

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**.

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.

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| Quizzes | Quizzes will cover both the current day's assigned reading and previous lectures/discussions. 10 points each. | | | | | | | | |
| 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. | | | | | | | | |
| Exercises | 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 by the stated deadlines . | | | | | | | | |
| Projects | Projects are worth 35 points each, and will be graded on 4 areas (10 points per area):
<table border="0"><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 =brad 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 Titanic 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 =brad 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 Titanic 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 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 10% X** (extenuating circumstances excluded.) All video assignments may be reworked after grading for up to 10 additional points.

Grading for 150			Grading for 150L		
Quizzes	5@10	50	Practicals	1 @50	50
Presentations	2@50	100	Exercises	4@10	40
Projects	5 @ 35	175	Participation	12@5	60
Total points	325		Total points	150	

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

Aug 29
Introductions and such

Sept 5
Chapter 7 & 14
bring a video clip

Sept. 12
chapter 5 & 6

Sept. 19
Chapter 15

Sept. 26
Silent Short due
Chapter 9

Oct. 3
Field Trip!!

Oct. 10
Chaminade PSA due

Oct. 17
Movie **screening**. Meet in Henry AV room

Oct. 24
News Story due

Oct. 31
1st presentation due

Nov. 7
Demonstration due

Nov. 14
Movie screening. Meet in Henry AV room

Nov. 21
Commercial due

Nov. 28
2nd presentation due

Dec 5
Free Form due

150L

Aug 29
N/A

Sept 5
Basics of **editing**

Sept. 12
Video **scavenger** hunt

Sept. 19
Exercise 1 & 2 due

Sept. 26
Editing with audio

Oct. 3
Field Trip continues
Exercise 3 & 5 due

Oct. 10
Practicals

Oct. 17
Movie **screening** continues

Oct. 24
Practicals

Oct. 31
No **Class**

Nov. 7
Practicals

Nov. 14
Movie **screening continues**

Nov. 21
Practicals

Nov. 28
Practicals

Dec 5
Party?

Project Assignments

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

1. 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.
2. Monitor your audio levels! I sure will.
3. Always check your edits after the fact. Watch out for flash frames!
4. Cue your tape to the current slate before **handing it** in.
5. Type all scripts!
6. Always leave: 10 **seconds** of silent black at **the** end of each project or **exercise**

#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 detailing** your morning routines, *or* more **ambitious**, such as **I Train Robbery**. 1 - 3 minutes

#2 - **Chaminade PSA** Produce a PSA for **Chaminade** University.
:30 **seconds** - :90 seconds
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 b 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.
under 10 minutes
script or **storyboard required**.