

Communication 150/150L
Introduction to Broadcasting
12:30 - 1:50 TR
Fall 1998

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Htg

General

Welcome to Introduction to Broadcasting. Over the next 15 weeks we will explore the fundamental skills of video production and performance. My goal is to make you familiar enough with the rules and techniques involved that, should you pursue further classes or job related to the broadcast field, nothing seems totally new.

Some very obvious things must always be said. You will be given freedom of choice in the content of some assignments. Please exercise discretion. Comm 150 is not a forum to flaunt the extremities of your personal taste. Be creative, choose subjects and styles that appeal to you, but be mindful of your environment. Chaminade is a Catholic university.

Similarly, you know the university position on class attendance and dishonorable conduct. I hope that these issues never arise.

A portion of this class will be the critique of your work by your classmates. Please bear two things in mind! When you are critiquing, choose your words with care. You are evaluating a product, not the individual who produced it. When you are being critiqued, think before taking offense. Any slight offered your package by a classmate reflects their opinion of your work, not an evaluation of your character. You'll need a thick skin to survive in this field. Most clients and bosses are less than charitable when pointing out what they consider flaws in your work.

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| Quizzes | Expect them weekly. Quizzes will cover both the current day's assigned reading and previous lectures/discussions. 10 points each. |
| Exams | You know what these are. Expect 4, each worth 50 points. |
| Practicals | You are asked to physically perform a task (for example: setting up a camera) and graded on your proficiency. 50 points each. |
| Attendance | Attendance is considered mandatory. All unexcused absences will incur a 5 point penalty on your total grade for the semester. |
| Materials | In addition to your textbook and note taking supplies, you will need some white poster board, colored pencils, and at least two full length VHS video cassettes. One of these you will use to shoot on throughout the semester. The other will be your edit master tape, which will be clearly labeled with your name. You will turn in the edit master tape, cued to the appropriate assignment, each time a project is due. They will be returned to you the class period following each critique |
| Field Trips | Throughout the semester I will endeavor to organize trips to local broadcasters and production houses. These will almost certainly fall outside of class time. Although your participation is not required, I highly encourage you to attend as many of these as possible. Bonus points for attendance will be offered. |
| Time | Introduction to Broadcasting will require large amounts of your non-class time in the completion of your assignments. Unfortunately, we have limited equipment resources to work with, which you will be sharing with all of your classmates. I encourage you to preplan as much as possible, schedule your equipment time in advance, and work as efficiently as possible. |

Packages You will work on packages both individually and as a group member. Individual packages will be graded on 4 areas (10 points per area):

production values	An assessment of the technical merit of your completed package. Points will be lost for technical imperfections, such as flash frames and mismatched audio levels.
content	A subjective evaluation of how well you portrayed the subject matter (for example: a recruitment ad for Chaminade that failed to mention application deadlines would lose points).
scripting	How detailed and accurate your scripts are. You will submit a script and storyboard with every package. Scripts must be typed.
difficulty	A subjective assessment of how difficult your package is. This is an equalizing factor for ambitious students. I feel that a student who tries to produce <u>Titanic</u> and lets a few flash frames go by shouldn't score lower than a student who simply shoots a talking head for 30 seconds.

Group packages will also include a peer assessment. You will turn in a completed evaluation form for your fellow group members.

Presentations You will also be doing group presentations during the semester. Your group will be assigned an aspect of production that we have discussed (for example: camera movement). A class screening will supply the material you are to critique. 50 points each.

Grading Grades will follow a 10 % spread. All assignments will carry a point value. Grades will be the percentage of possible points you received. Late completion of any assignment will incur a 5 point penalty per calendar day (extenuating circumstances excluded.) Failure to complete any assignment will result in failing the class. All video assignments may be reworked after grading for up to 10 additional points.

Grading for 150			Grading for 150L		
Exams	4@50	200	Practicals	4@50	200
Quizzes	15@10	150	Group packages	2@40	80
Presentations	2@50	100	Individual packages	2@40	80
			Class package	1 @40	40
Total points	450		Total points	400	
A	405+		A	360+	
B	360		B	320	
C	315		C	280	
D	270		D	240	

Tentative Schedule

150

SEPTEMBER

- 1 Introductions and such
- 3 *Equipment Basics*
CH 1&2
- 8 CH 3&4
- 10 *Shooting*
CH 5,6,7
- 15 A day shooting the campus (weather permitting)
- 17 Brief critique of footage, assorted screenings
Review for test #1
- 22 Test # 1
- 24 *Editing*
CH 15
- 29 Critique of individual package #1

OCTOBER

- 1 CH 8&9
Preproduction
CH 10
- 8 CH 11&12
- 13 In-class pre-pro for group package #1
- 15 In-class pre-pro for group package #1
Midterm review
- 20 Test #2 (Comprehensive midterm)
- 22 Critique of group package #1
- 27 In-class screenings
- 29 Group presentation #1

NOVEMBER

- 3 In-class pre-pro for group package #2
- 5 In-class pre-pro for group package #2
- 10 Critique of group package #2
- 12 Test #3 (scriptwriting)
- 17 In-class screenings
- 19 Group presentation #2
- 24 Critique of individual package #2
- 26 Thanksgiving break

DECEMBER

- 1 In-class pre-pro for class package #1
- 3 In-class pre-pro for class package #1
- 8 Shooting
- 10 Review for final
- 15 Comprehensive Final - 10:30 - 12:30

150L

SEPTEMBER

- 3 *Lab basics*
CH 16
- 10 Camera practical
- 17 *Introduction to editing*
CH14
- 24 You edit a little something

OCTOBER

- 1 Lets make it more complex... learning the **switcher**
- 8 Learning the CG
- 15 Using 2-track audio
- 22 Timing, backtiming, donuts
- 29 Now, some shortcuts (you knew there had to be some)

NOVEMBER

- 5 Location practical
- 12 TBA
- 19 TBA
- 26 Thanksgiving break

- 3 Editing practical
- 10 Editing practical