

# **Introduction to Video Production COMM 135-203**

**Loyola University Chicago, Fall 2014**

Class location: Water Tower – School of Communication, Room 015

Class hours: Thursday 4:15pm – 6:45pm

Instructor: Vedran Residbegovic

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Office location: 61 E. Pearson

Office hours: by appointment only .

Instructor web page: Sakai

Prerequisite: none

## **Course Description**

Introduction to Video Production is a hands-on introductory course to video production and editing. By conceiving, planning and executing a series of short creative productions, students will explore ways in which video techniques can be used to structure meaning in media messages. Through class demonstrations, hands-on creative work, and critiques, students will learn specific techniques and terminology of video production and post production, with the goal of developing a solid base for future work in audio-visual storytelling.

## **Course Objectives**

- Study of documentary and narrative production techniques
- Principles of videography, audio recording, and video editing
- Principles of operating the video camera and tripod
- Introduction to equipment and techniques for getting high quality sound for film and broadcast
- Basic introduction to lighting for film and broadcast
- Video editing using Adobe Premiere Pro CC
- Production of several short video projects

## **Method of Instruction**

Introduction to Video Production activities include lectures, equipment demonstrations, student individual and group work, out-of-class practical video work, and in-class discussions and critiques. Homework assignments require students to apply concepts learned in class to their own creative projects. Collaboration and peer learning is encouraged: students are expected to share what they know with one another as they are working toward the common goal of completing each assignment. Group assignments will be graded individually.

All creative work produced during and outside of class time will be critiqued and evaluated in class. Participation of all students in group critiques is expected, and is part of the participation grade.

## Readings

TBA. All required readings for the course will be made available to the students in advance and with adequate notice through Sakai, or electronically through LUC Library's EBL system.

## Materials

- 16 GB or 32GB SD card (class 6 or higher, class 10 recommended)
- external USB 3.0 hard drive formatted for Mac, 1TB or more is recommended
- Stereo headphones with a 1/8" (mini phone) jack.
- "AA" batteries
- Lens cleaning tissue
- Optional: Adobe Premiere Pro CC software. *While you are not required to purchase the software, it is available for \$19.99/month from Adobe's website, with a 1 year commitment. Please note: some versions of Premiere may not be compatible with the version installed in LUC computer labs (to be discussed in class)*

## Assignments and Evaluation

Attendance and Participation (quizzes are part of participation grade)	10%
Video Assignment #1 (Group): atmospheric	10%
Video Assignment #2 (Group): interview & b-roll	10%
Video Assignment #3 (Individual): simple human act / continuity	10%
Video Assignment #4 (Individual): poetic documentary	10%
Final Project (Individually submitted): Script / Treatment and documentation	10%
Final Project (Group): Final cut of the video	15%
Exam 1	10%
Exam 2	15%

## Grading Scale

100-94 = A, 93-91 = A-, 90-89 = B+, 88-84 = B, 83-81 = B-, 80-79 = C+, 78-74 = C, 73-71 = C-, 70-69 = D+, 68-64 = D, 63-61 = D-

A (Excellent):

Mastery of the material. Ability to express and apply the material in a creative way (I.e. Not simply what's been covered in class or the main text.)

B (Good):

Presentation of the material is in a clear, organized, and complete fashion.

C (Fair): Basic concept and facts correct and covered in adequate depth; inconsistency (Some areas covered well: others done poorly, indication of some confusion over the material); or inability to express your understanding clearly.

D (Poor): Perfunctory coverage of the material; much misunderstanding of the material; incomprehensive use of skills; excessive absences or lateness.

F (Failure): Failure to do the assignments as stated; failure to hand in an assignment; Complete or near complete misunderstanding of the material; plagiarism, illiteracy, excessive lateness.

### **Attendance**

Regular and on time attendance is essential for the educational process to work. Loyola University expects all students to attend every scheduled class on time. Exceptions may be made for University sponsored or work related activities, illness, or valid emergency situations.

### **Late work or failure to complete assignment(s)**

Any work turned in after the designated deadline will receive a one letter grade reduction for each week it is late, even if by one day. Work not turned in with-in two weeks of the due date will receive no credit for that assignment. Any exceptions to this policy must be discussed prior to late work being accepted, and will only be granted in the event of documented, unforeseeable and serious circumstances.

Spelling & Grammar – All written assignments must be typed (unless otherwise directed) and free of spelling and grammatical errors. Remember that your computer's spell check program doesn't catch everything. As a student in a communications college, you have a responsibility to pay close attention to spelling and grammar.

### **Homework**

Students will be given multiple homework assignments to be completed outside the normal scheduled classroom. Initially these assignments will be conducted working with assigned partners. Students will do their best to coordinate times to work on each project at the same time.

### **Group work**

Initial homework assignments will involve working in teams of two. This will require each individual to be responsible to their teammate for meeting deadlines, be it to shoot an assignment or to edit an assignment. It's expected that these assignments are to be completed as a team. Inevitably, there are always individuals who show up late or not at all, and yet they expect the others in the group to "carry" the load for them. When this occurs and is brought to my attention, there will be a one-grade reduction for that assignment to the individual responsible for letting their team down. If this occurs on more than one occasion, no credit will be awarded to the student for that assignment.

## **Class Participation**

An overall grade for class participation will be given for students actively involved in all class discussions. Participation is always valued and is expected of all students.

## **Grading Components**

The following are the major areas by which each assignment may be reviewed and graded:

- Content
- Storytelling
- Creative application of concepts and techniques learned in class
- Adherence to the directions of assignment
- Use of camera and tripod usage
- Video stability
- Audio quality
- Creative use of audio
- Use of correct settings on camera
- Hand-held shots (hand held camera is not encouraged)
- Jump cuts (in most cases, jump cuts should be avoided)
- Flash frames, glitches (these problems should be fixed before submitting your video)
- Framing
- Screen Direction, eyelines, 180 degree rule, 30 degree rule
- Editing, Rhythm, Pacing

## **Loyola's Policy on Academic Dishonesty**

The basic commitment of a university is to search for and to communicate the truth, as it is honestly perceived. The university could not accomplish its purpose in the absence of this demanding standard. To the extent that this standard is respected, a genuine learning community can exist. Students of this university are called upon to know, to respect, and to practice this standard of personal honesty.

Plagiarism is a serious form of violation of this standard. Plagiarism is the appropriation for gain of ideas, language, or work of another without sufficient public acknowledgement and appropriate citation that the material is not one's own. It is true that every thought probably has been influenced to some degree by the thoughts and actions of others. Such influences can be thought of as affecting the ways we see things and express all thoughts. Plagiarism, however, involves the deliberate taking and use of specific words and ideas of others without proper acknowledgement of the sources.

The faculty and administration of Loyola University Chicago wish to make it clear that the following acts are regarded as serious violations of personal honesty and the academic ideal that binds the university into a learning community:

Submitting as one's own:

- Material copied from a published source: print, internet, CD-ROM, audio, video, etc.
- Another person's unpublished work or examination material.
- Allowing another or paying another to write or research a paper, shoot or edit a video for one's own benefit.
- Purchasing, acquiring, and using for course credit a pre-written paper or video story.

The critical issue is to give proper recognition to other sources. To do so is both an act of personal, professional courtesy and of intellectual honesty. Plagiarism on the part of a student in academic work or dishonest examination behavior will result minimally in the instructor assigning the grade of "F" for the assignment or examination. In addition, all instances of academic dishonesty must be reported to the chairperson of the department involved. The chairperson may constitute a hearing board to consider the imposition of sanctions in addition to those imposed by the instructor, including a recommendation of expulsion, depending upon the seriousness of the misconduct.

Academic cheating is another serious act that violates academic integrity. Obtaining, distributing, or communicating examination materials prior to the scheduled examination without the consent of the teacher; providing information to or obtaining information from another student during the examination; attempting to change answers after the examination has been submitted; and falsifying medical or other documents to petition for excused absences all are violations of the integrity and honesty standards of the examination process.

In the case of multiple instances of academic dishonesty across departments, the academic dean of the student's college may convene a hearing board. Students retain the right to appeal the decision of the hearing board to the academic dean of the college in which they are registered. The decision of the dean is final in all cases except expulsion. The sanction of expulsion for academic dishonesty may be imposed only by the Provost upon recommendation of the dean.

### **Classroom Rules of Conduct**

- Please turn off cell phones and other electronic devices before entering class.
- You will not need a personal laptop for this course, so please do not bring it to class.
- Once class has started, do not sign onto a classroom computer unless instructed to do so.
- Be respectful of other people's opinion in discussions. We can disagree without disrespecting each other.
- Do not take naps or fall asleep during class. It is disrespectful toward the other students and the instructor, and it will adversely affect your participation grade.
- Do not leave class early. If you foresee that you will not be able to stay the whole class, let the instructor know beforehand.
- If you have any questions or concerns, let the instructor know as soon as possible.

## **Suggestions For Success**

- Treat the class like a job
- Come to class on time and stay for the entire class period
- Come to class prepared
- Do the work
- Be fully engaged in class
- Pay attention and take good notes
- Don't be afraid to ask for help
- Be resourceful
- Take the initiative to learn and succeed
- Communicate
- Make no excuses
- Don't wait until the last minute to do the assignment.

## **Special Needs**

If you have a special circumstance that may impact your course work, please contact Services for Students with Disabilities (SSWD) as soon as possible: [www.luc.edu/sswd](http://www.luc.edu/sswd) 773-508-3700, e-mail: [sswd@luc.edu](mailto:sswd@luc.edu). SSWD office will issue a letter to you documenting any class arrangements that may need to be made. You must present this letter to the instructor at the beginning of the term, so that adequate arrangements can be made.

## **Liability Issues**

Students will be instructed prior to their first assignment on the general nature of privacy and trespassing laws. From time to time students may find themselves in a position where someone may not approve of them capturing their image. In cases such as this, it is best to honor the wishes of this person. Even though you may very well be within your rights to gather this information to include both audio and video, it would be best to "walk away" from the situation before it escalates.

In the event something does occur, please do the following:

- Contact faculty advisor
- Contact the department head

## **Equipment Use**

- Loyola University prides itself on providing state-of-the-art equipment for its students to learn the craft of visual storytelling.
- The School of Communication provides cameras, tripods, microphones, lighting and editing equipment that can be checked out from the Equipment Room in SOC 004.
- This equipment passes through the hands of many students and in order to assure that the equipment remains in good working order, treat it like your own. You are financially responsible for all of the equipment you use and should treat it with great care. This kind of equipment is not indestructible and it is susceptible to various environmental situations such as a dirt, dust, rain, snow, water, and heat.

- Caution should be taken when transporting all equipment as this equipment is fragile and can easily be damaged. Be aware of your environment and where you are at all times. This type of equipment is popular with thieves and can easily be pilfered if you are not paying attention. Do not rely on your lab partners to be the one responsible for “watching” the equipment. In the event something should happen, everyone in the group will be considered a responsible party.
- Do not leave equipment in a parked vehicle where it can easily be stolen from the backseat. If you do have to leave equipment in your car, do so by placing in the trunk. But again, as a reminder, do not let the equipment roll around uncontrollably.

### **Computer use**

Please remember that any work saved on computers in LUC's computer lab will be deleted once you log off the computers. Save all of your work on your personal hard drive.

### **Equipment Checkouts**

All equipment for out-of-class work for Introduction to Video should be checked out through Owl Lab (contact: Andi Pacheco)

### **OWL LAB**

#### **WATER TOWER CAMPUS**

**51 E. PEARSON**

**SOC 004**

**[312.915.8830](tel:312.915.8830)**

**Andi Pacheco, Audio and Visual Production Coordinator**

**e-mail: [apacheco@luc.edu](mailto:apacheco@luc.edu)**

### **OWL LAB RULES:**

- Request should be made 5 working days in advance of the desired time. Andi Pacheco or her student workers will schedule requests for equipment by e-mail, in person, or by phone. Email is preferred. Do not assume that if you have left a message requesting equipment that you have reserved the equipment requested, if you have not received a confirmation from Ms. Pacheco or her staff your request is not approved. Equipment is available on a first come first serve basis anytime they are not being used for classes.
- Students must bring additional crew members, if needed, to the lab for production. Students should not expect the staff to act as crew for their productions.
- Anyone more than 15 minute late for her/his equipment pick-up will forfeit the use of the equipment at that time.
- Students must email or call well in advance of their scheduled time if they cannot make their appointment for equipment pick-up. Students who are late or fail to show up for their appointment more than two (2) times without informing a lab employee

she/he may lose their equipment privileges for the rest of the semester. An email address and phone number for the lab is at the top of this page.

- Audio and Video equipment is checked out on a 24 hour basis during the week and Friday to Monday on weekends. Equipment must be signed out in room 004 with authorized personnel. Students will be responsible for returning equipment and materials within the agreed upon rental period in their original condition. Equipment users must report any damage. Failure to do so may result in a suspension or loss of equipment privileges.
- Students are responsible for careful handling of all equipment, and for abiding by all rules and regulations governing the use of the facility.
- There is no eating or drinking at any work station.

### **School of Communication Equipment Checkout Policy**

#### **During Your Equipment Loan:**

- Students will be held responsible for damages to all equipment while it is checked out to them. This includes, but is not limited to: theft, abuse/misuse of equipment (both unintentional and intentional), neglect, or carelessness. Students will be responsible for paying Loyola University Chicago's School of Communication a replacement charge for damage to or the loss of the equipment and accessories issued to them.
- Damage, destruction or loss must be reported to the School of Communication no later than the beginning of the next workday following knowledge of such damage, destruction or loss that you have caused. Any damages not reported and/or identified during the checkout process will be the responsibility of the new client.
- Borrowers may be held responsible for previous damages if damage is not identified during the check-out process.

#### **Lost and/or Damaged Items**

If the equipment you checked out is lost or damaged, you will be responsible for the cost of purchasing a replacement and/or the cost of repair to service the item(s).

#### **Stolen Items**

If the equipment you checked out is stolen, you will need to file a police report and University Incident Report. If you fail to return the equipment and do not submit a police report and a University Incident Report, you will be responsible for the cost of purchasing replacement equipment.



## Course Schedule (subject to change)

### Week 1, 8/28

#### First Day of Class

- Introduction to course, instructor and student introductions
- Discussion of the syllabus
- Assign: Teams of two for the Atmospheric project (2 students per group)
- Meet Andi Pacheco, Audio and Visual Production Coordinator.
- Brief introduction to editing in Adobe Premiere Pro CC:
  - Shot-reverse-shot and eyelines: in-class editing assignment
- Lecture / discussion: pre-production / production / post-production.
- Hand out: Video Assignment #1 (Group): Atmospheric
- Homework: Proposal for Atmospheric is due week 2 (select location and describe what your group is interested in exploring) *\*see assignment sheet for more details*
- Purchase: 1 x Class 10, 16GB SD card, 1 x USB 3.0 hard drive. Have these items with you on week 2. *The drive must be clean of any other material and should be formatted for Mac – we will talk about hard drive formatting in class. For additional assistance on formatting, please see Andi Pacheco.*

### Week 2, 9/4

#### Introduction to Camera

- Lecture: framing and composition, shot sizes, establishing shot, rule of thirds, cutaways, screen direction, look space and head room, entering and leaving frame
- Tech: tripod and camera demonstration and in-class exercises
- Manual camera controls: Focus, Exposure and White Balance
- Materials needed: SD card
- Homework: film Video Assignment #1: Atmospheric (2 students per group)

### Week 3, 9/11

#### Introduction to Editing

- Due: footage for Video Assignment #1 (Group): Atmospheric (16-20 shots per group)
- Tech: setting up Adobe Premiere, organization and file management, projects, sequences and clips, bins, importing footage, working with Premiere's timeline, setting work area, in and out points, insert and overwrite, cutting and trimming, selection and blade tools, ripple edit/delete, exporting finished video.
- Materials needed: SD card with your footage, USB 3.0 hard drive
- Class activity:: individually edit Video Assignment #1 into a 60 second sequence
- Quiz on framing and composition terminology
- Homework: finish editing Video Group Assignment 1: Atmospheric.
- Export as H.264 .mov file (*see the exporting handout*)

## **Week 4, 9/18**

### Critique

- Due: Finished edit of Video Group Assignment #1: Atmospheric
- Critique of Assignment #1: Atmospheric
- Hand out: Video Assignment #2 (Group) – Interview & b-roll (Due week 7)
- Hand out: Video Assignment #3 (Individual): Simple Human Act / exercise (Due week 8) Continuity
- Assign groups for the Video Group Assignment 2: Interview
- Homework: Interview proposal, will be due 9/22 by e-mail
- Tech: continued camera exploration

## **Week 5, 9/25**

### Preparation for the interview assignment: camera, sound

- Students present interview ideas
- Class activity: preparation for Interview assignment
- Practice interview set-ups
- Tech: sound – types of microphones / pick up patterns and elements, setting audio levels, best practices, sound inputs, line vs mic level, phantom power
- Demo: lavalier microphones & short shotgun microphones.
- Homework: film Assignment #2: interview & b-roll, prepare for Exam 1

## **Week 6, 10/2**

### Exam 1: 10 questions

### Editing Interviews

- Due: footage for Video Assignment #2 (Group): Interview & b-roll (for editing in class)
- Class activity: editing Group Video Assignment #2:
- Assign First Video Assignment #3 (Individual): Simple Human Act / Continuity
- Discussion: assignment parameters
- Editing Group Video Assignment #3 in class
- Tech: editing: audio dissolves, J and L cuts, introduce Loyola Music Library, basic mixing

## **Week 7, 10/9**

### Critique

- Due: Final Cut of Video Assignment #2 (Group): Interview & b-roll
- Lecture / Discussion: Preparation to film Assignment #3: Simple Human Act
- continuity, 180 degree rule, 30 degree rule, eye line match, cutaways, shot / reverse shot, shot choice
- Homework: film Video Assignment #3: Simple Human Act. It is due for critique on Week 8.

**Week 8, 10/16**

- Due: Final cut of Video Assignment #3 (Individual): Simple Human Act
- (due as H.264 encoded .mov file)
- Assign: Video Assignment #4 (Individual): Poetic Documentary
- Assign Final Project: short narrative or documentary (5min)
- Homework: proposal for Poetic Documentary is due before week 9 (submit electronically)
- Discuss: narration, poetic cinematography
- Homework: ideas for the Final Project will be due week 9, for in-class discussion

**Week 9, 10/23**

- Student presentations of final project ideas
- Discussion: approaches to filming the Final Project.
- Discussion on producing, roles etc.
- Small group / individual meetings regarding the final projects

**Week 10, 10/30**

- Due: Assignment #4 (Individual): Poetic Documentary
- Due: Ideas for Final Project – be ready to present your ideas to the class
- Demo: Color Correction in Adobe Premiere Pro CC
- Individual meetings about the final project.

**Week 11, 11/6**

## Critique

- Assignment #4, screened in class
- Due: Pre-Production materials for the final project
- Check in on Final Project Progress / Consultations with the instructor
- Homework: shoot final project

**Week 12, 11/13**

## Post-production

- Due: footage for the Final Project

**Week 13, 11/20**Exam 2 (15 questions), Post-production: Final Project

- Exam 2: 15 questions
- Due: Rough cut of the final project
- Be ready to discuss your work in progress with the instructor

**11/27 – NO CLASS**

Thanksgiving

**Week 14, 12/4**

Post-production: Final Project

- Due: Picture Lock of the final project (*ready for audio mixing, color correction and titling. All editing of the visual track should be done and locked at this stage.*)
- Due: Documentation of the final project

**Finals week**

- Due: Final Project, with mixed sound  
*See project guidelines for more details*