Course Number: Comm_3313.002  
Course Title: Introduction to Video Production  
Time/Location: Wednesday 3:30 p.m. - 6:00 p.m., BH-201

Instructor: Bobby Lewis  
Office: BH 1.11  
Office Hours: M-W, 1:20 p.m. - 3:00 p.m.  
Email: bobby.lewis@tamucc.edu  
Phone: (361) 825-2502

TEXT:  

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

Additional readings and screenings will be provided on Blackboard throughout the semester. While these may not be listed on the course schedule, you will be responsible for reviewing this material prior to class.

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

Many of the field exercises take place outdoors and you will have to carry around your belongings. It is recommended that you only bring necessary items to class and that you dress appropriately for the weather.

Blackboard is the preferred method of communication in this class. Get in the habit of checking it regularly.

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 (2nd) 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 APPEALS PROCESS:
Students who feel that they have not been held to appropriate academic standards as outlined in this class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details on the process of submitting a formal grade appeal, please visit the College of Liberal Arts website:

cla.tamucc.edu/students/studentinfo.html

For assistance and/or guidance in the grade appeal process, students may contact the Associate Dean.

GRADING:
10% Participation
20% 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.**

**All Blackboard and reading assignments are due before the beginning of the next class.**

**COURSE SCHEDULE:**

**January 22**

Review of syllabus, Blackboard, introductions, and discussion of media landscape (i.e., jobs, function of this class, etc.)

- Assignment: Read Chapters 1-2 (*Shot By Shot: A Practical Guide To Filmmaking*)
- Assignment: Blackboard Exercises (*Paul Tomkowicz: Street-railway Switchman* and Blog)

**January 29**

Discussion (*Paul Tomkowicz: Street-railway Switchman, The Union Man*), a brief glance at storytelling through shot composition, audio, lighting, and a critical look at fiction and documentary (*Triumph of the Will, Star Wars, Everything is a Remix*)

- Assignment: Read Chapters 3-4 (*Shot By Shot: A Practical Guide To Filmmaking*)
- Assignment: Blackboard Exercises (*Hombre’s Trouble* and Blog)

**February 5**

Discussion (*Hombre’s Trouble*), introduction to cinematography (i.e., history, frame rate, aperture, etc.), screenings, using the Canon GL2, and camera exercises

- Assignment: Read Chapters 5-6 (*Shot By Shot: A Practical Guide To Filmmaking*)
- Assignment: Study for Quiz #1 (Lecture, Blackboard, and Chapters 1-2)

**February 12**

Quiz #1 (Lecture, Blackboard, and Chapters 1-2), camera exercises (cont.)

- Assignment: Read Chapters 7-8 (*Shot By Shot: A Practical Guide To Filmmaking*)
- Assignment: Blackboard Exercises (*Last Minutes with Oden, Amar*, and Blog)

**February 19**

Film discussion (*Last Minutes with Oden, Amar*), footage critique

- Assignment: Read Chapters 9-10 (*Shot By Shot: A Practical Guide To Filmmaking*)
- Assignment: Blackboard Exercises (Treatment)
February 26

Project 1 introduced, scriptwriting, three-act structure, software demo, and film excerpts

*Project 1 is due April 2 at the beginning of class.*

- Assignment: Read Chapters 11-12 (*Shot By Shot: A Practical Guide To Filmmaking*)
- Assignment: Study for Quiz #2 (Lecture, Blackboard, and Chapters 3-4)

March 5

Quiz #2 (Lecture, Blackboard, and Chapters 3-4) and HDSLR workshop

- Assignment: Read Chapters 1-5 (*The DSLR Cinematography Guide*)
- Assignment: Blackboard Exercises (Zacuto’s *Great Shootout* and Blog)

March 19

*Mad Men* exercise (i.e., set operations, protocols, lighting and audio basics)

- Assignment: Read Chapters 6-12 (*The DSLR Cinematography Guide*)
- Assignment: Work on Project 1

March 26

*Jimmy Rodriguez* exercise

*Project 1 is due April 2 at the beginning of class.*

- Assignment: Read Chapters 13-22 (*The DSLR Cinematography Guide*)
- Assignment: Work on Project 1

April 2

Project 2 introduced, lottery, group assignments, and footage critique

*Project 1 due today*

- Assignment: Read Chapters 23-30 (*The DSLR Cinematography Guide*)
- Assignment: Study for Quiz #3 (Lecture, Blackboard, and Chapters 5-6)
- Assignment: Work on Project 2
April 9

Quiz #3 (Lecture, Blackboard, and Chapters 5-6), audio post-production (i.e., sound design, ADR, mixing, software options, and screenings)

- Assignment: Study for Quiz #4 (Lecture, Blackboard, and Chapters 7-8)
- Assignment: Work on Project 2

April 16

Quiz #4 (Lecture, Blackboard, and Chapters 7-8), lighting techniques

- Assignment: Blackboard Exercises
- Assignment: Study for Quiz #5 (Lecture, Blackboard, and Chapters 10-11)
- Assignment: Work on Project 2

*Project 2 due on April 30

April 23

Quiz #5 (Lecture, Blackboard, and Chapters 10-11) and in depth pre-production presentation for Project 2

- Assignment: Work on Project 2

April 30

*Execute Project 2 and deliver production folder

- Assignment: Blackboard Exercises (crew evaluations)

Final Exam (Date TBD)
Project screenings, course recap, and looking ahead (i.e, internships, industry, graduate school, etc.)