DMA 325 EFP Videography (TTh 9:30am-12:00pm)

Dr. George Vinovich, Professor & Chair, Digital Media Arts
Office Hours: TTh 12-3pm in LCH A215 (310) 243-3945 gvinovich@hotmail.com

Mario Congreve, Lecturer, Digital Media Arts
Office Hours: TTh 12-1pm in LIB B108 (310) 243-2053 Cell (310) 704-7635 mcongreve@csudh.edu

COURSE OBJECTIVE : Technical and theoretical aspects of shooting professional video on location using electronic field production techniques and equipment. Technical emphasis on proper staging, lighting, framing, shot composition, miking, and camera movement. Producer/director emphasis on oral "project pitch" presentation, pre-interviewing, script writing, location scouting, production filming, and post production editing. **Each student co-producer team is required to pitch, write, film and edit a 5-10 minute Documentary Production** according to the *Documentary Project* requirements.

MATERIALS: (2) SDHC cards for camera original source footage *Sony SDXC 64GB* and final edited sequence
(1) Stereo Headphones with 1/8" Mini Plug and 20ft Extension *(For monitoring boom audio)*
(1) Solid State Drive (no rotational drives) **500mbps USB 3** *(For backup and finishing room)*
(*) Food and beverages for talent and crew on location shoots, rehearsals, and casting sessions.

COURSE CONTENT

1. Camera Systems - setup and operation of cinema camcorder system; use of various prime lenses for master shot, OS, and CU; use of neutral density filters for achieving shallow depth of field; use of scene files and other related camera menu variables to achieve various effects.

2. System Peripherals - setup and operation of system peripherals such as fluid head tripod, gimbal, dolly, crane, slider, battery packs, and chargers.

3. Single Camera EFP Location Shooting - staging, shot composition, and art direction in the field; obtaining adequate camera coverage (master shot, OS, CU, and cutaway); interview staging and directing.

4. Location Sound Recording - placement and operation of lav and boom microphone systems on location; installation of shock mount, soft zeppelin, and fishpole.

5. Lighting – 2pt, 3pt, and 4pt location lighting techniques; Dracast, Fiilex, and Ikan LED lighting kits; use of ellipsoidal spot lights; soft boxes; Chinese lanterns; outdoor lighting techniques; reflectors; Road Rags, C-stands; Avenger boom stand; diffusion techniques; ReflecMedia green screen; cookies/gobos.

DOCUMENTARY PROJECT - each co-producer team must pitch, write, stage, light, film, and edit a 5-10 minute Documentary Production with a VO Narration track, minimum of three talking head interviews, and B-Roll shots according to the Documentary Project requirements. *(See Documentary Project requirements).* The final soundtrack must contain: 1) VO Narration; 2) Talking Head Interview; 3) B-Roll camera audio ambience; and 4) music tracks. Each student must submit a **Documentary Project Report** according to the *Documentary Project Report format*.

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. No cell phone or laptop browsing during class lectures, presentation, and screenings.
E-MAIL ACCOUNT REQUIRED In order 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).*

COMPUTER/INFORMATION LITERACY EXPECTATIONS FOR STUDENTS IN CLASS:
1. Use the university email system (Toromail) or an off-campus email system to receive course materials.
2. Use Blackboard.
3. Use a word processing program for writing assignments (e.g., Microsoft Word).
4. Be able to access assigned websites through the internet.
5. For additional information about computing on campus, including tutorials, students should go to:
   - http://www.csudh.edu/infotech/labs
   - http://www.csudh.edu/infotech/student_index.shtml

MODE OF OPERATION :

1. Each student or student co-producer team will have the opportunity to make an oral presentation pitch to the class for a Documentary project. The instructors, in consultation with the class, will decide if the **"project concept"** is approved for production in the class.

2. Next, all projects must receive **"final script approval"** from the instructors before actual production begins.

3. Each student team is **responsible for all expenses** *(SD cards, transportation, craft services, and rentals)* encumbered during the project.

4. Each student must submit a **Documentary Project Report** summarizing his or her hours, functions, and overall participation on the project. Completion of a thorough, detailed, and astute report typed in the proper format *(See Documentary Project Report format)* is crucial to the final grade assigned to the student. **Students in this course are prohibited from copying or sharing any content from their Documentary Project Reports with classmates. Copying or sharing report content will result in disciplinary action.**

5. Students must secure a signed **"talent release"** from all interviewees, extras, and narrators who appear in the production. *(See Talent Release Form).* All signatures must be collected on the official University Talent Release form which can be downloaded at the *dmatv.net* website. **All talent release forms must be submitted to the instructor at the end of the semester in order for the student team to receive a letter grade for the course**.

6. All production activities on the project will take place on an "independent producer" basis. As such, it is the responsibility of the student producers to arrange appointments with the instructor for periodic review of camera-original footage and rough cut edits. Students need to be available for a wide range of production hours which often include Fridays, weekends, and evenings.

ACADEMIC INTEGRITY: Cheating or plagiarism in connection with an academic program or class at a campus is subject to discipline as provided in Sections 41301 through 41304 of Title 5, California Code of Regulations. Please consult the University Catalog section titled "Academic Integrity" for campus policy on cheating and plagiarism. **Students in this course are prohibited from copying or sharing any content from their Project Reports with classmates. Copying or sharing report content will result in disciplinary action.**

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.

STUDENT OUTCOMES - by the end of the course, each student will be able to demonstrate a working knowledge of how to: 1) make an oral presentation pitch for a Documentary project; 2) prep for a documentary project through pre-interviewing, script writing, and shot blocking/production breakdown; 3) apply single-camera filming techniques on location; 4) apply location lighting techniques; 5) apply location interview staging and filming techniques; and 6) apply post production techniques for editing and mixing a documentary project.

GRADING CRITERIA : the grade for the course will be based on the following "weighted" criteria:

1. **DOCUMENTARY PROJECT** - each co-producer team must stage, light, film, and edit a 5-10 minute Documentary with VO, talking head interviews, and B-Roll shots according to the Documentary Project requirements. *(See Documentary Project requirements).* Sharing of shots among classmates is strictly prohibited. All projects will be screened and evaluated in class. All PSA projects will be graded according to the **Documentary Grading Criteria** *(See Documentary Grading Criteria). Projects submitted LATE will be marked down one full grade.*

2. **DOCUMENTARY REPORT** – each student in the co-producer team must submit a separately written Documentary Report *(see Documentary Report format)* summarizing his or her participation in, contribution to, and evaluation of the final project. Because different individuals within the team may perform different types, quantity, and quality of work, it is possible for co-producers to receive different grades for their work on the same project. *Reports submitted LATE will be marked down one full grade.*

3. **PROFESSIONAL IMAGE** - since class sessions emphasize "hands-on" demonstrations that will not he repeated during the semester, near-perfect attendance is required. For these reasons, tardiness and absences from class will significantly lower your Professional Image grade. Each student's Professional Image grade will be based on the instructors' assessment of a student's attendance, punctuality, ability to answer questions during class, ability to focus during class without cell phone or laptop browsing, willingness to share footage in class, ability to take direction from critique sessions, and personal performance and contribution on the documentary production.

   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 during class, labs, and your production projects.

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

50% DOCUMENTARY PRODUCTION
25% DOCUMENTARY 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%