

Instructor: Leah Mangrum
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Advanced Video Production

COMM/MM 4365.010

Monday/Wednesday 1:00-1:50pm and 2:00-2:50pm

This is an ASU CONNECT! Course, **STUDENTS** gain enhanced learning by exploring and applying course materials in a hands-on, real world community context.

CONNECT! Program Level Outcome -Civic Engagement

Connecting Civic Knowledge and Responsibility - Integrate knowledge from one's own study/field/ discipline by consistently making accurate and relevant connections with civic responsibility and one's own civic participation.

Civic Communication - Tailors communication strategies to effectively express, listen, and adapt to others to establish relationships to further civic action.

Course Learning Outcome

Community-based learning: students participate in activities designed to address mutually defined community needs (in collaboration between community partners, faculty, and students) as a vehicle for achieving academic goals and course objectives.

Course Objectives:

The primary intent of the course is the completion of creatively produced and technically proficient video productions. This course reviews material from COMM/MM 2362 and then builds upon this knowledge as students produce several short projects. We will cover the process of studio and field pre-production, production and post-production for television and film. This course will acquaint students with advanced production techniques through lectures, discussions, demonstrations and screenings.

- Develop specific skills, competencies and points of view needed by professionals in the media industry.
- Develop creative capacities (writing, inventing designing performing in the video production process)
- Develop hands-on experience with camera equipment, field and television studio environment.
- Acquire skills in working with others as a member of a team.
- Demonstrate the knowledge and skills, acquired during the course of study by planning and producing a social learning documentary supporting a local community.

Required Text:

Video Production Handbook: 5th edition by Gerald Millerson and Jim Owens (2011)

Course Materials:

Students will need the following supplies

- Headphones
- 6 DVD-R blank media
- SDHC Memory Card 8-64GB (optional)

Equipment and Editing Systems:

We will be using Premiere Pro CS5.5 for all editing assignments and projects. You will be assigned one external hard drive, which will be checked in and out of the editing lab. Should you need them we also have access to After Effects, PhotoShop and Illustrator. Students must supply their own headphones for use during shooting and in the editing facility.

Attendance:

Regular attendance at all class meetings is mandatory. You will be allowed three excused absences accompanied by a note from the doctor or official university notice. An unexcused absence means you have not provided written evidence from an accepted authority regarding your absence. The Department of Communication, Mass Media & Theatre has a departmental attendance policy requiring students to be present at a minimum of 75% of all class meetings in order to pass the class. Exams or assignments missed due to an unexcused absence will receive a zero. Work handed in late without an acceptable excuse will receive a zero.

Course Communication:

I am available to answer questions just before and after class as well as during office hours and after by appointment. To schedule virtual office hours, you will need to have a Skype account and email lmangrum@angelo.edu 24 hours in advance.

Midterm:

This exam will involve the in-class screening of a documentary film followed by a written response to questions regarding practical pre-production issues raised by the film. A Blue Book will be provided for you in class. **(100 points)**

Final Exam:

There will be one multiple choice final exam at the end of the semester based on material covered during lecture. **(100 points)**

Video Production Proposal:

A 10-page production proposal will be created for a social documentary film theme. Community-based research at the current E. James Holland University Symposium on American Values is required.

(100 points)

Reflections

Continual self-reflection will occur during the process of engaging with the community and during pre-production/production/post-production of the final film. **(24 points each)**

Participation:

You also will be graded on informed participation in lab activities, in-class demonstrations, Blackboard assignments, screening presentations and discussion. **(10 points each)**

Project Overview:

Production 1 You have the choice between Music Video and Action Sequence. Each person will give a presentation before a class screening of the completed video production.

Music Video: will include pitch, 2-column script, gathering talent, on-location shooting, in-studio shooting, music, lighting and editing. Solo Project **(216 points)**

Action Sequence: will include pitch, film style script, gathering talent, on-location shooting, in-studio shooting, character-dialogue, lighting and editing. Solo Project **(216 points)**

Production 2 **Social Learning Documentary (Final Project):** will include research, treatment, location/personal releases, weekly reflection, gathering talent, shooting schedule, observational footage, on-location shooting, in-studio shooting, audio, lighting and editing. Group Project. You will shoot and edit a 10 minute documentary video. Within each team, students manage tasks

from a particular filmmaking role perspective. Each group will give a presentation before a class screening of the completed video production. **(300 points)**

**DVDs, scripts, treatments etc. will only be accepted in class.

Late work will not be accepted! Come to class on the due date ready to present.

Grading Scale

911-1012 points 90-100% A
810-910 points 80-89% B
709-809 points 70-79% C
608-708 points 60-69% D
0-607 points Below 60 F

Honor Code

Angelo State University expects its students to maintain complete honesty and integrity in their academic pursuits. Students are responsible for understanding the Academic Honor Code, which is contained in both the print and web versions of the Student Handbook. The current student handbook is found on the ASU web site under 'publications' at this URL: http://www.angelo.edu/forms/pdf/Honor_Code.pdf

ADA Statement

Request for accommodations may be reviewed on a case-by-case basis, taking into account the essential elements of the academic course and/or the degree being sought. To the extent practical, the faculty and administration will make reasonable accommodations to assist qualified individuals with disabilities meet their degree requirements, consistent with the applicable provisions of Texas statues and the Regents' RULES AND REGULATIONS. If you wish to have special accommodations made for your studies, please contact the Student Life Office, Room 112 University Center, (325) 942-2191. URL: https://www.angelo.edu/services/student_life/

Academic Advising

The College of Arts and Sciences and Department of Communication, Mass Media and Theatre require that students meet with a Faculty Advisor as soon as they are ready to declare a major. The Faculty Advisor will set up a degree plan, which must be signed by the student, faculty advisor, and the department chair. Communication, Mass Media, or Theatre majors who have questions about advising or declaring a major in the department, can call 942 2031. Undeclared majors are supported by ASU's Center for Academic Excellence located in Library A312, and can be reached at 942-2710.

Grade Appeal Process

As stated in Angelo State University Operating Policy and Procedure (OP 10.03 Student Grade Grievances), 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 Operating Procedure 10.03 at <https://www.angelo.edu/opmanual/>.

Fall 2013 Course Schedule

August 26	Course Overview & Tour No Lab
August 28	Camera Demonstration
September 2	NO CLASS! Have a great Labor Day!
September 4	Editing Demonstration Pitch Music Video or Action Sequence
September 9	Scriptwriting Camera Lab Workshop
September 11	Final Draft Demonstration On Location shooting
September 16	Microphone Demonstration On Location shooting

September 18 Lighting Demonstration
 Audio/Lighting Lab Workshop

CRITERION 1: *CONNECT!* courses provide rigorous and authentic learning by interconnecting *community engagement and critical reflection*. Students substantially engaged in the community are challenged to integrate and apply broad academic and specific disciplinary knowledge, skills, and values in authentic settings and continuously and critically reflect on those challenges.

September 23 Aspects of Pre-Production – Research & International Concerns
 In-Studio/Field shooting

September 25 Aspects of Pre-Production – Ethical & Legal Considerations
 In-Studio/Field shooting

September 30 Shooting/Editing Day
 – export to DVD

October 2 **Present Music Video or Action Sequence**
(all materials must be submitted by the start of class or will not be accepted at all)

October 7 **Library Basic Information Literacy Tutorial**
Submit 1 print research source for your doc film on Bb
Study lecture outlines for midterm

October 9 **Lib Guides & Films on Demand**
Submit 1 film research source for your doc film on Bb
Study lecture outlines for midterm

October 14 Midterm Review

October 16 Midterm Exam

CRITERION 2: *CONNECT!* courses provide relevant and meaningful learning by engaging students in *projects that are tailored to address community and societal needs*. Students and faculty form community partnerships with existing organizations, groups, schools, individuals, and other community entities to act together to address various issues. Community collaborations enrich the learning environment by allowing students to learn not only from faculty, but also from a culturally and socially diverse group of peers, campus professional, and community members. *CONNECT!* courses carry the spirit of collaboration into the evaluation process by offering agencies and service recipients the opportunity to be involved in the evaluation of the participation and impact of the service.

October 21 Community-Based Research – Academic Culture
Attend E. James Holland Symposium on American Values

October 23 Aspects of Production –Proposals
Pitch Documentary Film

October 28 Aspects of Production -Documentary
Submit reflection on Bb (**experiences**)

October 30 Community Based Research – Civic Knowledge & Responsibility
On-location Scouting & Recess for Documentary Film

- November 4 Aspects of Production- **Thin Blue Line**
Compose Shooting Schedule
- November 6 Aspects of Production – **Stuck in Traffic & Sicko**
Documentary Reflection 1 submit on Bb (**process & schedule sh.**)
- November 11 Community Based Research – Civic Responsibility **Flip flotsam**
Submit Remote Location Survey
Pre-Interviews, Location/Personal Releases

CRITERION 3: *CONNECT!* courses provide purposeful learning by creating a learning environment where students can acquire the knowledge, skills, and values to make an explicitly direct contribution to themselves and their communities. Students develop a richer understanding of a discipline in a larger social context that promotes significant discussion of community responsibility and an awareness of what it means to be active citizens of a democratic society. Students also gain an understanding of how to conceptualize and realize concrete contributions within their chosen field.

- November 13 Aspects of Post-Production -**Distributions/Festivals/Internships**
On Location shooting/Doc Reflection 2 submit on Bb
- November 18 Aspects of Post-Production – **Proposals DUE** (**Short Description, Purpose, Style & Approach, Potential shot list, Research Summary w References**)
On Location shooting
- November 20 Aspects of Post-Production
In Studio/Field shooting, Editing
- November 25 Shooting/Editing Day
In Studio/Field shooting, Editing
- November 27 Shooting/Editing Day
Editing, export to DVD
- December 2 Final Exam Review

CRITERION 4: *CONNECT!* courses allow students to demonstrate *Social Responsibility*, the student learning goal of the *CONNECT!* program in addition to other learning goals associated with the course. Each student will produce at least one digitized artifact (reflection paper, etc.) that demonstrates his/her relative achievement of *Social Responsibility*. Students will also complete a survey which further allows them to express what they have learned. These artifacts and feedback will then be used for *CONNECT!* program-level assessment and evaluation.

- December 4 **Present Documentary Film**
(all materials must be submitted by the start of class or will not be accepted at all)
Submit Documentary Reflection 3 on Bb

FINAL EXAM Wednesday, December 11th @ 1:00pm

From the *ASU Community Partnership Handbook*, p. 7:

E. Expectations for Faculty/Staff, Community Partners, and Students

Below are some of the broad expectations for the stakeholders. Specifics will be developed for each individual partnership.

Faculty/Staff:

- Uphold the values of Angelo State University
- Inform the community partner of the goals and objectives of the course/activity
- Collaborate with the Center for Community Engagement and the community partner to develop the appropriate agreements, contracts, and other risk management documentation.
- Collaborate with community partner to provide meaningful opportunities for students to demonstrate what they are learning from the experience and how that learning connects to the course/activity objectives
- Present and explain the student learning component and its relation to the course/activity
- Maintain professional and regular communication and interact with the community partner
- Document and report student learning in a digital format

Community Partners:

- Conduct an on-site orientation; provide the agency's mission, goals, and needs specific to the partnership
- Collaborate with faculty/staff partner and Center for Community Engagement to develop the appropriate agreements, contracts, and other risk management documentation.
- Collaborate with faculty/staff partner to provide meaningful opportunities for students to demonstrate what they are learning from the experience and how that learning connects to the course/activity objectives
- Communicate with faculty/staff partner regarding student expectations, agency policies and regulations; provide training where needed
- Communicate any issues or problems with faculty/staff partner or the Center for Community Engagement
- Assist in the evaluation of student learning and the overall program

Students:

- Uphold the values of Angelo State University
- Be open to the community-engagement component in the course
- Secure appropriate liability insurance, when necessary
- Obey the policies and regulations of the community partner
- Be respectful of the community partner, agency staff, and their clientele, which includes exhibiting professional behavior and appearance
- Be prompt and respectful of the community partner's time and effort
- Communicate any issues or problems with your faculty/staff supervisor
- Be prepared to learn something new and apply previous learning
- Enjoy the opportunity

Our community engagement partners for this class will be chosen from the following: