

Instructor: Leah Mangrum  
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Office Hours: M/W 11:30a-12:50p, T/Th 12:50-2:00p, F 8:30-9:30a  
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**Beginning Video Production**  
COMM/MM 2362.010 Spring 2015  
**Tuesday/Thursday 11:00a -12:40p**  
Open Available Lab Time T/TH 12:40-1:45p

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 Responsibility**

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.

**Student Learning Outcomes**

Upon completion of this course, students will be able to:

- Develop, interpret, and express ideas through effective written communication (CS1-- Communication Skills)
- Develop, interpret, and express ideas through effective oral communication (CS2-- Communication Skills)
- Acquire skills in working with others as a member of a team (TW1-- Teamwork)
- Demonstrate civic knowledge and responsibility by planning and producing promotional, recruitment and/or training corporate videos (SR2 -- Social Responsibility)
- Identify and describe equipment and editing software for digital video production
- Create a video production with techniques commonly used in the media industry

**Method for Assessing Student Learning Outcomes**

Production 2: Corporate Video - Students connect with a community partner to produce corporate videos designed to address mutually defined community needs. Community Partners will have active engagement in communicating their needs with the students, scheduling interviews and participating in filming. Students will express ideas orally and in writing throughout this process.

**Course Objectives:**

COMM/MM 2362 is designed to introduce students to the basic techniques of television production. Projects in this course involve single camera location shooting using Mini-DV (Digital Video) cameras, In-studio multi-camera production, non-linear editing equipment

and writing for media production. Visual storytelling concepts and creative post-production editing will be emphasized.

Text:

*Television Production 15<sup>th</sup> edition* by Gerald Millerson and Jim Owens (Elsevier, 2011)

Course Materials:

Students will need the following supplies

- At least 3 (60 minute) Mini-DV tapes
- 6 DVD-R blank media
- Headphones

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.

The R/TV Equipment Room is in the Library Building room LB340. Hours of operation will be announced in class. The format to be used in COMM/MM 2362 is Mini-DV video. The cameras you will be allowed to use for this class may be checked out from the Equipment Room along with batteries and tripods.

**Projects and Tests:** Course requirements include one mid-term exam, a final exam, three editing assignments and three field/studio video projects each building in technical and creative complexity. The emphasis in these productions is your ability to visually tell a story. All projects for this course must be shot by the student. You may not use footage shot before this class began or footage shot by someone other than your partner/group members. The projects will be evaluated on both technical and creative levels.

**Attendance:** Attendance is mandatory. You are allowed 3 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. If you are absent more than three times, each additional absence will result in a loss of three points from your final course grade. The Department of Communication & Mass Media 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 suffer a reduction in grade.

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](mailto:lmangrum@angelo.edu) 24 hours in advance.

### **Basic Project Guidelines:**

**Production 1:** Will be a Public Service Announcement, to be produced with a partner. The two-person team will decide on a topic, write a 60 second spot for television, shoot and edit the PSA for an in-class presentation. **(Worth 10% of final grade)**

**Production 2:** Will be a Corporate Video, to be in groups of 3. Each person will research an organization on campus and produce a 4-5 minute corporate video emphasizing promotion, recruitment or training for the organization. Production 2 will involve extensive pre-production work, including script writing, location shooting, treatment approval, cast and crew coordination, technically competent shooting and editing. **(Worth 20% of final grade)**

Our community engagement partners for this class will be:

**ASU Staff Senate & ASU Human Resources**

**Production 3: (Final Project)** Will be a short narrative or documentary film, individually. This final project must also include some type of ambient sound and/or music. The complexity of your audio editing, along with appropriate visual storytelling will figure into the project grade. Each person will give a presentation before a class screening of the completed video production. **(Worth 20% of final grade)**

**Midterm Exam:** This exam will be based on the reading materials, lectures and films viewed in class. The midterm will cover all of the lectures and readings given up to that point, and will be multiple choice. **(Worth 15% of final grade)**

**Final Exam:** This exam will be based on the reading materials, lectures and films viewed in class. The final exam will cover all of the lectures and readings given since the midterm exam and will be multiple choice. **(Worth 15% of final grade)**

### **Required Lab Exercises:** **(Worth 20% of final grade)**

**Studio Crew Positions Rotating Assignment:** This assignment will be done in groups of 7 and 8. Each student will rotate crew positions, producing a Public Service Announcement in the television studio.

**Visual Writing Assignment:** This assignment will be done individually. Each student will write a storyboard, pitch and treatment of a television format of their choice.

**Editing Assignments:** These assignments will be done individually. Each student will shoot a series of shots then edit the scenes to be presented in class.

**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.

\*\*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.**

Participation: you will be required to participate in discussions during class, as well as complete short in-class editing assignments in preparation for your final project.

### Spring 2015 Course Schedule

The class will be divided into two sections to concentrate on studio and field production

January 20      Lecture: Overview of course objectives and equipment checkout procedure.

Lab: None

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January 22      Lecture: Cameras, multicamera, single  
-Read chapter 6

Lab: Camera Demonstration

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January 27      Studio positions, cast and crew/ responsibilities  
Hand Signals & Studio Production  
-Read chapters 2, 9 & 10

Lab: Rotate positions: camera operators, floor manager, director, audio, switcher, computer graphics, teleprompter, talent

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January 29      Lecture: Editing Demonstration

Lab: Editing Demonstration

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February 3      Lecture: Editing techniques and style  
-Read chapter 16

Lecture: Editing practice

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February 5      Lecture: Continue editing practice & export to J Drive

Lab: Filming outside: Three scenes with no dialogue  
pan tilt, med, cu, long angles

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February 10      Lecture & Lab: Editing completed 3 scenes in class  
(include titles and 3 transitions)

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February 12      Lecture: Framing/Composition  
-Read chapter 7 & 8

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February 17    Lecture: Script Writing

Lab: Visual Writing Assignment (due Feb. 24<sup>th</sup>)

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February 19    Lecture: Public Service Announcements & 7step process

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February 24    Lecture: Give pitches for PSA

Lab: PSA Meet with partner – brainstorm, research topic.

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February 26    Lecture: On-location or In-studio shooting for PSA

Lab: On-location or In-studio shooting for PSA

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March 3        Lecture: Post-Production Editing for PSA

Lab: Post-Production Editing for PSA – Export to DVD

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March 5        Lab: **EVERYONE! Present Public Service Announcements**  
(all materials must be submitted by the start of class or will not be accepted at all)

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March 10       Lecture: Test Review

Lab: No Lab

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March 12       Lecture: Midterm Exam

Lab: No Lab

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March 17<sup>th</sup> & 19<sup>th</sup> No Class - Spring Break!!

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- March 23      Lecture: Corporate Videos
- Lab: Decide approaches to highlight organization presentation/message – research in library
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- March 25      Lecture: Lighting  
-Read chapter 11
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- March 30      Lecture: Pitch Corporate Videos
- Lab: On-location or In-studio shooting for Corporate Videos
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- April 2        Lecture: Focal Length and Depth of Field
- Lab: On-location or In-studio shooting for Corporate Videos
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- April 7        Lecture: Documentary/Narrative Field Production
- Lab: On-location or In-studio shooting for Corporate Videos
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- April 9        Lecture: On-location or In-studio shooting for Corporate Videos
- Lab: On-location or In-studio shooting for Corporate Videos
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- April 14      Lecture: On-location or In-studio shooting for Corporate Videos
- Lab: On-location or In-studio shooting for Corporate Videos  
Mangrum on-location at the Broadcast Education Association Conference
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- April 16      Lecture: On-location or In-studio shooting for Corporate Videos
- Lab: On-location or In-studio shooting for Corporate Videos  
Mangrum on-location at the Broadcast Education Association Conference
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- April 21      **EVERYONE! Present Corporate Videos**  
(all materials must be submitted by the start of class or will not be accepted at all)
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- April 23      Lecture: Meeting/Chase – Parallel editing
- Lab: begin scheduling and filming for final project  
On-location or In-studio shooting for Short Film
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- April 28      Lecture: Shoot Meeting/Chase Assignment

Lab: Shoot Meeting/Chase Assignment

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April 30      Lecture: Edit Meeting/Chase scenes

Lab: Export Meeting/Chase to DVD

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May 5      Lecture: Final Exam Review

LAB: On-location or In-studio shooting for Short Film

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May 7      **EVERYONE! Present Meeting/Chase**  
(all materials must be submitted by the start of class or will not be accepted at all)

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**FINAL EXAM Tuesday, May 12<sup>th</sup> 10:30am**

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](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 statutes 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/](https://www.angelo.edu/services/student_life/)

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/>.

**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:  
ASU Staff Senate and ASU Human Resources



Student Activity Release Form

I, \_\_\_\_\_, understand and agree that university-related activities of Angelo State University involve certain known risks, including but not limited to, transportation accidents, personal injuries, and loss or destruction of my property. I understand and agree that Angelo State University cannot be expected to control all of said risks. In consideration of the benefits I will receive through my participation in the activities of Angelo State University, I hereby expressly and knowingly **RELEASE ANGELO STATE UNIVERSITY, ITS OFFICERS, AGENTS, VOLUNTEERS, AND EMPLOYEES FROM ANY AND ALL CLAIMS AND CAUSES OF ACTION I MAY HAVE FOR PROPERTY DAMAGE, PERSONAL INJURY OR DEATH SUSTAINED BY ME ARISING OUT OF ANY TRAVEL OR ACTIVITY CONDUCTED BY, OR UNDER THE AUSPICES OF ANGELO STATE UNIVERSITY, WHETHER CAUSED BY MY OWN NEGLIGENCE OR THE NEGLIGENCE OF ANGELO STATE UNIVERSITY, ITS OFFICERS, AGENTS, VOLUNTEERS, OR EMPLOYEES.**

I hereby give my consent for any medical treatment that may be required during my participation with the understanding that the cost of any such treatment will be my responsibility.

Further, I voluntarily and knowingly agree to **HOLD HARMLESS, PROTECT, AND INDEMNIFY** Angelo State University, its officers, agents, volunteers, and employees, against and from any and all claims, demands, or causes of action for property damage, personal injury or death, including defense costs and attorney's fees, arising out of my participation in the activities of Angelo State University, **REGARDLESS OF WHETHER SUCH DAMAGES, INJURY OR DEATH ARE CAUSED BY MY OWN NEGLIGENCE, OR BY THE NEGLIGENCE OF ANGELO STATE UNIVERSITY, ITS OFFICERS, AGENTS, VOLUNTEERS, OR EMPLOYEES.**

Angelo State University shall notify me promptly in writing of any claim or action brought against it in connection with my participation in these activities. Upon such notification, I, or my representative, shall promptly take over and defend any such claim or action.

**I HAVE READ AND UNDERSTOOD THIS DOCUMENT, AND MY SIGNATURE EVIDENCES MY INTENT TO BE BOUND BY ITS TERMS.**

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_  
(PARTICIPANT)

If the participant is under 18, I am signing as a parent or guardian to reflect my agreement to indemnify (that is, protect by payment or reimbursement) Angelo State University from any claim which may be brought by or on behalf of the participant, or any member of the participant's family, for injury or loss resulting from those inherent risks of the course, described above, and from the negligence of the participant or Angelo State University.

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_  
(PARENT OR GUARDIAN)