Course Number: Comm_3313.002  
Course Title: Introduction to Video Production  
Time/Location: Thursday 4:20 p.m. – 6:50 p.m., BH-127

Instructor: Bobby Lewis  
Office:  
Office Hours: MW 1:30 p.m. - 3:00 p.m. and Tuesday 2:00 p.m. - 4:00 p.m.  
Email: bobby.lewis@tamucc.edu  
Phone:  

TEXT:  

Online subscription to Videomaker Plus (https://www.videomaker.com/user/register)

The DSLR Cinematography Guide by Ryan Koo (free download at http://nofilmschool.com/dslr/)

Additional readings will be provided on Blackboard throughout the semester. While these may not be listed on the course schedule, you will be responsible for reading and understanding this material before turning in projects and taking exams.

SPECIAL REQUIREMENTS:  
A considerable amount of time outside of class is required for projects, screenings, and exercises.

REQUIRED MATERIALS:  
Funds are necessary to print and make copies for major projects.

CATALOGUE DESCRIPTION:  
This course serves as an introduction to the fundamentals of image and sound acquisition. It is designed to give students basic competency in shot grammar and aesthetics. The course provides a strong theoretical and practical foundation for more complex production skills by exposing students to the basics of camera, lighting, sound and set operations. This course is a foundational counterpart to COMM 3315, Video Editing.

PREREQUISITES:  
None

STUDENT LEARNING OUTCOMES:  
Demonstrate competence in cinematography, lighting, and audio production techniques through the execution of a series of diverse media exercises.

Refine approaches to visual storytelling and dramatic structure through the production process.
Employ skills in producing, media project management, and critical analysis through team driven production projects and screenings.
Formulate an understanding of the media landscape and industry employment through readings, class discussions, and research.

**ALL ASSIGNMENTS MUST BE TURNED IN ON THE ASSIGNED DATE:**
No late assignments will be accepted. Assignments turned in after the due date will receive a zero. Incomplete assignments will be graded as is. No exceptions other than for family tragedy or medical emergencies (w/documentation). No incompletes will be given for this course.

**ATTENDANCE POLICY:**
Strict attendance is required. There are no “excused” absences other than medical emergencies for which a physician’s care is required and that can be documented in writing or validated by the University Health Center. Such documentation or validation must be at the student’s initiative. All documentation must be submitted within one week (seven days) after you return to class.

After the second (2\textsuperscript{nd}) absence (excluding documented, medical emergencies as just noted), the course grade will be reduced by one-third of a letter grade (3.33 points on a 100-point scale) for each absence. After the fifth (5th) unexcused absence, the student will be given a failing grade in the course. Tardiness or early departure from the class will be considered an absence unless the instructor has been informed and has approved, in writing, of mitigating circumstances.

**DROPPING A CLASS:**
Merely stopping attendance and participation WILL NOT automatically result in being dropped from the class. Please consult with me before you decide to drop to be sure it is the best thing to do. Should dropping the course be the best course of action, you must initiate the process to drop the course by going to the Student Services Center and filling out a course drop form.

**CLASSROOM/PROFESSIONAL BEHAVIOR:**
Texas A&M University-Corpus Christi, as an academic community, requires that each individual respect the needs of others to study and learn in a peaceful atmosphere. Under Article III of the Student Code of Conduct, classroom behavior that interferes with either (a) the instructor’s ability to conduct the class or (b) the ability of other students to profit from the instructional program may be considered a breach of the peace and is subject to disciplinary sanction outlined in article VII of the Student Code of Conduct. Students engaging in unacceptable behavior may be instructed to leave the classroom. This prohibition applies to all instructional forums, including classrooms, electronic classrooms, labs, discussion groups, field trips, etc.

**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.

GRADING:
10% Participation
20% Pop Quizzes
30% Project 1
40% Project 2

In-class participation will be used in determining your final grade. In order to do well on participation, you should come to class prepared to engage with the topics based upon your reading of the material.

Any form of academic dishonesty will result in an F for the course and possible further sanctions at the university level.

GRADING SCALE:
100 – 90 = A
89.99 – 80 = B
79.99 – 70 = C
69.99 – 60 = D
59.99 – 0 = F

**There may be content and/or language in selected films that could offend some viewers.

**The course schedule and course content are subject to revision due to weather and other factors.
COURSE SCHEDULE:

September 5
Review of syllabus, Blackboard, introductions, discussion of media landscape (i.e., jobs, function of this class, etc.), group assignments, industry employment, and equipment overview

- Assignment: Get Texts
- Assignment: Subscribe to Videomaker Plus
- Assignment: Read Chapters 1-4 (Shot By Shot: A Practical Guide To Filmmaking)
- Assignment: Blackboard Exercises

September 12
Introduction to cinematography, using a camera, and telling stories with pictures (i.e., shot composition and depth of field)

- Assignment: Read Chapters 5-8 (Shot By Shot: A Practical Guide To Filmmaking)
- Assignment: Blackboard Exercises

September 19
Static shots and movement within the frame, moving the frame (i.e., sliders, dollies, handheld, etc.), and cinéma-vérité

- Assignment: Read Chapters 9-12, (Shot By Shot: A Practical Guide To Filmmaking)
- Assignment: Blackboard Exercises

September 26
HDSLR cinematography, lenses, camera functions, slow motion, DIY, accessories, and web culture

- Assignment: Read Chapters 1-12 (The DSLR Cinematography Guide)
- Assignment: Blackboard Exercises

October 3
Documentary forms, the interview, getting coverage, narrative filmmaking, and set operations

- Assignment: Read Chapters 13-30 (The DSLR Cinematography Guide)
- Assignment: Blackboard Exercises
October 10

Writing for the camera, software options, film excerpts, pre-production planning (i.e., budgeting, scheduling, etc.), location scouting, and software tutorials

- Assignment: Blackboard Exercises

October 17

Critical screening (feature film - TBD), discussion, and Project 1 introduced

- Assignment: Blackboard Exercises
- Assignment: **Begin working on Project 1 (due 10/31 at beginning of class)**

October 24

Introduction to audio production, critical listening, film excerpts, post-production sound (i.e., sound design, ADR, mixing, software options), and film excerpts

- Assignment: Blackboard Exercises
- Reminder: **Project 1 due next week (10/31) at the beginning of class**

October 31

Microphone placement, recording audio indoors/outdoors, and Project 2 lottery

***Project 1 due today***

- Assignment: Blackboard Exercises
- Assignment: **Begin working on Project 2 (due 12/12 during final exams)**

November 7

Directing from behind the microphone, “reality fictions, ” strategies, troubleshooting, and dealing with problematic audio

- Assignment: Blackboard Exercises
November 14

Introduction to lighting (i.e., safety, equipment, terminology, etc.), working with natural light (indoor and outdoor)

- Assignment: Blackboard Exercises

*** Project 2 Status Update***

November 21

Lighting the interview (indoors), low key lighting, and green screen

- Assignment: Blackboard Exercises

*** Project 2 Status Update***

November 28

Expressionist lighting techniques (shadows and the surreal), lighting for time-lapse and stop-frame photography

- Assignment: Blackboard Exercises

*** Project 2 Status Update***

December 5

In depth pre-production meeting/presentation for Project 2, course recap, and team evaluations

- Reminder: Project 2 due on 12/12 during final exams (4:30 p.m. – 7:00 p.m.)

December 12

***Project 2 due today: 4:30 p.m. – 7:00 p.m.***