

Syllabus

Fundamentals of Video Production

Class Meetings:	Wednesday, 1:00 PM – 5:00 PM
Session/Year:	Fall 2019
Instructor Name:	Barry Atkins
Email Address:	btatkins@aii.edu
Phone Number:	832.732.1154
Office Hours:	Wednesdays: 12PM – 1PM (4 th Floor)

Fundamentals of Video Production

Course Description: Students begin the implementation of fundamental terminology, concepts, equipment and techniques of digital video production.

Course Prerequisite(s): *Principles of Cinematography*

Course Corequisite(s): *None*

Instructional Contact Hours/Credits:

Course Length: 11 Weeks

Contact Hours: 4 Hours

Credit Hours: 3

Lecture: 22 Hours

Lab: 22 Hours

Learning Objectives:

Upon successful completion of this course, the student should be able to:

Use video recording and playback devices

- Perform basic video camera operations
- Describe basic video equipment types, formats, and functions
- Define and use basic video terminology
- Explain Kelvin temperatures and white balancing

Demonstrate basic lighting skills, including sources of light and lighting theory

- Set up three-point lighting.
- Control light using basic lighting techniques and equipment

Employ basic visual storytelling skills

- Plan for shots and set up
- Explore the camera as a narrative tool

Participate as a member and/or leader of a team

- Prepare a field-related project as a member of a team
- Develop a plan of action for the team
- Interact with team members as professional crew

Maintain workflow documentation and production log

- Generate workflow documents
- Produce a production log

Career Employability Skills: In order to be successful in the workplace, a graduate has two needs: 1) strong understanding and skills in their major area of study and 2) good employability skills. The employability skills associated with success are communication, problem solving, time and task management, teamwork, leadership, diversity appreciation and social responsibility. Every FRM and FD course will attempt to document and improve the proficiency of one or more of these skills.

Instructional Materials and Reference:

Text(s):

Title of the Book	ISBN	Publisher	Edition	Author	Copyright
<i>The Filmmaker's Handbook</i>	9780452297289	Penguin (Pearson)	4th	Asher & Pincus	2013

Technology Needed: Production equipment and lab as needed

Instructional Methods: This course will be delivered as a combination of in class lectures and laboratory experiences. *(Depends on type of class)*

Assessment Criteria and Methods of Evaluating Students:

1. Practical Video Assignments (4 @ 10 points each)	40 points
2. Mid Term Quiz	10 points
3. Analysis	10 points
4. Pitch Presentation + Pre Production docs)	10 points
5. Final Short Film (First Cut + Final Cut)	10 points
6. Final Director's Commentary	10 points
7. Attendance / Participation / Crew Work	10 points

Student Evaluation / Grading Policies:

Assignments will be graded according to the appropriate rubric for the type of work being assessed. Specific rubrics and marking schemes for individual assignments will be made available in advance. For most types of assignment, students will be rewarded for achievements in the following areas: (note – percentage weightings are approximate – refer to specific rubrics for more details)

Technical Accuracy	up to 30% (application of techniques covered in class)
Creativity / Arête	up to 30% (expression and application of craft beyond basics)
Critical Reflection / Coherence	up to 30% (critique on application of theory / techniques)
Following Instructions	up to 40% (meeting deadlines / screening / export specs etc)

Supplies: Standard classroom supplies such as project folders, highlighter(s), notebook, pencil, pens, and availability of a computer with basic office software and internet access. Various other supplies will be needed each week for projects.

- a. Digital camera with manual controls
- b. High Capacity SD Card (SDHC, Class 6 or higher, 16 gig minimum)
- c. 512GB capacity HDD (formatted for mac and pc)
- d. Student's chosen method for taking notes:
writing pen with paper contained within a folder and/or digital audio recorders are acceptable.

Estimated Homework Hours: 6 hours per week

Quarter Credit Hour Definition:

A quarter credit hour is an amount of work represented in intended learning outcomes and verified by evidence of student achievement that is an institutionally established equivalency that reasonably approximates not less than:

- (1) One hour of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work each week for 10-12 weeks, or the equivalent amount of work over a different amount of time;*
or
- (2) At least an equivalent amount of work as required in paragraph (1) of this definition for other academic activities as established by the institution including laboratory work, internships, practical, studio work, and other academic work leading to the award of credit hours*

Grading Scale:

All assignments must have objectives met. All students shall be treated equitably. It will be the student's right to know his/her grade at any reasonable point that such information is requested. The criteria for determining a student's grade shall be as follows (on a percentage of total points basis): The following descriptions indicate what AIH considers grade appropriate:

- A (90-100%):** Industry professional level work.
- B (80-89%):** Above average student level work.
- C (70-79%):** Meets all the expectations of the assignment at student level.
- D (60-69%):** The student submits below average work that displays little skill or creativity. The work contains repeated mechanical and stylistic errors, and poorly developed assignments.
- F (0-59%):** Unacceptable to industry standards or academic expectations.
- UF:** see definition below.

Unearned F (UF) Grade Definition:

Unearned F Grade: students who failed the course AND did not complete the final assignments in the course. Final assignment includes, but is not limited to a final exam, final project, final paper, portfolio presentation, capstone project or any other assignment due in the last week of the course. If a student completed some or all of the other requirements in the course but did not complete the final assignment of the course and failed the course, the F grade will be considered unearned. An unearned F grade will be reflected as a "UF" grade on the transcript. The course's instructor will award this grade when appropriate.

Assignment Submission Policies:

- Late assignments – Each project has its own deadline. You must turn in the work at the time of the deadline as directed. If an assignment is late, it is the student's responsibility to negotiate a deadline for a late submission and the maximum grade awarded will be the minimum pass grade (60%). Failure to meet a late submission deadline will result in a 0.
- Questions about an assigned grade must be resolved within a week after the assignment is returned to the student. This policy is to avoid questions about grades arising at the end of the course or after the course is completed.
- Grading will be done on a numeric point system. No Pass/Fail grading.
- Grades will be made available to the students on the grade book in the Learning Management System (LMS) in use and be accessible via the student portal.
- Midterm grades will be available at the end of week 6
- Final grades will be available by Monday of week 12.
- Students can expect return of their work by faculty within a reasonable amount of time. Please discuss work return with each faculty member. Work not returned will be disposed of. Final project return is the responsibility of the student and faculty to negotiate.
- Students are responsible for all reading assignments and for all material covered in class. Students are also responsible for what was covered in a class not attended and should be fully prepared for the next class session. Students who miss a class should obtain the material presented from another classmate since the professor is unable to repeat lecture material. Exchange phone numbers and/or email addresses with at least 3 people in class by the end of the first week.
- Absence is not an excuse for missing a due date. We do not have excused absences from school. Please see student handbook.
- **ACADEMIC HONESTY IS EXPECTED.** A student may be penalized, suspended or expelled for academic dishonesty, including plagiarism. See definitions below.

Academic Integrity:

We are committed to a high standard of academic integrity in the academic community. In becoming a part of the academic community, students are responsible for honesty and independent effort. Failure to uphold these standards includes, but is not limited to, the following: plagiarizing written work or projects, cheating on exams or assignments, collusion on an exam or project, and misrepresentation of credentials or prerequisites when registering for a course.

Cheating includes looking at or copying from another student's exam, orally communicating or receiving answers during an exam, having another person take an exam or complete a project or assignment, using unauthorized notes, texts, or other materials for an exam, and obtaining or distributing an unauthorized copy of an exam or any part of an exam.

Plagiarism means passing off as his/her own the ideas or writings of another (that is, without giving proper credit by documenting sources). Plagiarism includes submitting a paper, report or project that someone else has prepared, in whole or in part. Collusion is inappropriately collaborating on assignments designed to be completed independently. These definitions are not exhaustive: Plagiarizing written work or projects, cheating on exams or assignments, collusion on an exam or project, and misrepresentation of credentials or prerequisites when registering for a course.

Cheating includes looking at or copying from another student's exam, orally communicating or receiving answers during an exam, having another person take an exam or complete a project or assignment, using unauthorized notes, texts, or other materials for an exam, and obtaining or distributing an unauthorized copy of an exam or any part of an exam.

When there is clear evidence of cheating, plagiarism, collusion or misrepresentation, disciplinary action will be as follows: first instance, a grade of "zero" will be given for the assignment, project, or exam; second instance, a grade of "F" will be given for the course; third instance, the student will be suspended

from the college. In every case, a report will be made to the Associate Dean of Academic Affairs, and a note will be placed in the student's permanent file.

Attendance:

Students are expected to be present for every class, arriving on time and staying until class is dismissed. Attendance for each class is defined as being present in the classroom when the roll is called. Attendance may be taken two times during a four-hour class. Please read your student handbook regarding Dismissal from Program Condition and Fourteen Consecutive Calendar Day Condition for termination.

Attendance Policy:

We are committed to learning-centered, hands-on instruction, which can only be accomplished when students attend class. There are no excused absences. The satisfactory explanation of an absence does not relieve the student from responsibility for the course work assigned and/or due during his/her absences. A student who does not attend class during the first week of school or starts late is still held responsible for his/her absences.

A student who is absent for three cumulative weeks* will be withdrawn from the course and will receive a Withdrawal (W) grade during weeks 1 through 9 of an 11 week term and a Withdrawal/Fail (W/F) grade after week 9 of an 11 week term for that course (after week 4 of a 5.5 week Mid-quarter ground term) unless the student submits an appeal to remain in class that is accepted by the instructor and department director/dean. A student is allowed only one appeal per class. In other words, if a student submits an appeal and it is approved, the next absence will initiate a non-appealable withdrawal from the course. The Attendance Appeal Request Form may be found in the Registrar's Office.

It is the student's responsibility to stay in communication with the instructor about absences in order to stay current with assignments. Students are expected to spend the entire amount of scheduled class time in the classroom. If a student is dropped from the class and has a documented mitigating circumstance, he or she may have the opportunity to appeal. It is the student's responsibility to ensure that his or her attendance in class is brought to the faculty member's attention if the student arrives late.

Students who are not marked present in any of their scheduled classes for fourteen (14) consecutive calendar days before the end of the ninth week of the 11 week term (week 4 of a 5.5 week Mid-quarter ground term), will be withdrawn from the Institute and will receive W's (withdrawals, with no grade penalty), or if the withdrawal occurs after the end of the ninth week of an 11 week term (after week 4 of a 5.5 week Mid-quarter ground term) students will be withdrawn from the Institute and will receive WF's (Failures due to late withdrawal). Calendar days include days that the student does not have any scheduled class. All calendar days that the school is not in session (e.g., school closings and holidays) do not count in the fourteen (14) calendar days as well during the active term. Students who have been withdrawn due to violation of the consecutive absence policy, but are still in good academic standing, if otherwise eligible, will be able to return the following term through the normal readmissions process. Students who have been withdrawn and the withdrawal results in a violation of the satisfactory academic progress policy (SAPP) must follow the procedure for appealing the academic dismissal.

Students are encouraged to make all schedule changes early in the first week of the quarter to minimize absences. Failure to sit in all classes during the first two weeks of school will result in termination from school for the quarter. Detailed information about scheduled adjustment periods can be found on the back of your official schedule or in the local Ai campus catalog.

If you are going to miss class, regardless of the reason, you should notify your instructor. You are responsible for gathering any information from the missed class period in a timely manner.

Communication:

Faculty is here to facilitate your growth as a student and professional. It is our responsibility to attend class punctually, to be prepared for the day's lessons and activities, to foster a comfortable but challenging learning environment, to present you with many opportunities to engage in the creative process, to evaluate and grade your assignments. Communication between student and instructor is vital. If you have any questions, please ask. If issues outside of class impede your performance or progress in class, **please talk to us**. While we don't have all the answers, we will do our best to connect you with the college resources you need to succeed or help you to develop a plan to overcome your challenge in a manner that will promote your success. Minimally, when you communicate with us, you demonstrate that you are attempting to succeed despite adverse conditions, and we'll do our best to facilitate your success.

Disability Statement:

We provide accommodations to qualified students with disabilities. The Department of Disability Support Services assists qualified students with disabilities in acquiring reasonable and appropriate accommodations and in supporting equal access to services, programs and activities.

Students who seek reasonable accommodations should notify Disability Support Services at 1-855-855-0567 or _TheCenterDSS@edmc.edu of their specific limitations and, if known, their specific requested accommodations. Students will be asked to supply medical documentation of the need for accommodation. Classroom accommodations are not retroactive, but are effective only upon the student sharing approved accommodations with the instructor. Therefore, students are encouraged to request accommodations as early as feasible with Disability Support Services to allow for time to gather necessary documentation. If you have a concern or complaint in this regard, please contact Student Resolution at studentresolution@edmc.edu. Complaints will be handled in accordance with the school's Internal Grievance Procedure for Complaints of Discrimination and Harassment.

Class Conduct Policy:

Behavior in class is to be at the level expected in a professional business meeting. Therefore, kindly be mindful of any behavior that disrupts the learning environment

I welcome a spirit of cooperation in the classrooms. Courtesy and attention is required during lecture and critiques. Students are encouraged to help each other when appropriate. I expect courtesy and respect for people and property. Each student is expected to clean up their work area and tidy up the classroom before leaving at the end of the period.

Loud, disruptive or inappropriate behavior is not permitted. Definition of such behavior is the sole judgment of the instructor. This will include, but is not limited to:

- Use of or interruption by any electronic device, especially cell phones. Text messaging is not allowed during class.
- Talking amongst students or comments that are made to distract from the class.
- Be respectful when others are speaking by actively listening.
- Disrespectful comments to or about anyone or any group of people.
- NO FOOD or DRINK in Computer labs.
- Do not attempt to discuss grades during class hours. Please make an office appointment for these discussions.
- Class time must be spent in a productive manner. **Class time is for course work**. Students who check email, Facebook or participate in other nonproductive activity will not receive participation points for the day.
- All rules of conduct in the Student Handbook apply.

Cell Phones & Electronics:

- Turn off all cell phones, and laptops **before** coming into class. The only exception is if you have an emergency or extenuating circumstance that has been cleared with me prior to class.
- IPODS are not permissible in the classroom UNLESS approved in advance or presentation purposes.

Syllabus: DFVP111 Fundamentals of Video Production

Wk	Topic	Activities / Skills	Assessments / Due
1	Introduction (video production) Visual Storytelling and the audience Shot Types & Camera movement	Course overview iPhone / Lumiere NLE intro / Screening	Assessments overview
2	The Camera: Exposure / DoF / WB / FPS / Focal Length / ISO / Iris / SS Manual Camera Settings	Screening & Feedback Shoot manual footage <i>PP: Commentary</i>	Lumiere Project (10%)
3	Composition and mis-en-scene Resolution and Aspect Ratio Editing: Settings and image manipulation	Screening & Feedback Composition Challenge <i>PP: Exporting Vid / Text</i>	Manual Setting Project (10%)
4	Light (lighting techniques) 3-point lighting v cinematography B-roll and Audio	Lighting Demo (Studio) Shoot Interviews	Composition Project (10%)
5	Narrative Storytelling Conflict, theme, heroes journey Beats (story, acting, editing)	Script writing – intro to short film project Short film screening Quiz practice	Lighting Project (10%)
6	PRE PRO Storyboarding + Pre Visualization Pitching Camera Set Ups + Shot Lists	Quiz Storyboarding Task <i>PP: Transitions / Sound</i>	Due: Mid-Term Quiz Beat Sheet (10%)
7	Pre Production Planning Crew Roles / Location Scouting	Pitch; Q&A and feedback	Pitch Presentation
8	FINAL PROJECT: Production	Production / Editing One on One Meetings Course Progress	Due: Pre Pro Docs
9	Editing Notes	Screening & Feedback Production / Editing	DUE: First Cut
10	Critique / Director's Commentary	Production / Editing	DUE: Final Cut (10%)
11	Wrap up	Final Cut Screening	DUE: Final commentary (10%)

Caveat:

I am constantly thinking about ways to improve your learning experience – as well as receiving regular feedback from students (your input is always welcome). As such, any and all information included in this course syllabus and assignment calendar is subject to change at the instructor's discretion. Written revisions will be distributed to students as necessary.

COURSE NUMBER: DFVP 111/201

COURSE NAME:

DFVP 111/CA130

INSTRUCTOR:

Barry Atkins

- I have completely read and fully understand the contents of this syllabus
- I take full responsibility for living up to these obligations including, but not limited to, attendance, participation, notes, quizzes, projects, etc.
- I will ask for help/assistance (both in and out of class) if needed. I understand that more detailed individual feedback is always available upon request, and I will arrange to meet with my instructor if necessary.
- I understand that for each credit hour of class (3 hour class), I promise to commit myself to 2 hours of additional time outside of class (6 hours per week) in completing assignments, reading, and study.
- I have read and fully understood the late policy regarding assessments (see below)

LATE POLICY:

Industry does not accept late submissions. Not only do late submissions lead to lost revenue, they will result in termination of contracts and refusal to rehire those who have failed to deliver on time. If you develop a reputation for missing deadlines, word will spread quickly and other clients will avoid working with you.

Assessments that are submitted LATE will be limited to a high maximum score of 60% (minimum passing grade – provided work is of minimum passing standard).

If you know that you are unlikely to meet a required deadline for any reason, or you are faced with an unanticipated emergency of any kind, likely to cause you to miss a deadline, it is vital that you contact your instructor immediately to inform him. After consideration of the facts, an extension may be granted and a renegotiated deadline may be given. Work submitted on the new deadline will still be considered late, and will be subject to a 10% deduction in overall grade.

Student Signature: _____

Print Name: _____

Date: _____

email: _____ (legible please!)