

Communication 150/150L
Introduction to Broadcasting
3:30 - 4:50 TR

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General

Welcome to Introduction to Broadcasting. Over the next semester 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. Communication 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.

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.

Most of your assignments will require that written materials be turned in. With the exception of storyboards, quizzes, and tests, I expect that everything be typed. The computer lab is available to those without access to PCs or typewriters at home. 5 points will be deducted from all handwritten submissions.

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 3, each worth 50 points.								
Practicals	You are asked to physically perform a task (for example: edit a package conforming to a provided script) and are graded on your proficiency. 50 points each.								
Dailies	Each lab session not devoted to screenings will end with a small in-class project worth 10 points.								
Exercises	In addition to your dailies, you will be given a series of editing exercises to complete on your own time. These are designed to enforce the skills you will need on your upcoming projects. Each is worth 10 points. These will be performed sequentially on your edit exercise tape, and submitted when you complete your editing practical at the semester's end.								
Projects	Projects are worth 35 points each, and will be graded on 4 areas (10 points per area): <table> <tr> <td>production values</td><td>An assessment of the technical merit of your completed package. Points will be deducted for technical imperfections, such as flash frames and mismatched audio levels.</td></tr> <tr> <td>content</td><td>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).</td></tr> <tr> <td>scripting</td><td>How detailed and accurate your scripts are. You will submit a script or storyboard with every package. Scripts must be typed.</td></tr> <tr> <td>difficulty</td><td>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 someone shooting a talking head for 30 seconds.</td></tr> </table>	production values	An assessment of the technical merit of your completed package. Points will be deducted 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 or 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 someone shooting a talking head for 30 seconds.
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- Attendance** Attendance is considered mandatory. If you have a good reason for missing class, tell me in advance.
- Papers** Twice during the semester, we will be screening **films** during lab time. You will be given a general topic (such as editing) and a specific aspect (such as pacing) to analyze. You will then write a 3-4 page paper on your topic and present it before the class.. 50 points each.
- Materials** In addition to your textbook and note **taking** supplies, you will need at least three full length VHS video cassettes (I recommend TDK). You will have a shooting tape, exercise tape, and master tape, each clearly labeled. You will turn in the 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.
- 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.
- 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 | 3@50 | 150 | Practicals | 1 @50 | 50 |
| Quizzes | 15@10 | 150 | Dailies | 8@10 | 80 |
| Presentations | 2@50 | 100 | Exercises | 5@10 | 50 |
| Projects | 5@35 | 175 | | | |
| Total points 575 | | | Total points | 180 | |
- Lagniappe** There are two options for obtaining extra credit. You may, at your option, complete one extra interpretative paper or one additional project for up to 10 points.
- Waivers:** There will be 6 assigned projects, of which you are required to complete 5. You may choose to waive whichever project you desire, providing you submit a typed statement of your desire to do **so prior to the assignment's deadline.**

Tentative Schedule

150

August

31 Introductions and such

September -

2 CH 1&2

7 CH 3&4

9 CH 5,6,7

14 A day shooting the campus (weather **permitting**)

16 Review for test #1

21 Test #1

23 CH 10 & script handout

28 Critique: Project 1

30 in-class screenings

October

5 CH 15

7 CH 8&9

12 Critique: Project 2

14 **in-class** screenings

19 CH 11&12

Midterm review

21 Test #2 (Comprehensive midterm)

26 Critique: Project 3

28 in-class screenings

November

2 Paper & presentation #1

4 TBA

9 TBA

11 *Veterans' Day Holiday*

12Fri LAST DAY TO WITHDRAW

16 Critique: Project 4

18 in-class screenings

23 TBA

25 ***Thanksgiving*** Holiday

30 Critique: Project 5

December

2 in-class screenings

7 Test #3 (scriptwriting)

9 Paper & presentation #2

14/16 Critique: Project 6

150L

August

30 Introductions & such

September

6 *Labor Day Holiday*

13 CH 14 & 16

20 You **edit** a little something

27 Using 2-track audio

October

4 Lets make it more **complex...** learning the switcher

11 *Founders' Day Holiday*

18 Learning the CG

25 Screening. Whole class meets 2PM

November

1 Timing, backtiming, donuts

8 **Screening.** Whole class meets 2PM

15 Editing practical. Edit exercises due

22 Editing practical. Edit exercises due

29 Editing practical. Edit exercises due

December

6 Editing practical. Edit exercises due

13 Editing practical. Edit exercises due

Project Assignments

Here are a few general things to keep in mind when working on your projects and edit exercise:

1. Always leave :10 seconds of silent black at the end of each project or exercise
2. Always start each project or exercise with a :10 second slate identifying you and the assignment, followed by: 10 seconds of black The slate may be shot on video or generated by CG.
3. Monitor your audio levels! I sure will.
4. Always check your edits **after** the fact. Watch out for flash frames!
5. Cue your tape to the current slate before handing it in.
6. Type all scripts!

- #1 - Silent Short Produce for us a short story without sound. You may add background music if you so choose, but doing so will have no impact on your score. This can be very simple, such as a series of shots of your morning routines, or more ambitious, such as The Great Train Robbery. 1 - 3 minutes
- #2 - Chaminade PSA Using the pre-written narration script to be provided, produce a PSA for Chaminade University. Some improvisation will be accepted, but a close adherence to the narration as written is expected. :30 seconds - 1 minute, script or storyboard required.
- #3 - News Story Write and produce a news story. The content may be real or fictitious, serious or farcical. Be sure to use B-roll and voiceovers. 1 - 5 minutes, script or storyboard required.
- #4 - Demonstration Produce a video that teaches us, step by step, how to perform a task. 1 - 5 minutes, script or storyboard required.
- #5 - Commercial Produce a **commercial** for any product or service, real or fictitious. Time must be exactly :30 seconds or exactly 1 minute, script or storyboard required.
- #6 - Free Form Indulge yourself. Tackle whatever project you really want to, just keep it under 10 minutes. Script or storyboard required.