-79% is a C, 60-69% is a D, and below 60% is an F.

All assignments will have a grading rubric that will be posted on ReggieNet and examples of previously completed assignments will be presented when available.

Scene Analysis	10
Lighting Project	100
PSA	
Project Proposal	10
Storyboard & Script	10
Site Inspection	10
Final Video	100
360 Evaluation	10
Quizzes (10)	50
Final Exam	100
Lab Participation	100
Total:	500

Extra Credit: There will be three different ways that a student can earn extra credit during the semester. The extra credit points will be added to your final grade, and may not necessarily appear in the gradebook immediately upon your completion of the opportunity. There are no guarantees for extra credit, and it is each student’s responsibility to be aware of and take advantage of such opportunities. After the final exam there will be no further opportunities for

extra credit or to otherwise improve your grade. No student may earn more than 25 extra credit points throughout the semester.

One option will be available during the second half of the semester where a student can do another scene analysis for 10 extra credit points.

The second option is helping out during Family Day where TV-10 usually has the studio open to allow students and family to do mock newscasts. Helping out on Family Day will consist of students working in the control room and studio, performing the same roles that they would normally be able to do during a normal newscast (COM 163 would be a floor director or camera operator). This is another opportunity for 10 extra credit points.

The last option is utilizing the School of Communication Research Pool. The Research Pool is updated as research studies are opened/closed, and it is your responsibility to access the Pool and be aware of available opportunities. The Research Pool can be accessed via:

<https://sites.google.com/site/ilstusocstudies/>

In general, each 30 minutes of participation in an extra credit study will earn you 0.5 Research Credits. Each project listed on the Research Pool site will indicate the specific number of Research Credits associated with the project. I will get evidence of participation and the time of participation from the researcher(s) who administer the research studies at the conclusion of the semester; however, it is *your* responsibility to make sure that the researchers have the necessary evidence of your participation at the time of the study. Before participating in a study, **please be sure to have your name, ULID** (i.e., the part of your email before @ilstu.edu), **instructor name, and course and section number ready**, as you will need to provide these to receive credit. Research Credit can only be applied to one course for each study, unless specified otherwise in the Research Pool. Each half Research Credit counts as 5 extra credit points.

TENTATIVE CLASS SCHEDULE

<u>Week</u>	<u>Lecture</u>	<u>Lab</u>	<u>Assignment Due</u>	<u>Quiz?</u>
Aug. 19	Introductions, Camera Operations	Studio/Control Room Tour & Training		Y
Aug. 26	Shot Composition, Camera Basics	Studio/Control Room Training		Y
Sep. 2	Labor Day	Shot Composition, Camera Training		N
Sep. 9	Production Process	Sequencing		Y
Sep. 16	Introduction to Editing	Editing Sequences	Production Proposal	Y
Sep. 23	Introduction to Audio	Audio Sequence		N
Sep. 30	Script & Storyboard, Lighting	Lighting Demonstration	Scene Analysis	Y
Oct. 7	Lighting	Lighting Project	Script & Storyboard	Y
Oct. 14	Editing	Lighting Project	Site Inspection	N

<u>Week</u>	<u>Lecture</u>	<u>Lab</u>	<u>Assignment Due</u>	<u>Quiz?</u>
Oct. 21	Color Grading	Lighting Project		Y
Oct. 28	Graphics	News Editing		Y
Nov. 4	Video Recording, Compression, Format	News Editing		N
Nov. 11	Production Environment/Studio	PSA Work		Y
Nov. 18	News & Sports Photography	PSA Work		Y
Nov. 25	Thanksgiving Vacation			
Dec. 2	Critique PSAs & Final Exam Review	Final Exam Review	PSA, 360 Evaluations	N
Dec. 9	Finals (Date & Time TBD)			