

# DMA 320

## TV Directing I (TTh 9:15-10:30 or 10:45-12:00pm)

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## OFFICE HOURS

TTH 12:00-3:00 PM  
LCH A215  
(310) 243-3945

**COURSE OBJECTIVE** : Introduction to the basic techniques of directing onscreen talent in film and TV productions such as actors, stand-ups, and interviews. Each student team films and edits a 2-3 minute **Song Video** using a *DSLR* camera, and a 2-3 minute **Instructional Video** using a *camcorder and lav mic*. From these projects, students will gain hands-on experience in the fundamental operation of camera, lighting, audio, and editing.  
*Co-requisite: Concurrent enrollment in DMA 323 required.*

**TEXT:** Vinovich, **Panasonic 150 Camcorder Manual**  
Vinovich, **Nikon 5200 DSLR Camera Manual**

**MATERIALS:** (4) SDHC Cards “Class 10” 8GB (*Source Footage for Project Filming and Mastering*) \$12ea  
(1) Flash Drive (*Storage of mp4 files for transferring to SDHC Cards*) \$10ea  
(1) Stereo Headphones with 1/8” Mini Plug (*For monitoring audio on location*) \$10

## **COURSE CONTENT**

1. **The TV Production Team** -above-the-line and below-the-line production personnel and crew functions.
2. **Directing Onscreen Talent** – techniques for directing actors, stand-ups, and onscreen interviews.
3. **Shot Composition** –proper framing and art direction for XLS, LS, MS, OS, BS, CU, and XCU.
4. **Camera Operation** - focus, zoom, exposure, white balance, and basic camera movement such as pan and tilt.
5. **CG Titles/Graphics** - design, production, and application of basic CG titles for television framing.
6. **Continuity Editing** – strategy for “match frame” editing to maintain continuity and avoid jump cuts.
7. **Pre-Production** - pre-visualization, pre-interviewing, shot blocking, and rehearsal for filming.

**SONG VIDEO** - each student team will produce, direct, film, and edit a **2-3 minute Song Video Project** which requires live-action shots scripted to illustrate the lyrics of a 2-3 minute song in English. All footage must be shot using our **Nikon 5200 DSLR** camera systems in **24p** mode for editing on the student’s laptop using *Premiere*. Each student team is responsible for filming its own live-action video shots, securing the song track, and keying three CG titles. (*Final submission on SD Card in mp4 format for proper playback on classroom TV*).

**INSTRUCTIONAL VIDEO** - each student team will film and edit a **2-3 minute How-To Sequence** which requires a variety of shots to be edited with continuity to a live-action talent’s explanation and demonstration of how to do or operate something. All footage must be shot using our **Panasonic 150** cameras in **60i** mode for editing on the student’s laptop using *Premiere*. Each student team is responsible for filming its live-action video shots, securing the talent and location, and keying three CG titles. (*Final submission on SD Card in mp4 format for proper playback on classroom TV*).

## **CLASS CODE OF CONDUCT**

**NO FOOD or DRINKS!** Consumption of food and beverages in our classroom and production labs is **NOT** allowed at any time. Food and beverages must be stored outside of class and labs.

**NO CELL PHONES!** Before entering the classroom each day, make sure that your cell phone is turned OFF so that any incoming calls will not disturb the class or cause you to be pulled away from class.

**E-MAIL ACCOUNT REQUIRED!** To receive course information, assignments, and announcements, you must have an e-mail account which you can access daily. (*Campus accounts can be arranged for free*).

## **ACADEMIC INTEGRITY**

Consult the University Catalog section titled “Academic Integrity” for campus policy on cheating and plagiarism. Since these acts will result in an automatic “F” for the course and possible suspension, probation, or expulsion from the University, it is to the student’s benefit to understand what actions constitute plagiarism and cheating.

## **DISABILITIES**

Students with disabilities are encouraged to consult the University Catalog for information on *disAbled Student Services* (310-243-3660). Students requiring assistance with exams or other course work can utilize these services.

## **MODE OF OPERATION :**

1. Each student team will have the opportunity to pitch to the instructor an idea for producing a *Song Video* and an “*Instructional Video*” project. The instructor will decide if the “**project concept**” is approved for filming.
2. Since the majority of pre-production, production, and post production activities on the projects will take place outside of normal class hours, it is to the advantage of each student to be available for a wide range of hours which often include Fridays, Saturdays, Sundays, and evenings.

**STUDENT OUTCOMES** - by the end of the course, each student should be able to demonstrate a working knowledge of: 1) basic video camera setup and operation; 2) proper exposure and white balancing; 3) shot composition for proper framing of LS, MS, BS, CU, and XCU; 4) continuity editing for single-camera filming, and 5) directing onscreen talent for desired effect in a film project.

**GRADING CRITERIA:** the grade for the course will be based on the following “equally-weighted” criteria:

1. **QUIZ AVERAGE** - brief quizzes on material covered in the previous class session will be administered at the beginning of each class meeting. Since there are no make-up quizzes, tardiness and absences will significantly lower your Quiz Average grade for the course. Expect 12-15 quizzes throughout the semester.
2. **SONG VIDEO PROJECT** - the project will be graded according to the “Song Video Grading Criteria” (*See Song Video Grading Criteria*); however, each student on the project receives a separate grade based on his or her performance and contribution to the quality of the project. The project and each student’s *Project Summary Report* must be submitted at the screening deadline (DUE DATE: Thursday of Final Exam Week). (*See Song Video Project Summary Report format*).
3. **INSTRUCTIONAL VIDEO** - your project will be graded according to the “Instructional Video Grading Criteria” (*See Instructional Video Grading Criteria*); however, each student on the project receives a separate grade based on his or her performance and contribution to the quality of the project. The project and each student’s *Project Summary Report* must be submitted at the screening deadline (DUE DATE: Tuesday of Final Exam Week). (*See Instructional Video Project Summary Report format*).
4. **PROFESSIONAL IMAGE** - since class sessions emphasize “hands-on” demonstrations that will not be repeated during the semester, near-perfect attendance is required. For these reasons, tardiness and absences from class will significantly lower your Professional Image grade.

*Professional Image is the characteristic attitude and demeanor you project to your professor, staff, and classmates during class and productions. It is the REPUTATION you earn based on your: punctuality; attitude; dependability; willingness to work and focus on the project at hand; ability to cooperate with classmates as a “team player”; interpersonal skills which allow you to be in control of your emotions during stressful situations; and your resilience to bounce back after failures. It is the image people have about working with you in the future. Professional Image will be based on your professor’s observations of your work in class.*

**FINAL GRADE** for the course will be based on the following formula:

25% **QUIZ AVERAGE**

25% **SONG VIDEO PROJECT & Report**

25% **INSTRUCTIONAL VIDEO PROJECT & Report**

25% **PROFESSIONAL IMAGE**

A (4.0) = 99-92%

A- (3.7) = 91-90%

B+(3.3) = 89-88%

B (3.0) = 87-82%

B- (2.7) = 81-80%

C+(2.3) = 79-78%

C (2.0) = 77-72%

C- (1.7) = 71-70%

D+(1.3) = 69-68%

D (1.0) = 67-60%

F (0.0) = 59 - 0%