

9-2013

## JRNL 251.02: Beginning Video Production

Alison E. Perkins

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### Recommended Citation

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## **RTV 251 – Beginning Video Production – Fall 2013**

***Class meets Tuesdays and Thursdays 11:10am – 12:30pm in DAH 009***

### **Instructor**

Alison Perkins, Professor  
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Don Anderson Hall 432  
Office hours T & Th 12:30 to 2:00 pm (or by appointment)  
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### **Scope**

This course will introduce you to the theory of visual storytelling and the tools to produce quality video narratives. You will learn production techniques including shooting video, recording audio and post-production editing. Television is a team effort, and you will have to work with others to succeed.

I expect you to show up to class prepared. Deadlines are important. You are expected to pay attention and **take notes** during each class.

Television is a team effort. You will have to learn to work with others to be successful. Your cooperation and willingness to work together and get along during the semester will be noticed and recorded.

### **Learning Outcomes**

- Show visual literacy, understanding, and skills.
- Think critically and creatively.
- Use appropriate tools and technology in video production.

### **Skills**

This course will introduce you to the theory of visual storytelling and tools to produce quality video narratives. Students will be expected to demonstrate the ability to:

1. Shoot and record steady, well-framed, properly exposed video that meets the Journalism School standard.
2. Record clear, understandable audio.
3. Edit video, audio, natural sound, and voice narration in clean sequences using Final Cut Pro.
4. Edit using sequences to compress time.
5. Tell a simple visual story with a beginning, middle, and end.
6. Export video from Final Cut Pro and understand the program's file structure.

### **Attendance Policy**

Attendance is mandatory, and punctuality is expected. Pre-registered students who fail to attend the first meeting of the class may be dropped. After **two** absences (excused or unexcused), each *unexcused* absence will cost 10% of your final grade. Excused absences must be documented by the instructor.

## Deadlines

Professionals are under constant pressure to produce high-quality work in a short time. A great story is of little value if it's finished too late to get on the air. Therefore, *deadlines in this class will be strictly enforced*. Unless you make prior arrangements with me, an assignment submitted after the deadline will lose 10% of its grade for each day it is late. **NO ASSIGNMENTS WILL BE ACCEPTED LATER THAN ONE WEEK AFTER THE DEADLINE.**

If you can't meet a deadline due to illness or some other emergency, *you must let me know **before** the deadline.*

## Academic Honesty

All students must practice academic honesty. Academic misconduct is subject to an academic penalty by the course instructor and/or a disciplinary sanction by the University. All students need to be familiar with the Student Conduct Code <http://www.umt.edu/SA/VPSA/index.cfm/page/1321>.

## Plagiarism

As defined by "The University of Montana Student Conduct Code" plagiarism is: "Representing another person's words, ideas, data, or materials as one's own." This is strictly prohibited in this class and any case of plagiarism in this course will be subject to the penalties outlined in the student code of conduct.

## Same Work for Multiple Classes in J-School

You may not submit for this course any assignment that has previously or will be concurrently submitted for another class unless you receive prior approval from the professor for this course. To do so without permission will result in an "F" for the assignment and could result in an "F" for the course.

## Accommodations for Students with Disabilities

This course is accessible to and usable by otherwise qualified students with disabilities. To request reasonable program modifications, please consult with the instructor. Disability Services for Students will assist the instructor and student in the accommodation process. For more information, visit the Disability Services website at [www.umt.edu/dss/](http://www.umt.edu/dss/).

## Camera Equipment

- Four person teams will be responsible for a set of camera equipment for the semester, including a Canon Vixia HFR10 camera, a tripod, 2 microphones and audio (XLR) cable, and a light kit. You will manage sharing the gear among your teammates. **As a group you are financially responsible for any lost, stolen or damaged equipment.**
- Be careful with all equipment you use. Don't leave any equipment in your car or anyplace it could be stolen. Do not lose your temper and take it out on the equipment. Problems will happen, whether you're at the network level or in

college. Everything breaks down eventually. Batteries quit and computers don't always work. Be patient and learn to solve problems.

### **Personal Equipment**

You will need the following items for this class:

- A set of headphones with both 1/4" phone and 1/8" mini plug connectors.
- A hard drive to backup footage and to use for archiving your work.

### **Access**

#### **ATTENTION ALL**

**a) Pre-Professional Program students**

**b) Non-JRNL majors enrolled in JRNL105X/140/227/251/270, or**

**c) Non-JRNL majors enrolled in 300/400-level JRNL courses:**

For after-hours access to the rooms and doors listed below, please complete and submit this form. Complete only ONE request per semester. Be sure to select all courses you are taking which pertain to Don Anderson Hall, or include any information in the "Comments Section" (300/400-level courses) to further clarify your request.

Rooms with numeric-keypads: 009, 114, 300F/I, 305 and 306

GrizCard swipe access: 101 and front-door

A door access-code will be assigned and provided to you via email, after submitting this form. This request will also activate your GrizCard for the building. All codes will remain active until the last day of the semester. All requests must be submitted by 5:00pm on Friday, September 6th.

### **Printing**

Printing costs. To get print credits, go to the jtech window in room 010, Don Anderson Hall. You must pay with CASH. The jtech office is supposed to be staffed 9-5 Monday thru Friday.

### **Studio and Labs**

All labs must be cleaned up and everything put away or thrown away at the end of each class. Pack it in/Pack it out. Please keep your computer areas clean – LOG OFF and put computers to sleep when you are finished working.

### **Text Book**

*Radio: An Illustrated Guide*, by *This American Life*, is a step-by-step primer on how to make a radio story. The comic book includes detail on where we find our stories, how to structure a story, how to do an interview, how to hold the microphone, how to edit sound, how to write a script...really everything you'd need to get started.

Available in PDF format here:

<https://store.thisamericanlife.org/ProductDetails.asp?ProductCode=RADIO%3AANILLUSTRATEDGUIDE> for \$2.00.

Also, **read the manual** for the camera at [http://usa.canon.com/cusa/support/consumer/camcorders/high\\_definition\\_camcorders/vixia\\_hfr10#BrochuresAndManuals](http://usa.canon.com/cusa/support/consumer/camcorders/high_definition_camcorders/vixia_hfr10#BrochuresAndManuals).

### Grading & Critique

You will receive a class-wide critique summary and a critique sheet from me following every assignment. Any assignment can be re-edited based on the criticism, re-submitted, and re-assessed for the opportunity to improve the grade.

Graded Assignments	50% of final grade
<ul style="list-style-type: none"> <li>• Supplied Video Editing Exercise</li> <li>• Team Sequence Exercise</li> <li>• VO Package Exercise</li> <li>• Team Interview Exercise</li> </ul>	
Quiz #1	10% of final grade
Quiz #2	10% of final grade
Final Project	20% of final grade
Class Participation/Misc. Assignments	10% of final grade

*Students must receive a C- or better in all RTV and JOUR classes to continue in the professional program.*

Highest	Lowest	Letter
100.00%	93.00%	A
92.99 %	90.00%	A-
89.99 %	87.00%	B+
86.99 %	83.00%	B
82.99 %	80.00%	B-
79.99 %	77.00%	C+
76.99 %	73.00%	C
72.99 %	70.00%	C-
69.99 %	67.00%	D+
66.99 %	60.00%	D
59.99 %	0.00 %	F

**Class-by-Class Topics and Assignments**  
**SUBJECT TO CHANGE**

Week	Date	Class	Assignments
1	8/27	Introduction to the Course	
	8/29	Theory of Video	
2	9/3	Editing 101: Introduction to Final Cut	
	9/5	Editing 102: Sequences <i>Assignment 1 – Supplied Video Editing Exercise</i>	
3	9/10	Editing 103: Putting Sequences Together	
	9/12	Work Flow	
4	9/17	Editing critique – <i>Supplied Video Editing Exercise</i>	<i>Supplied Video Editing Exercise</i>
	9/19	Cameras and Equipment	
5	9/24	Assignment 2: <i>Team Sequence Exercise</i> Editing <i>Team Sequence Exercise</i>	
	9/26	Editing <i>Team Sequence Exercise</i> Transferring Video to Final Cut	
6	10/1	Sequence critique – <i>Team Sequence Exercise</i> Assignment: <i>Final Project Ideas due 3/6</i>	<i>Team Sequence Exercise</i>
	10/3	3-Point Editing – Cutting Pictures to Words Shot Diversity and Composition – Rule of Thirds	
7	10/8	Discuss <i>Final Project Ideas</i>	<i>Final Project Ideas</i>
	10/10	Audio 101: Recording Assignment 3: <i>VO Package Exercise</i>	
8	10/15	Quiz 1	Quiz 1
	10/17	Shooting Video for a Script – See Dog, Say Dog	
9	10/22	Matching Words and Pictures Lab	
	10/24	Editing critique – <i>VO Package Exercise</i> Assignment: <i>Final Project Sequences</i>	<i>VO Package Exercise</i>
10	10/29	Interviewing and Shooting Interviews Lighting Assignment 4: <i>Team Interview Exercise</i>	
	10/31	Editing <i>Team Interview Exercise</i>	
11	11/5	Interview critique – <i>Team Interview Exercise</i>	<i>Team Interview Exercise</i>
	11/7	Audio 201: Working with Sound Bites	
12	11/12	Video Story Formats and Elements Assignment: <i>Radio: An Illustrated Guide</i>	
	11/14	FX Exporting Video	
13	11/19	Editing critique – <i>Final Project Sequences</i>	<i>Final Project Sequences</i>
	11/21	Editing Lab – Script for Final Project	

		Editing 201: What You <i>Can</i> Fix in Post	
14	11/26	Editing critique – <i>Final Project Interviews</i>	<i>Final Project Interview</i>
	11/28	NO CLASS – Thanksgiving Break	
15	12/3	Editing Lab – Rough Cut for Final Project	
	12/5	Quiz 2	Quiz 2
FINAL	12/9	Editing critique – Final Project 10:10-12:10 DAH 009	<i>Final Project</i>