

TCOM 487
SEMINAR IN DIGITAL VIDEO PRODUCTION
Spring 2011 Course Information

Professor: John C. Dailey, Ph.D.
LB 216 - jdailey@bsu.edu
Web Site: <http://jdailey.iweb.bsu.edu/>
Office Hours: MW 3:00-5:00 and by appointment, 216 Letterman Building
Office Phone: 765.273.4757
Classroom / Class Time: LB 261, MW, 1:00 pm - 2:15 pm

Course Objectives: *Each seminar class will offer a variety of opportunities for students to hone their skills while working on a specific topic, or topics, throughout the semester. Emphasis on creating media for external distribution. The seminar may emphasize one particular technology, such as audio, video, or emerging media, or a combination, depending on the project.*

Equipment Use: Students who willfully or through negligence misuse and/or damage BSU equipment or facilities will fail the class and will be required to reimburse costs for equipment/facility repair or replacement to the Department of Telecommunications. Students who fail to adhere to media lab rules may have lab privileges suspended and may suffer project and/or course grade penalties depending on the severity of the infraction. All students are required to sign a liability agreement as a condition of course enrollment.

Academic Dishonesty:

Academic dishonesty includes but is not necessarily limited to the following:

- A. Cheating or knowingly assisting another student in committing an act of cheating or other academic dishonesty.
- B. Plagiarism which includes but is not necessarily limited to, submitting examinations, or other material as one's own work when such work has been substantially copied from another or prepared as the product of a group experience.

Any student who commits an act of academic dishonesty will be dismissed from the course with a failing grade.

Class Attendance:

Absences are highly discouraged in this class. If you are absent because of a very serious illness or major family emergency on the day when an assignment is due, you must notify the instructor as soon as possible.

Disability Accommodation:

If you need course adaptations or accommodations because of a disability, if you have emergency medical information to share, or if you need special arrangements in case the building must be evacuated, please make an appointment with your Instructor as soon as possible. Students seeking accommodations must contact the office of Disabled Student Development – 765-285-5293. Please note that no accommodations will be made until a student has provided a letter of verification from the office of Disabled Student Development. In addition, accommodations will not be provided in a retroactive manner. So if needed, please contact their office ASAP and provide the appropriate paperwork to your instructor.

The ultimate goal for this course is to have each student understand the complexities and possibilities of media interaction design.

Evaluation Criteria:

Personal Projects:	Points	Title	Due
1. Visual Design (Composing)	50	"A Perfect Day..."	1/31
2. Chronological Design (Timing)	50	"The Chase"	2/9
Group Projects:			
3. Dining Service Videos (3 x 50 each)	150		3/2, 3/30, 4/26
TOTAL:	<u>+</u> 200	points	

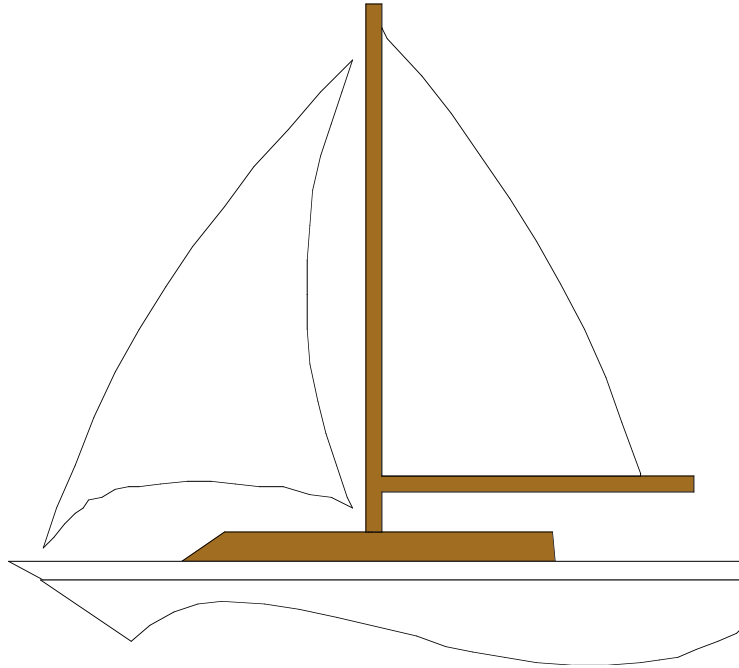
All projects will be graded on the extent to which an intended message is effectively and creatively communicated. In addition, the grade for each project will be based on the quality of pre-production planning, raw material, the final edit, and individual participation. Projects will be produced as individuals or in teams. Each member of the team will evaluate the performance of the other members. The entire class will informally critique all projects.

COURSE SCHEDULE (may be revised to meet the needs of the class...)

Date	Project	Activity / Discussion / Presentations
Week 1		
January 10		Introduction to course / people / projects
January 12		<i>Meet Our Client:</i> Suzanne Clem
Week 2		
January 17	NO CLASS	MKL Day
January 19	2D Layout / Screen Forces	Presentation by Dr. Dailey
Week 3		
January 24	Depth & Volume / Lenses	Presentation by Dr. Dailey
January 26	Continuity / Complexity Editing	Presentation by Dr. Dailey
Week 4		
January 31	"A Perfect Day..." Due	Peer Critiques to Twitter
February 02	Work Day	Shooting/Editing
Week 5		
February 07	Work Day	Shooting/Editing
February 09	"The Chase" Due	Peer Critiques to Twitter
Week 6		
February 14	Project Planning	Everyone Meets
February 16	Project Planning	Everyone Meets
Week 7		
February 21	Work Day	Shooting/Editing
February 23	Work Day	Shooting/Editing
Week 8		
February 28	Work Day	Shooting/Editing
March 02	1st Promos DUE	Everyone Meets
Week 9		
March 6 - 12	Spring Break	
Week 10		
March 14	Project Planning	Everyone Meets – Venues Assigned
March 16	Project Planning	Everyone Meets
Week 11		
March 21	Work Day	Shooting/Editing
March 23	Work Day	Shooting/Editing
Week 12		
March 28	Work Day	Shooting/Editing
March 30	2nd Promos DUE	Everyone Meets – Suzanne Clem Visits
Week 13		
April 04	Work Day	Shooting
April 06	Work Day	Shooting
Week 14		
April 11	Work Day	Shooting / Dr. Dailey is out-of-town
April 13	Work Day	Shooting / Dr. Dailey is out-of-town
Week 15		
April 18	Work Day	Shooting/Editing
April 20	Work Day	Shooting/Editing
Week 16		
April 25	3rd Promos DUE	Edited Projects to Sulley @ 6 PM
April 26	Class ONLY Showcase	Everyone Meets
Finals Week	NOON - Friday, May 6th	Everyone Meets - FINAL Showcase...

A Perfect Day...

50 points – DUE: Monday, January 31st @ 1:00 PM



For your first project you are to shoot and edit a **1 to 2 minute** sequence that details your idea of "A Perfect Day". The emphasis here is on storyline, flow, and continuity.

The following criteria are required:

- 1. You must use continuity editing.** This means playing close attention to such factors as vectors, position, and action from shot to shot. Remember to use lighting as a "outer orientation" cue to time of day.
- 2. You need to have exactly 15 shots.** This point is very important. Plan each shot in advance so that you will not need to add or subtract shots at the last moment simply to make your quota.
- 3. Use a voice-over narration, with "nat" (or natural) sound as appropriate. Add music as needed to set the mood.**

The Chase

50 points - DUE: Wednesday, February 9th @ 1:00 PM



Shoot and edit a chase scene. The scene should include a title, credits, music, sound effects and some dialogue. The scene should have a length of about **2 minutes (w/o titles and credits)**. The scene should have a beginning, middle and an end. It should also incorporate the shooting techniques that were examined in lecture. These techniques include **zoom in/out, time jumps, eye-line matches, match on action, 180 Degree Rule, wide angle, normal and telephoto focal lengths, camera angles and height, camera movement (tilt, pan, and dolly), dynamic reaction shots and cutaways, compositional vectors (ex: graphic matches, directional indicators) as well as careful attention to lighting.**

Your procedure for planning and execution of this project will consist of:

1. **Pre-production:** the development of a shooting strategy including concept development/script, storyboarding/shot list, scheduling, specified locations. **These items must be put into a professional looking production book* to be submitted with your finished project.**
2. **Production:** Principal photography. (Refer to the shooting techniques outlined above.)
3. **Post-production:** Your edit master taking into account Continuity Editing, pacing, and graphics between shots. **The completed scene must contain these items in this order: 10 seconds of color bars, 5 seconds of black, titles, your edited sequence and credits.**
4. Please **put together a shot list and storyboard before going out to shoot.** Construct a Production Book consisting of: 1) your shot list, 2) your storyboard, and 3) a list of locations and dates (your shooting schedule).