

# University of Louisville

## Video Communication II

Comm 336-4175

Summer

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STR 206F

## COURSE DESCRIPTION AND OBJECTIVES

The purpose of this course is to learn advanced principles of video production, while producing, directing, and working as crew on four video projects. We meet daily. You will become completely conversant in nonlinear editing and complex storytelling as you work towards completion of your final video.

The field equipment includes Nikon D750 DSLRs, D7100 DSLRs, Nikon D5200 DSLRs and Sony HDV cameras, tripods, light kits and microphones.

You will produce four videos on a rotating group basis. Attendance in each class is **mandatory**. Your grade will be weighted on your performance during class, from the following perspectives:

1. How closely did the program you produced match the one described in your script?
2. How well was each crew position handled?
3. Was there thorough knowledge of all equipment and facilities?
4. Was the program worthwhile?
5. Was the program produced with technical excellence?
6. Was good use made of your time, facilities and personnel?

## SPECIFIC COURSE OUTCOMES

Upon completion of this course, you should be able to

- operate Adobe Premiere with proficiency;
- operate cameras, microphones and other audio-visual equipment with proficiency
- write scripts and prepare essential preproduction materials;
- understand and operate remote television equipment in field settings;
- understand aesthetic principles of lighting design, camera movement, graphic production and editing;
- function as a director, a camera operator, an audio operator, talent or a producer;
- produce and direct television programs;
- *carefully* evaluate and critique videos.

## COURSE POLICIES

You are expected to attend and actively participate in every class. Since the success of every class member is partly determined by your contribution, your grade will be partly determined by your attendance and participation. Therefore, each event of unexcused absence or lateness will be noted and **will** result in a reduction from your final course grade. Twenty percent of your grade in this class consists of being here, prepared and engaged.

The class schedule is firm. There is simply no time to make up missed work. If an emergency forces you to miss class, email in **advance** to inform me of your absence. There are no late projects. There are no makeup projects. **No exceptions.**

In addition to videos, you will write a three-page assessment of your final video on how you solved production problems in the field using the skills learned in this class.

There are just five of you so you can't hide! You will also be expected to participate meaningfully in all program evaluations and critiques. Poor participation during the evaluation process will reduce your grade.

## GRADING

Your grade will be based on your performance on the following assignments:

Project 1: interview package	50
Project 2: Two-minute demonstration	60
Project 3: One-minute Movie Trailer	70
Final project: Four-minute maximum	100
Final Critical Paper	120
Evaluations and critiques/ class engagement	100
TOTAL:	500

## SCHEDULE

The Production Process-Premiere Intro

Video as Communication–Premiere Effects

Writing and Script Formats

Light and Lenses

Lighting Equipment/Design

Producing and Directing

Using the Camera

Sound and Microphones

Graphic Design

Field Production

# Editing Aesthetics

## **Title IX/Clery Act Notification**

Sexual misconduct (sexual harassment, sexual assault, and sexual/dating/domestic violence) and sex discrimination are violations of University policies. Anyone experiencing sexual misconduct and/or sex discrimination has the right to obtain confidential support from the PEACC Program 852-2663, Counseling Center 852-6585 and Campus Health Services 852-6479.

Reporting your experience or incident to any other University employee (including, but not limited to, professors and instructors) is an official, non-confidential report to the University. To file an official report, please contact the Dean of Student's Office 852-5787 and/or the University of Louisville Police Department 852-6111. For more information regarding your rights as a victim of sexual misconduct, see the Sexual Misconduct Resource Guide (<http://louisville.edu/hr/employeerelations/sexual-misconduct-brochure>).