Course: Comm 3314.001 Television Production, Fall 2011
Time: 7 - 9:30pm Tuesday

Instructor: John Frank
Phone: 825-2586
Office: BH 372
Email: john.frank@tamucc.edu

Office hours are by appointment only.

Text: Video Basics 6 by Herbert Zettl

Description: Comm 3314 is a studio-based television production course, with emphasis on “live” and “live-to-tape” disciplines and techniques. Topics covered will include the aesthetic theories of and the practical applications involved in basic studio camera operations, video/audio mixing, character generator operations, and directorial duties and responsibilities.

At least 12 of the scheduled 15 class meetings will be held at the KEDT-TV studios, located in suite 38 of Commerce One Business Park at 4455 South Padre Island Drive. As specified in the course schedule, this is a field-based course and the student is responsible for his/her own transportation to KEDT-TV.

Student Learning Outcomes:
The student will be expected to produce, direct, and participate in studio-based television productions utilizing various simultaneous “live” elements. The primary goals and objectives of the course are for the student to

- understand and demonstrate the safe and proper operation of television production equipment
- organize and direct at least two basic studio productions
- recognize and diagram different types of live television productions
- participate as an integrated member of a studio production crew
- assess and diagram basic studio lighting
- evaluate the effectiveness of television graphics

The semester grade will be based upon (1) the successful completion of assignments, and the student’s demonstrated level of proficiency operating various studio production equipment, (2) the student’s score on daily and formal exams, and (3) the student’s organizational skills and performance as a director. Coursework may include some outside viewing of specific television programs, some in-class and outside-class exercises, readings from the course textbook, some practical experience and relevant application of learned techniques, formal written examinations, and other class work which may be assigned by the instructor. Late assignments will not be accepted and missed exams will not be “made up”. Any homework sent via email must be receipt acknowledged by me, or no credit will be given. The University policy regarding plagiarism will be observed.

Class attendance:
There is no credit or deduction applied against your semester grade solely for attendance. Due to the cumulative nature of class activities, attendance is strongly advised. If a student misses any in-class activity, there will be no opportunity to “re-take” the missed class work. A sign-in sheet for each class will be provided.

Your active participation in this course is mandatory. The very nature of studio production relies upon your ability to follow instructions and to function as a dependable team player. Your personal safety and your semester grade depend upon your willingness to observe established procedures and upon your cooperative commitment to your fellow students within the confines of this course.
Semester Grade Computation

1. Assignments (blocking, diagrams, homework, classwork)
   Equipment Operation/Performance during exercises (as technical crew and talent)
   *Average of 7 to 9 grades, 2 lowest grades are dropped*
   (Maximum average is 100 points or 100%)

2. Exams (quizzes, midterm, final, reading)
   *Average of at least 3 grades*
   (Maximum average is 100 points or 100%)

3. Performance as Director
   *Average of at least 2 grades*
   (Maximum average is 100 points or 100%)

Final Grade:

\[
\frac{( \text{Averages of } 1 + 2 + 3 )}{3}
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<th>Grade</th>
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<td>90 – 100</td>
<td>A</td>
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<td>80 – 89</td>
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<td>60 – 69</td>
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General Grading Policies

- Because of the nature of class discussion, homework due dates are not extendable. Homework may be turned in early or emailed (*must* be receipt acknowledged by instructor) before the due date.
- Quizzes are graded and returned the following week; they cannot be made up.
- The University policy regarding plagiarism is observed.

*Please keep the following in mind regarding production exercises (6 class meetings; check your class schedule for the exact dates):*

- Participation as director in each production exercise must be completed within the scheduled 3 class meetings.
- Because of studio limitations, any missed equipment operations cannot be made up.
- Cell phone use or “messaging” is not allowed unless you are on a break. The director and the equipment you are operating need your full attention. Students breaking this policy will receive a zero ("0") on their grades for equipment operations.

Missed work or missed participation due to extraordinary or unusual circumstances will be considered on an individual basis.
### Location and Content of Class Meetings – Fall 2011
(subject to change)

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<tr>
<th>Date</th>
<th>Location</th>
<th>Activity/Assignment</th>
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| Aug. 30    | A&M, BH 224 | In-class activity, homework assignment #1  
(network entertainment program, to be specified) |
| Sept. 6    | KEDT     | Equipment intro: camera and video switcher  
Assignment #1 due |
| Sept. 13   | KEDT     | Equipment intro: CG and audio, homework assignment #2  
(local newscast, to be specified)  
**Quiz #1** |
| Sept. 20   | KEDT     | Demo of first production exercise  
Assignment #2 due |
| Sept. 27   | KEDT     | Exercise #1 (first 5 directors), homework assignment #3  
(live sports program, to be specified)  
**Quiz #2** |
| Oct. 4     | KEDT     | Exercise #1 (middle 5 directors)  
**Class may run long**  
Assignment #3 due |
| Oct. 11    | KEDT     | Exercise #1 (last 5 directors) |
| Oct. 18    | KEDT     | Lighting, lighting diagrams in-class  
**Midterm Exam** |
| Oct. 25    | KEDT     | Demo of second production exercise |
| Nov. 1     | KEDT     | Exercise #2 (first 5 directors)  
**Class may run long** |
| Nov. 8     | KEDT     | Exercise #2 (middle 5 directors)  
**Class may run long** |
| Nov. 15    | KEDT     | Exercise #2 (last 5 directors) |
| Nov. 22    | KEDT     | TBA |
| Nov. 29    | KEDT     | Graphics, In-class activity |
| Dec. 6     | A&M, BH224 | In-class activity |

(*) Two quizzes tentatively scheduled for Sept. 13 and Sept. 27.  
Midterm exam scheduled on Oct. 18.
### Schedule of Reading Assignments

(subject to change)

**By this class meeting:**  
**Make sure you have read this material:**

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<th>Date</th>
<th>By this class meeting</th>
<th>Make sure you have read this material</th>
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<tbody>
<tr>
<td>9/6</td>
<td>Text: Ch 2</td>
<td>Ch 2</td>
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<tr>
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<td>Ch 14 (298-310), the studio</td>
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<td>9/13</td>
<td>Text: Ch 4, the video camera</td>
<td>Ch 4, the video camera</td>
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<td>Ch 5, operating the camera</td>
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<td>Ch 6, looking through the viewfinder</td>
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<td>9/20</td>
<td>Text: Ch 10, switcher and switching</td>
<td>Ch 10, switcher and switching</td>
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<td>Ch 7, audio and sound control</td>
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<td>10/11</td>
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<td>10/18</td>
<td>Text: Ch 8 (152-188), lighting</td>
<td>Ch 8 (152-188), lighting</td>
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<td>Text: Ch 9 (190-201), graphics</td>
<td>Ch 9 (190-201), graphics</td>
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NOTICE TO STUDENTS WITH DISABILITIES: Texas A&M University-Corpus Christi complies with the Americans with Disabilities Act in making reasonable accommodations for qualified students with disabilities. If you suspect that you may have a disability (physical impairment, learning disability, psychiatric disability, etc.), please contact the Services for Students with Disabilities Office, located in Driftwood 101, at 825-5816. If you need disability accommodations in this class, please see me as soon as possible.

ACADEMIC ADVISING: The College of Liberal Arts requires that students meet with an Academic Advisor as soon as they are ready to declare a major. The Academic Advisor will set up a degree plan, which must be signed by the student, a faculty mentor, and the department chair. The College's Academic Advising Center is located in Driftwood 203E, and can be reached at 825-3466.

GRADE APPEAL PROCESS: As stated in University Rule 13.02.99.C2, Student Grade Appeals, a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see University Rule 13.02.99.C2, Student Grade Appeals, and University Procedure 13.02.99.C2.01, Student Grade Appeal Procedures. These documents are accessible through the University Rules Web site at http://www.tamucc.edu/provost/university_rules/index.html. For assistance and/or guidance in the grade appeal process, students may contact the Office of Student Affairs.
Reasonable Expectations in Comm 3314

It is reasonable for the student to expect the instructor to do the following:
- Provide a clear syllabus that contains grading policies
- Be prepared for each class meeting
- Return graded homework assignments (one week in most cases)
- Stay “on topic” for each class meeting
- Provide truthful and relevant information about class topics
- Provide “best practices” commonly found within basic production standards

It is reasonable for the instructor to expect the student to do the following:
- Bring basic supplies to class, along with current class handouts
- Arrive on-time, focus, pay attention, and follow instructions during class
- Ask questions and/or seek additional help
- Concentrate on the current task or topic, and contribute in a cooperative way without being disruptive or distracting
- Be prepared and proficient on equipment operations
- Stop all cell phone talking, texting, “IM-ing”, “Facebooking”, “Twittering”, “Myspacing”, “blogging”, “flickring”, “YouTubing”, “ipod-ing” and other usage, unless you are on a break