MEDA_4312_001 (LEC PRODUCTION NARRATIVE)
Spring 2020

Course Number: MEDA_4312_001
Course Title: Lec Advance Production Narrative
Credit Hours: 3 Semester: Spring 2020
Time/Location: Tuesday and Thursday, 2:00 pm-3:15 pm
Instructor: Gabe Duran
Office: Bay Hall, Room 223B
Office Hours: Tuesday-9:00-10:00 am and 12:30 -1:45 pm/ Wednesday-12:00-3:00 pm by appointment
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TEXT: NO TEXT BOOK

SPECIAL REQUIREMENTS: A significant amount of work outside of class and lab time is required to successfully complete this class: Filmmaking requires substantial time and effort in researching, planning and producing your assigned projects. Once the project is captured onto media, it must be edited requiring a greater time commitment. This is a studio art class – plan your personal, family and work time accordingly.

REQUIRED MATERIALS: One SanDisk 16GB SD Class 10 Ultra Card, Hard drive (to save work.) These can be purchased from various vendors (Frys, Best Buy, or on-line through B&H, Seagate, Amazon, etc.) Headphones for editing.

CATALOG DESCRIPTION: This course will explore techniques in lighting, cinematography and recording of media production. Advanced Production: Narrative. This course will take an abundance of outside of class time.

Media production is a complicated endeavor, and will require a mix of academic and artistic work on the part of each student. The course work will build off of the foundation set in previous classes, and further your skills in many aspects of film production. You will be required to spend a significant amount of time working outside of our normal class meeting time to succeed in this course. If you are not committed to putting in this level of work, I would advise you not to take this course. In the world of filmmaking, you are only limited by your own creativity. So, dream big, and we will work, as a creative team, to figure out ways to achieve it! This class, like most film productions, will require a substantial amount of collaboration. Collaboration can be beautiful, but it can also be messy. Check your attitudes at the door. So long as we share the same common goal of producing high quality films, we will succeed.
STUDENT LEARNING OUTCOMES:
Upon successful completion of this course, students should be able to:
- Understand and apply basic production skills in the creation of digital media content.
- Practice the development of artistic voice in audiovisual storytelling.
- Demonstrate the synthesis of technical skills and artistic voice through the creation of intermediate level media projects.

A good film consists of:
• The persistence and tenacity to carry through on the many details of the project
• A mastering of the technical knowledge required and of the tools and equipment you will be using;
• The ability to communicate with your collaborators, insuring you get good performances from your actors, subjects, and crew members
• Consideration of audience and issues of representation
• Conceptual unity and coherence within the piece
• Technical and aesthetic creation of dynamic images, integrating good lighting, exposure, framing, and focus and use of color:
• Technical and aesthetic integration of music, sound effects, and an intelligible voice track:
• A sense of vision and innovation

Some these factors are subjective, so it is important to listen to critiques in class. You have until the end of the semester to incorporate the feedback from the critique in the revised finished work.

Think creatively. Don’t resort to clichés. Consider stories that are beyond the typical college experience push yourself on content. No on site (campus) shooting will be allowed.

Issues of Representation:
Throughout the semester we will be addressing the subject of what it means to represent someone or something in visual and aural terms. There is a political aspect to it, in that you have a certain amount of power over someone else's image. It follows that as film and video makers we have a certain responsibility that should be exercised in the process. Your projects should demonstrate that you have engaged with this issue.

Consideration of Audience:
Issues concerning the audience will also be a focus of this course. Your goal will be to design a project that communicates a story or message to a broad audience—beyond the class itself, and one that may not previously have been exposed to your subject. Your objective is to define your audience and reach them in an engaging way, while avoiding obstacles that alienate them. Again, your projects should demonstrate that you have engaged with this issue.

Attention to the Relation between Audio and Picture:
It is said that the least interesting relation between picture and sound is a one-to-one relation, i.e. where the audio duplicates the picture--as in a shot of a conversation, where we are always shown the person who is talking. Keep in mind the motivated use of the cutaway (varying what we see) and the sound effect (varying what we hear). A relation of contrast between sound and image is probably more interesting than a relation of identity
ASSIGNMENTS:

Project 1- Crowd Funding Site
Each film will start a funding website to raise funds for the final project. Each group will be required to shot a pitch video and to add to the website.

Project 2- Pitch Deck
Each group will prepare a Pitch Deck for their final project. Decks will be between 15-23 slides and should outline the visual aesthetics, target audience, character breakdowns, research slides and cross shows. Each member of the group must present a section from the presentation.

You should bring in film examples, stills, storyboards, location photos or whatever you feel will help to tell the “visual story pitch” of your film.

Project 3 -Final Film Project: Group
An original 8-12 (max) minute film. You must write, direct, edit and sound design your film. You can pick the crew of your choice, but it is recommended that you use your classmates. You must turn in a production bible on the date specified in the syllabus and will turn in a rough, fine and final cut of the film to be presented in class.

Project 4- EPK and Production Bible
You must also take production stills to use in your EPK (electronic press kit), which will also be due a few weeks after you shoot.

Electronic Press Kit:
Each student will create and present in class an electronic press kit for their final film.
Film Stills, synopsis, bio, cast/crew credits, one sheet should all be included. Along with this kit you must have an online presence for your film and a poster for your film.

The Production Bible:
A PDF or hardcopy document containing all the visual, scheduling and creative elements used in the making of your film.

GRADING:
Your final grade for this class will be determined as follows:
Pitch Deck Presentation: 20%
Crowd Funding: 20%
Final Project: 50%
Production Book: 10%

COURSE CALENDER
Week 1 (1/21 and 1/23)
Introduction to class/syllabus
Expectations
Discuss each film projects/class
Talk about equipment and the use of it
Assignment: Work on Project 1(Creating funding source)

Week 2 (1/28 and 1/30)
Go over scripts
Assignment:
Bring printed script, colored pencils and script breakdowns to next class
Week 3 (2/4 and 2/6)
Project 1 is Due: Creating funding source for your film
Discuss Scripts
Script breakdown

Week 4 (2/11 and 2/13)
Location Scouting
Assignment:
Discuss Project 2 Pitch Deck

Week 5 (2/18 and 2/20)
Project 2 is Due: Pitch Deck Presentation

Week 6 (2/25 and 2/27)
EPK
Production Bible

Week 7 (3/4 and 3/5)
Casting workshop
Auditioning: techniques, etiquette, goals
Casting your projects

Week 8 (3/10 and 12) NO CLASS

Week 9 (3/17 and 3/19)
Project 3- Production Bible is due

Week 10 (3/24 and 3/26)
Casting Call (in class)

Week 11 (3/31 and 4/2)
Casting Call (in class)

Week 12 (4/7 and 4/9)
YOU SHOULD BE SHOOTING YOUR FILMS
Sound for film, how a good soundscape can enhance your film.
Film Updates
Watch dailies – Discuss and Review

Week 13 (4/14 and 4/16)
Rough cut is due- Discuss and Review

Week 14 (4/21 and 4/23)
Review fine cuts -Discuss and Review
Week 15 (4/28 and 4/30)

FINAL FILMS ARE DUE - Discuss and Review
Screen and critique films

**COURSE REQUIREMENTS:** Attendance/Punctuality Class starts promptly at the indicated time. Coming to class late, even by just a few minutes, will negatively impact your final grade. Unexcused absences are unacceptable, and will result in an automatic reduction in your final grade by 5%. In the event that you have a health or family emergency that will require you to miss class, you must notify me as early as possible, and you may be required to do additional work to make up for missed class time. Missing class for any other reason does not count as an excused absence. If you have 3 or more absences this semester, you will fail this course.

**ACTIVE CLASS PARTICIPATION:** Your full and undivided attention is required during class meeting times. You are expected to contribute in all phases of the class: lectures, demos, in-class shoots, critique sessions, etc. Active class participation can take many forms, but basic characteristics include: initiative, involvement, attention, collaboration, intellectual growth and impact on the class by the student. Participation in online/email discussions will also factor into this grade. We will chat about your individual progress during one-on-one meetings throughout the semester, but I encourage you to check in with me at any time if you have questions about your participation level.

**PRODUCTION ASSIGNMENTS:** This semester, you will be required to complete five production assignments. Each assignment is designed to put the theories, concepts and skills you learn in class into practice. Projects will be assessed on both technical and creative merits.

**SYLLABUS/SCHEDULE:** The syllabus is a guide. Circumstances and events, such as student progress, may make it necessary for the instructor to modify the syllabus during the semester. Any changes made to the syllabus will be announced in advance via class lecture, email and Blackboard.

Throughout this semester we will be viewing a wide variety of work from artists in all cultures, religions, languages and lifestyles. This work has been carefully chosen to expose the students to different points of view and the artistic methods utilized to express those points of view. Some of the work may contain material with which some students may not be comfortable. If at any point in time a student becomes excessively uncomfortable with material being viewed they are welcome to exit the class for the remainder of that video piece and to return for the discussion of that piece.

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**BLACKBOARD/EMAIL:** ALWAYS CHECK YOUR EMAIL WITHIN AN HOUR BEFORE CLASS we may have changes in assignments, meeting, etc.

**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.
ACADEMIC INTEGRITY/PLAGIARISM: University students are expected to conduct themselves in accordance with the highest standards of academic honesty. Academic misconduct for which a student is subject to penalty includes all forms of cheating, such as illicit possession of examinations or examination materials, falsification, forgery, complicity or plagiarism. (Plagiarism is the presentation of the work of another as one’s own work.) In this class, academic misconduct or complicity in an act of academic misconduct on an assignment or test will result in an F.

Academic Honesty/Plagiarism
Definition: In an instructional setting, plagiarism occurs when a writer deliberately uses someone else’s language, ideas, or other original (not common knowledge) material without acknowledging its source. Plagiarism is a violation of academic expectations, but it is sometimes difficult to understand what plagiarism actually is. Often, students commit unintentional plagiarism (not citing sources properly, for example), because they are unaware of the standards that apply. Plagiarism includes:
• Using the work of another as your own,
• Downloading or purchasing ready-made essays off the web and using them as your own,
• Using resource materials without correct documentation,
• Using the organization or language of a source without using quote marks and proper citation.
• Turning in a researched project without citing sources in an appropriate documentation style.
When you are confused about citation of quotes or ideas, please visit the Writing Center or me to get help.
Information on MLA documentation rules and APA documentation rules is available at Purdue University’s OWL: http://owl.english.purdue.edu/, and from our local Writing Center at CASA.

Statement of Academic Continuity: In the event of an unforeseen adverse event, such as a major hurricane and classes could not be held on the campus of Texas A&M University–Corpus Christi, this course would continue through the use of Blackboard and/or email. In addition, the syllabus and class activities may be modified to allow continuation of the course. Ideally, University facilities (i.e., emails, web sites, and Blackboard) will be operational within two days of the closing of the physical campus. However, students need to make certain that the course instructor has a primary and a secondary means of contacting each student.

Statement of Civility: Texas A&M University-Corpus Christi has a diverse student population that represents the population of the state. Our goal is to provide you with a high quality educational experience that is free from repression. You are responsible for following the rules of the University, city, state and federal government. We expect that you will behave in a manner that is dignified, respectful and courteous to all people, regardless of sex, ethnic/racial origin, religious background, sexual orientation or disability. Behaviors that infringe on the rights of another individual will not be tolerated.

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) unexcused absence (excluding documented, medical emergencies as just noted), the course grade will be reduced by 5 points (on a 100-point scale). After the third (3rd) 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. Failure to attend class during the screening of your work will result in a zero on that assignment. This includes the final exam.

Dropping a Class: I hope that you never find it necessary to drop this or any other class. However, events can sometimes occur that make dropping a course necessary or wise. Please consult with me before you
decide to drop to be sure it is the best thing to do. Should dropping the class be the best course of action, you must initiate the process to drop by going to the Student Services Center and filling out a course drop form. Just stopping attendance and participation WILL NOT automatically result in your being dropped from the class. November 8th, 2019 is the last day to drop a class with an automatic grade of “W” this term.

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.

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. Degree plans are prepared in the CLA Academic Advising Center. The University uses an online Degree Audit system. Any amendment must be approved by the Department Chair and the Office of the Dean. All courses and requirements specified in the final degree plan audit must be completed before a degree will be granted. The CLA Academic Advising Office is located in Driftwood #203. For more information please call 361-825-3466.

DISABILITIES ACCOMMODATIONS: The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please call or visit Disability Services at (361) 825-5816 in Corpus Christi Hall, Room #116.

If you are a returning veteran and are experiencing cognitive and/or physical access issues in the classroom or on campus, please contact the Disability Services office for assistance at (361) 825-5816.

Grade Appeals: As stated in University Procedure 13.02.99.C0.03, Student Grade Appeal Procedures, 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 Procedure 13.02.99.C0.03, Student Grade Appeal Procedures. For assistance and/or guidance in the grade appeal process, students may contact the Dean’s office in the college in which the course is taught or the Office of the Provost. These documents are accessible through the University Rules Web site at: http://academicaffairs.tamucc.edu/rules_procedures/assets/13.02.99.c0.03_student_grade_appeals.pdf.

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academic advisor, the Financial Aid Office, and me, before you decide to drop this course. 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. Just stopping attendance and participation WILL NOT automatically result in your being dropped from the class.