

Comm 250 – Introduction to Broadcasting

Comm 250L – Introduction to Broadcasting Lab

12:30 – 1:50, Tuesday
2 – 4:50, Tuesday

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Office hours Tuesday only

Aloha, and welcome to Communication 250, Introduction to Broadcasting. Our emphasis this semester will be on video production. You'll be working with digital camcorders and Apple's iMovie 2 editing software to create a wide assortment of projects.

A large portion of your learning experience will come in the form of peer critique. Each project will be screened for, and critiqued by, the entire class. Keep in mind that any comments made reflect an opinion about your work, not a judgment of your character! You'll need a thick skin to work in this field and this is as good a time as any to start developing it.

I am a firm believer in Freedom of Speech. I absolutely will not censor your work, forbid any topic, or penalize you for your choice of content. That being said, let me caution you against certain types of extremism. Taping yourself doing something that violates the Chaminade Code of Conduct, housing rules, state laws, or Federal laws is not fun, it's evidence. You don't know where that tape may turn up! Just ask Tommy Lee and Pamela Anderson...

Video production is a team effort. If you pursue a career in "the trade," you'll find your social skills as valuable as your technical knowledge. Therefore, you will be working in teams throughout the semester. You will also be evaluating the performance and involvement of your teammates on each assignment.

Notice that class meets only once a week. You signed up for a Tuesday-Thursday class. Plan to use that time for the completion of your class projects... it's a window of opportunity that all your classmates share!

Materials

At least 2 mini-DV videotapes. I recommend Sony brand.

Your textbook: Camcorder Video by Joan Merrill.

You may also wish to purchase a book on iMovie 2. I recommend iMovie 2 Fast & Easy for a simple text, or iMovie 2: the Missing Manual for a more in-depth look at iMovie 2, QuickTime, and digital video in general. Both are available online from your favorite bookseller.

Projects

You will work on 5 projects this semester. You may choose from any of the projects listed below, in any order you want. However, you may only do each specific project once. All projects will have a 10 second slate before they begin, identifying the project and the team members who created it. This slate does not count towards the total run time... TRT will be counted from first to last frame of video. Also be sure to leave at least 30 seconds of black after the end of your project.

In addition to your tape, submit either a storyboard or a typed 2-column script. Neatness counts!

Name	Description	Length
Chaminade commercial	A commercial targeted at local parents, encouraging them to keep their kids close to home.	Exactly :30
Product commercial	Pick a product, real or imagined, and promote it.	Exactly :30 or exactly :60
PSA	Pick your favorite non-profit organization or invent one. Create a public service announcement for them.	Exactly :28
Music video	You know what this is.	1 – 5 minutes
Reality show	Create a segment from a reality-themed show. Use an existing one or invent your own.	5 – 7 minutes
News package	Do a news package. Serious or not.	1:45 – 2:15
How-to	Teach us in a step-by-step manner how to do something.	1 – 5 minutes
Infomercial	Demonstrate and try to sell us the most amazing product of its kind.	5 – 7 minutes
Video Art	Wow us... confuse us... express yourself. Create the next <u>Andalosian Dog</u> .	2 – 5 minutes
Freeform	You've been wanting to do something all semester... here's your chance!	1 – 5 minutes

Grading

Grades follow a 10% scale, modified for attendance. All assignments carry a point value. The total number of points you earn on all assignments for the semester is divided by the total possible points. If you get 90% or more, you get an A, etc.

- Projects - 5 @ 45 points
- Quizzes - ? @ 10 points
- Practical exams – 2 @ 25 points
- Papers – 2 @ 25 points

Projects

Attached is a list of 10 assignments, each worth 45 points. Your team must complete 5 of them. **Projects are due at the beginning of the class period.** Late projects will carry a 25% penalty. Either a storyboard or a typed 2-column script will accompany each project.

Projects are graded as follows:

- Script** 1-10 points, based on neatness and correlation to the project
- Content** 1-10 points, a subjective measure of how well I felt you achieved your vision
- Camera** 1-10 points, an evaluation of camera technique
- Editing** 1-10 points, an evaluation of editing technique
- Difficulty** 1-10 points, a subjective measure of how advanced your project is

Since these projects are team affairs, you will be asked to evaluate how involved you and your teammates were in each aspect of each project. Your individual grade may be slightly higher or lower than the overall project grade, depending on these appraisals.

Attendance

Your final grade will be reduced according to the percentage of unexcused absences you incur. I understand that life happens and there are times when classes cannot be your highest priority. All I ask is that you make great effort to let me know beforehand.

Quizzes

You know what these are. If I assign reading, I like to be able to discuss it during the next class. These are an easy way for you to score some points!

Written Exams

I don't much believe in them. This is a class on practical matters and you are being tested on them at every project.

Practical Exams

I am a big believer in demonstration of skills. Twice during the semester, you will individually be asked to perform a task related to camera operation or editing technique, a task that should be quite routine. Practical exams will be scheduled individually during the allocated lab sessions.

Papers

In the course of the semester, we will screen two movies. You will write a critique of various aspects of the movie, then host a discussion with the class. Areas of critique include: plot, storyline, and symbolism; cinematography; editing; soundtrack; visual design.

Extra Credit

You may submit a 6th project for up to 10 points and submit a 3rd movie critique for up to 10 points.

Tentative Schedule

Date	Class Assignment/Topic	Lab Topic
August 27	Introduction, basic camera use	Playing with the camera: video scavenger hunt
September 3	Chapter 5,6,7 camera aesthetics	Playing with the camera: shooting exercises for DoF, movement
10	Camera: manual controls	Playing with the camera: exposure, color balance, SFX
17	pp. 33-39 Camera: audio	Playing with the camera: audio
24	pp. 133-136 Scriptwriting	<i>Work Day – planning project 1</i>
October 1	iMovie	iMovie
8	Chapter 15 iMovie	iMovie
15	Project 1 due	Practical Exams
22	Movie screening	
29	Project 2 due	Practical Exams
November 5	Paper & Presentation #1	
12	Project 3 due	Practical Exams
19	Movie screening	
26	Project 4 due	Practical Exams
December 3	Paper & Presentation #2	
10	Project 5 due Meet at 12:45	Practical Exams