

Communication 335

Ralph Merkel
206F Strickler
502-852-6976

ralph.merkel@louisville.edu

Office Hours TR 8:30-9:30 AM or by appointment

Video Communication

(Communication 335, Autumn 2017)

Creating professional video takes many discrete steps. **Video Communication** will give you hands-on experience with remote and studio-based television production. You will also examine media literacy to better inform the decisions crucial to creating successful videos. As a final project, groups conceptualize, write, shoot and edit a video on a topic of their choice.

Prerequisite

Communication 201, Communication 305

Relationship to curriculum

This course serves as an elective for Communication majors.

This course fulfills a General Education requirement in Communication. You will learn then practice effective video communication skills. Key elements of effective video communication include:

Student Learning Outcomes

Upon completion of Video Communication you will understand:

- The Process Message and how it affects video production decisions
- Studio and field cameras and their operation
- How camera lenses should be properly used to frame shots
- Three-point lighting
- Proper use of lighting instruments
- How to record perfect audio using the proper microphone
- How microphones pick up sound
- Framing shots for maximum impact

- Writing scripts
- Interpreting scripts for studio and field
- Non-linear editing concepts
- Sequencing action shots in one-camera productions
- Operating *Final Cut*—an advanced video editing program
- How to plan major studio productions
- How to plan large remote productions
- How to create graphics with impact

Students with disabilities who need accommodation (seating placement, arrangements for examinations, etc.) should inform the instructor at the beginning of the course. You may also contact the Disability Resource Center on campus for additional accommodation. You can reach them at 852-6938.

Required Reading

Video Production: Disciplines and Techniques, 11th edition
By James C. Foust, Edward J. Fink, and Lynne S. Gross

Evaluation

There will be 3 traditional tests worth 10 points apiece. The rest of your grade will be based on your ability to use professional video equipment.

There is a shooting exercise worth 15 points. You will shoot an interview worth 10 points and an action sequence worth 10 points. Your final project is worth 35 points.

You will be graded on your participation in the group work on a sliding scale based on my observations. Your fellow group members will also evaluate you. Those who “coast” through group work will be marked at least 2 grades lower than the others. Ask students from past classes—if you don’t help your group you will suffer.

Tests may be made up only with documented excuses (e.g. doctor’s excuse for sickness, obituary for funeral). You should treat this class like a full-time job: be on time and prepared to work. I will keep track of your attendance and it affects your final grade. Read all assigned chapters BEFORE class!

Calendar

August CONTENT

- 22 & 24 Intro to Video Production
Pre- and post-production. Production path,
Production elements (camera, lighting, audio)
Convergence, History, What is video literacy?
Chapter 1
(Assign groups and final project)
- 29 & 31 Cast and Crew
What is producing? Directing? Jobs available in the
industry, visualization cues
Chapter 2

September

- 5 & 7 Producing
Types of producers, Generating ideas,
Treatments, script formats, storyboards,
Budgets, timelines, scheduling, legal issues
Chapter 3
(Test One Sept. 7)
- 12 & 14 Directing
Manager role, Artist role, Psychologist role.
Rehearsing and creating productions, Scheduling
equipment and personnel. Multi-camera studio
productions, Rehearsing, Crew Commands, transitions
Chapter 4
- 19 & 21 Cameras
Optical characteristics, operational controls, wide
angle. EFP/Camcorder operation, studio
configuration, framing. Standard and DTV aspect
ratios.
How composition affects the message.
Camera movement, tripods.
Chapter 5

26 & 28	Lighting, Studio and Field Studio/Field lighting instruments, color temperature Intensity, lamp types, color media, lighting techniques, contrast, operating studio/field lights. Chapters 6
October	
3 & 5	Audio – What Did I Hear? How microphones work, types of microphones, analog and digital audio equipment, mixers and mixing, controlling quality. Chapter 7
12	Graphics and Design Aspect ratio, scanning, info density, color, style How messages can be stilted, contorted. Chapter 8 <i>(Shoot interview October 12)</i>
17 & 19	Editing – assembling the final cut On- and offline editing systems, capture and compression, decision making and lists, transitions. Ethics. Editing Functions and Principles Continuity, complexity, transitions, vectors Chapter 11 <i>(Test #2 October 19)</i>
24 & 26	Recording and Playback Chapter 10 <i>(Shoot sequence October 26)</i>

November

- 31 & 2 Field Production and Big Remotes
ENG and EFP Productions
Chapter 12
(Test Three November 2)
- 7 & 9 Video Switchers
Studio, Production, Live and post-production
How the timeline replaces switcher in digital remote editing
Full studio crew, roles and responsibilities
Chapter 9
- 14 & 16 The Production Process—
Storyboard, shooting schedule, shot sheet, log,
Script, offline editing. Reviewing Video Literacy
- 21 Editing in Class
Lab: Strickler LL14
- 28 Editing in Class
- 29 Projects Due: 5 p.m.
- 30 View Final Projects in Planetarium

Title IX/Clery Act Notification

Sexual misconduct (including sexual harassment, sexual assault, and any other nonconsensual behavior of a sexual nature) and sex discrimination violate University policies. Students experiencing such behavior may obtain **confidential** support from the PEACC Program (852-2663), Counseling Center (852-6585), and Campus Health Services (852-6479). To report sexual misconduct or sex discrimination, contact the Dean of Students (852-5787) or University of Louisville Police (852-6111).

Disclosure to **University faculty or instructors** of sexual misconduct, domestic violence, dating violence, or sex discrimination occurring on campus, in a University-sponsored program, or involving a campus visitor or University student or employee (whether current or former) is **not confidential** under Title IX. Faculty and instructors must forward such reports, including names and circumstances, to the University's Title IX officer.

For more information, see the Sexual Misconduct Resource Guide (<http://louisville.edu/hr/employeerelations/sexual-misconduct-brochure>).