

SD 99  
Hj

**Communication 150/150L**  
**Introduction to Broadcasting**  
**2:00 - 3:20 TR**

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## 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.

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.

<b>Quizzes</b>	Expect them weekly. Quizzes will cover both the current day's assigned reading and previous lectures/discussions. 10 points each.								
<b>Exams</b>	You know what these are. Expect 4, each worth 50 points.								
<b>Practicals</b>	You are asked to physically perform a task (for example: <b>setting up a camera</b> ) and are graded on your proficiency. 50 points each.								
<b>Dailies</b>	Each lab session not devoted to screenings will end with a small in-class project worth 10 points.								
<b>Projects</b>	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 lost 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 <b>difficult</b> 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.</td></tr></table>	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 or storyboard with every package. Scripts must be typed.	difficulty	A subjective assessment of how <b>difficult</b> 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.
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<b>Attendance</b>	Attendance is considered mandatory. All unexcused absences will incur a 5 point penalty on your total grade for the semester. If you have a good reason for missing class, tell me in advance.								

**Papers & Presentations**      Twice during the semester, we will be screening films during lab time. Your group will be given an aspect of the film (such as editing) to analyze: each member of the group will concentrate on a different facet of that topic (such as pacing). You will each 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 two full length VHS video cassettes (I recommend TDK). 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

**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	4@50	200	Practicals	1@50	50
Quizzes	15@10	150	Dailies	8@10	80
<del>Presentations</del>	<del>2@50</del>	100			
Projects	4@35	140	<b>Total</b> points	130	
<b>Total points</b>	590				

**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.

## Tentative Schedule

150

150L

January

12 Introductions and such

14 CH 1&2

19 CH 3&4

21 CH 5,6,7

26 A day shooting the campus (weather permitting)

28 **Critique:** Project 1, rotation 1  
Review for test # 1

January

11 Introductions & such

18 CH 16

25 **CH14**

February

2 Test # 1

4 Critique: Project 1, rotation 2

9 CH 10

11 Critique: Project 1, rotation 3

16 CH 15

18 CH 8&9

Critique: Project 2, rotation 1

23 CH 11&12

25 Critique: Project 2, rotation 2  
Midterm review

February

1 You edit a little something

8 Lets make it more complex... learning the switcher

15 Learning the CG

22 Using 2-track audio

March

2 Test #2 (**Comprehensive** midterm)

4 Critique: Project 2, rotation 3

9 **In-class** screenings

11 Critique: Project 3, rotation 1

16 Paper & presentation # 1

18 Critique: Project 3, rotation 2

23 *Spring break*

25 *Spring break*

30 Test #3 (scriptwriting)

March

1 Timing, backtiming, donuts

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

15 Now, some shortcuts (you knew there had to be some )

22 *Spring break*

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

April

1 Critique: Project 3, rotation 2

6 Paper & presentation #2

8 Critique: Project 3, rotation 3

13

15 Critique: Project 4, rotation 1

20 TBA

22 Critique: Project 4, rotation 2

27 TBA

29 Critique: Project 4, rotation 3  
Review for final

April

5 Editing practical

12 Editing practical

19 Editing practical

26 Editing practical

May 3 Comprehensive Final - 12:45

**<http://www.bhphotovideo.com>**

A New York based retailer, **carrying** a wide range of professional video, audio, computer and photography supplies and equipment. Free catalog!

**<http://www.fullcompass.com>**

Another retailer, specializing in video and audio equipment and supplies. Free catalog!

**<http://www.rosco.com>**

Another **retailer**.

**<http://www.mei.co.jp>**

**Panasonic** online.

**<http://www.jvc.com>**

NC online.

**<http://www.sony.com>**

Sony online.

**<http://www.pinnacles.com>**

Makers of many computer-based video products.

**<http://www.avid.com>**

Avid nonlinear edit systems. The industry leader today.

**<http://www.fastmultimedia.com>**

Fast video systems. Mostly **nonlinear** editing products.

**<http://www.newmedia.com>**

Online trade **magazine**. Good source for information and reviews of new technologies and **equipment**.

**rec.video**. production

One of the best USENET groups devoted to video production.