

syllabus

BASIC VIDEO CINEMATOGRAPHY * MCOM 120 * Section 6365**Lecture:** Tue/Thur, 9:30 – 10:50 am, Rm. 257 \ **Lab:** Tue/Thur, 11:00 - 12:50 pm, Rm. 256

An introduction to the principles of video cinematography, the use of portable video camcorders, basic principles of video post-production, and the use of editing workstations to complete film-style video productions. Students will plan and produce basic video programs, which will include writing, planning, shooting, and editing various types of short-form video programs. The course also covers the basic technical theory of audio and video field production systems, field lighting techniques, edit systems routing, and audio mixing.

Faculty: **William Snead**; Phone, **644-7289**; e-mail, **william . snead@gcccd . net**
Office – **200 B-7** / Hours...Mon./Wed. 10:30-11:30 am, Tue. 1-2pm, Thur./Fri. 8:30- 9:30am

Required Texts: **PORTABLE VIDEO, ENG & EFP** by Norm Medoff & Tom Tanquary
NON-LINEAR EDITING BASICS; Electronic Film & Video Editing by Steven Browne

Required Material: **2 VHS and 3 mini-DV 60 minute videocassettes @ \$2.00 (VHS) & \$8.00 (DV) each.**

Recommended Material: **MEDIA CAREER GUIDE**, by James Seguin

In order to pass this class, all enrolled students are required to :

- ❖ Demonstrate proper operation of a **digital video camcorder, videocassette recorder, digital non-linear editor, audio mixing board, video monitor, DVD and a cassette/Cd player.**
- ❖ Learn and recall principles of television film-style production and post-produced programs.
- ❖ Attend at least 80% of class lecture and lab sessions and read all assigned materials.
- ❖ Independently practice camera shooting and operation of the editing stations.
- ❖ Complete and submit a camera exercise and an edit practice exercise on tape.
- ❖ **Complete and submit an edited master tape with 5 video program assignments which demonstrate the processes, principles and practices from the text and lecture.**
- ❖ Learn basic field lighting principles and techniques .
- ❖ Complete and pass two written tests and a comprehensive written Final Exam.
- ❖ Write notes on the lectures, text readings, scripts and storyboards in a class notebook.
- ❖ Participate in critical analysis and evaluation of student projects by discussion in class.

About the course and the instructor:

This introductory television production course is designed to provide you with instruction in the technical theory and practical application of the craft of field video production and the basic skills of post-production editing required to complete various film-style television productions. You will learn skills through a combination of lab demonstration, lecture, media presentations, hands-on equipment training, and completion of video projects.

My background includes a B.A. from the University of California, San Diego in Radio and Television Production, a Masters Degree from Ohio University in Broadcast Television Management and New Technology, and 2 years graduate school work in Film Production at UCSD. I have done professional video production in the studio and remote production in the field. I have supervised and/or engineered studio and field productions creating sports, magazine, documentary, training, music, and live broadcast programming. I was selected to manage a television facility for the Atlantic Olympic Games in 1996. I will assist you in learning and understanding the language, methods, and conventions which are standard in the television production field. I will answer any questions you have about television production or help you find the answer. I will help you progress through school in any way possible, and in return, **I expect you to learn, grow, and mature.** When you complete this class, you will have mastered the basic techniques of shooting, editing, and finishing a video production and I will assist you in continuing your education or finding a job position in the television field.

I will recommend to the Dean of Fine Arts a failing grade for:

- **Excessive tardiness or absence.** One (1) unexcused absence will be allowed for everyone. A second (2) unexcused absence will require missed work to be made up. **A third (3) absence can result in a drop from me.** Absence is failure to attend **both lecture and lab** sessions of class. I understand that job or family related activities can be important for you, but, if school and grades are a priority, don't miss class. **Call me before class at 644-7289 for valid reasons (illness, transportation or child-care).**
- **Disruptive or destructive behavior during class.** Termination may result from mis-behavior during class sessions at Grossmont College. Phones and ringing pagers must be silent during class or you will be asked to leave. Read the Grossmont Student Handbook for student conduct principles.
- **Cheating** - Cheating in any form is not acceptable: 1) Plagiarism from any source including other students; 2) Fabricating attendance at required class events; 3) Failure to attribute sources for information; 4) The intentional destruction or devaluation of another's work; 5) The use of any electronic devices during tests. **Violators will receive a lower grade or fail the course at the discretion of the instructor.**

Grading:

- Tests will be graded on the accuracy and completeness of your answer, per the reading and lecture material. Any disputes regarding test scores must be discussed during **a scheduled office visit within one week of the exam.** Test grades will be based on a 100 point scale:

88 - 100 = A, 77- 87 = B, 66 -76 = C, 55- 65 = D, 0 - 54 = F

- Equipment operation skills are judged on accuracy, speed, and the use of standard operational procedures.
- **For accommodations due any disability, students are encouraged to notify the instructor and/or contact Disabled Students Programs & Services early in the semester. Students may contact DSP&S in person in room 110 or by phone ~ (619) 644-7112 or TTY ~ (619) 644-7119.**
- An ability to function well under pressure is a vital part of all media productions. **Expect stress!** Projects are required complete and **submitted on a single videotape.** **There are grade deductions for late work**
- Post-production editing facilities are reserved for class-members only at scheduled lab hours. Additional hours in the edit facilities must be reserved at the Media Com check-out desk **for class assignments only.** **Discuss any plans to use outside equipment with the instructor prior to starting any work.**

Final grades will be determined on a 1000 point scale by your scores as follows:

- * **Video Projects- 500 points** Individual completion of **five** types of video programs; **a movie trailer, a music video, a news package, a commercial spot and an event documentary.** (100 points each)
- * **Final Exam- 100 points** The final is a comprehensive written exam. A grade of **I** (incomplete) or **F** (failure) will be given to anyone **not taking the Final Exam as scheduled.** A written request to the Dean of Fine Arts is required to change Final Exam test schedule, plus permission of the instructor. **No exceptions!**
- * **2 Written tests- 200 points** Written questions from the text readings and class lectures. (100 points each)
- * **Editing Laboratory- 150 points** Independent Post-production Lab work outside of normal class hours. Each check-in for editing time earns 10 pts.- to a maximum of 150 / semester. **Keep a log of your lab time.**
- * **Homework assignments- 50 point s** Credit for completing 2 homework exercises. (50 points each)

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- 1) 1/27 - COURSE INTRO; equipment intros, production crews
- Pre-production, production, & post-production process **Read:** Medoff ~ Ch 1
- 2) 1/29 - BASIC CINEMATOGRAPHY; Film-Style video production
- **Discuss:** formats and users **Read:** Medoff ~ Ch 7 pt I
Browne~ Ch 3
- 3) 2/3 - CAMCORDER SET-UP AND DEMONSTRATION
- **assign:** camera exercise **Read:** Medoff ~ Ch 3
Lab: Yellow /Shoot
- 4) 2/5 - EDITING PRINCIPLES; (Zettle Cd Rom)
- **Discuss:** Linear and non-linear principles **Read:** Medoff ~ Ch 8 pt I/ Browne~ Ch 8
Lab: Red /Shoot
- 5) 2/10 - EDITING TECHNIQUES; Lab demonstration
- **due:** cam exercise #1 **Read:** Medoff ~ Ch 8 pt II/ Browne~ Ch 12
assign: project #1-movie trailer (2 min)
- 6) 2/12 - VIDEOTAPE RECORDING
- **assign:** montage exercise **Read:** Medoff ~ Ch 7 pt II/Browne~ Ch 4 & 6
Lab: Red /Shoot, Yellow edit
- 2/16 SCHOOL HOLIDAY - Washington's holiday**
- 7) 2/17 - COMPOSITION & AESTHETICS: (Zettle Cd Rom)
- **due:** Movie trailer treatment **Read:** Medoff~ Ch 3
Lab: Red/Edit, Yellow/shoot
- 8) 2/19 - **TEST # 1: MEDOFF~ CH 1, 3, 7, 8**
- **Discuss:** Creative music videos **Lab:** Red/Shoot, Yellow/Edit
assign: project # 2 Music video
- 9) 2/24 - CAMERA SHOTS & MOVES - Shooting for post-production
- **due:** exercise #2 - montage **Read:** Medoff~ Ch 2
Lab: open edit, Yellow/shoot
- 10) 2/26 - PRINCIPLES OF LIGHT **due:** music video treatment
- review test 1 - **screen montages** **Read:** Medoff~ Ch 5 pt I~ II
Lab: open edit, Red shoot
- 11) 3/2 - PRINCIPLES OF LIGHTING
- **due: Proj #1- MOVIE TRAILER/ 2 min** **Read:** Medoff~ Ch 5 pt II~III
Lab: Red/Edit, Yellow/shoot
- 12) 3/4 - REVIEW & CRITIQUE – **due:** music video treatments
- screening of Trailers and exercises **Lab:** Red/Shoot, Yellow/Edit
- 13) 3/9 - BASIC AUDIO & AUDIO PRODUCTION, (Zettle CD Rom)
- **AVIO audio demonstration** **Read:** Medoff~ Ch 4
Lab: Red/Edit, Yellow/shoot
- 14) 3/11 - AUDIO POST-PRODUCTION TECHNIQUES (Review Medoff Ch 8)
- **Discuss:** Microphones and sound acquisition **Read:** Browne~ Ch 9
Lab: Red/Shoot, Yellow/Edit
- 15) 3/16 - STORYBOARDS, SCRIPTS, AND SCHEDULES
- **due: Proj #2 – MUSIC VIDEO 3~ 4 min** **Read:** Medoff~ Ch 6
Lab: open edit

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| 16) 3/18 - MIDTERM – MEDOFF~ Ch 2, 4, 5, 6 & BROWNE~ Ch 9
- assign: project # 3, News Package (1:30 min) | Lab: Yellow /Shoot, Red/Edit
Read: Medoff~ Ch 10 |
| 17) 3/23 - PRODUCING A NEWS PACKAGE: Audio follows video
- due: doc program treatments - screen music videos | Read: Medoff~ Ch 9 pt I
Lab: open edit, Red/shoot |
| 18) 3/25 - EDITING A NEWS PACKAGE: Master scenes & inserts
- assign: project # 4, Documentary (6-8 min) | Lab: Red/Edit, Yellow/shoot
screen music videos |
| 19) 3/30 – TITLES, GRAPHICS, & SPECIAL EFFECTS
- Discuss: Planning & directing field shoots | Read: Browne Ch 7
Lab: By reservation only |
| 20) 4/1 - DOCUMENTARY PRODUCTION
- due: Proj. #3 – NEWS PACKAGE 1:30 min | Read: Medoff~ Ch 11
Lab: By reservation only |
| 4/5 thru 4/11 SPRING BREAK | Checkout: Cameras by reservation only |
| 21) 4/13 - PROJECT REVIEW- Music videos and news packages
- due: doc program treatments | Read: Medoff~ Ch 12
- screen news packages |
| 22) 4/15 - PERSUASIVE PROGRAM PRINCIPLES-
- due: Documentary storyboards | Review: Medoff~ Ch 10
Lab: By reservation only |
| 23) 4/20 - PERSUASIVE PROGRAM PRINCIPLES-
- assign: project #5, commercial or PSA (1 min) | Review: Medoff~ Ch 10
Lab: By reservation only |
| 24) 4/22 - COMMERCIAL POST-PRODUCTION
due: commercial treatments | Read: Browne~ Ch 7
Lab: By reservation only |
| 25) 4/27 - DOCUMENTARY PROGRAM REVIEW
due: Proj #4 - DOCUMENTARY 6~ 8 min | Read: Medoff ~ Ch 13
Lab: By reservation only |
| 26) 4/29 - COMMERCIAL PRODUCTION due: commercial storyboard | Lab: By reservation only |
| 27) 5/4 - COMMERCIAL PRODUCTION due: EDL | Lab: By reservation only |
| 28) 5/6 - COMMERCIAL POST-PRODUCTION | Lab: By reservation only |
| 29) 5/11 - COMMERCIAL POST-PRODUCTION | Lab: By reservation only |
| 30) 5/13 - COMMERCIAL SPOT REVIEW due: Proj #5 – COMMERCIAL 1 min or PSA 1:30 | |
| 31) 5/18 - COMMERCIAL SPOT REVIEW | |
| 32) 5/20 - REVIEW FOR FINAL | The Final Exam is comprehensive. |
| 5/27 - FINAL EXAM : 9:00 am to 11:00 am , Rm. 257 | |
| 5/31 SCHOOL HOLIDAY – Memorial Day | |
| 6/2 - SEMESTER ENDS...Final grades turned in. | |
| 6/3 - Grossmont Graduation..... 5:30 pm | |