

Comm 427 Digital Video Production 2 Spring 2006

Instructor Information:

Name: Dan Dullea

E-mail: ded@clarkson.edu

Phone Number: (315) 268-6428

Office: Bertrand Snell Hall Room 135

Office Hours: Tuesdays and Thursdays 11AM to noon, Weds. 2 to 4PM

Prerequisites: Successful completion of Digital Video Production 1 or permission of instructor. All students are expected to already have fundamental understanding of:

- * The production process (this will be reviewed in one presentation)
- * Principles of camera operation
- * Audio and sound mic'ing techniques, including the handling of common audio problems encountered in production.
- * Lighting techniques, including existing light, bounced light and three-point lighting
- * Editing techniques: assembly and insert, on-line and off-line, linear and random access, and the use of time-code
- * Premiere, Pinnacle, Avid, iMovie, or Final Cut Pro digital editing software
- * How to solve video reproduction problems, including time-base and chroma errors, generational loss.
- * Postproduction, including associated audio and video equipment.
- * How to critique the strengths and weakness of video productions.

Course Description: Digital Video Production 2 builds on the concepts and skills learned by students in Digital Video Production 1. This is a hands-on project based course. Students will be expected to further develop skills and techniques of "film style" single camera productions, instructional & public relations program development, and live multi-camera studio production for cable and streaming media on the web. Student will be expected to demonstrate conceptual understanding of media aesthetics and the production process in all projects and discussions. Additionally there will be presentations by, and interaction with guests.

Objectives: Through the completion of a series of group and individual video projects, assigned readings, presentations and discussion you are expected to acquire a thorough understanding of the elements of professional digital video production. This course will provide an opportunity for you to create a variety of products, allowing you to express personal creativity while developing the ability to conceptualize story ideas and effectively translating these ideas into video productions while working in a team centered environment.

Required Materials: There is no required text. As a core reference, students are expected to utilize the texts they purchased for TC327 or Com 427. Other resource materials will be available on the web, in the CEC or via handout. You will need to supply your own videotapes and discs.

Attendance: All must understand that attendance and participation are critical to a performance class such as this. Chronic absence is antithetical to and unacceptable for this class. A maximum of two unexcused absences will be tolerated... Provided absence does not negatively impact and or occur on the day of a production. The professor will honor prior notification of absence in writing for a valid reason so long as all work and obligations are complete. All unexcused absences after the initial 2, can result in the loss of 5 points off the final grade for each two additional occurrences.

Assignments and evaluation tools:

2 Video Magazine Stories (nonfiction, 2 person teams, 2 @ 10% each)

1 Individual Short Fiction or video art piece (20%)

3 Live Cable/Net Productions (3 @ 5% each)

1 Public Relations/PSA's project (20%)

1 full class fiction program (10%)

Faculty/Peer participation evaluations (10%)

Individual Final essay/reflection: (minimum 300 words topics TBD, 5%)

There will also be intermittent short homework assignments (video exercises, Movies, readings)

Documentation for each product: group: treatment

1st draft script

Shooting script

Shot breakdown

Releases

Evaluations: Self & group and

Critiques of each product

Grade Scale:

100 to 92% = A

91 to 87% = B+

86 to 82% = B

81 to 77% = C+

76 to 72% = C

71 to 67% = D+

66 to 62% = D

61% and below = F

Plagiarism: Plagiarism is representing another's words as one's own. If you are in doubt about how to avoid plagiarism, ask me. All cases of suspected plagiarism will be submitted to the Academic Integrity Committee as prescribed by Clarkson Regulations. Persons aiding and abetting plagiarists also will be subject to penalty. For anyone found guilty of plagiarism by the Academic Integrity Committee, I will recommend a course grade of F.

NOTE: Because of the nature of this course, changes in the syllabus are possible but I promise to do my best to disrupt your lives as little as possible when that occurs.