



The mission of Concord University is to provide quality, liberal arts based education, to foster scholarly and creative activities and to serve the regional community (<http://www.concord.edu/academics/>).

Course Prefix, Number and Title: MCOM 141, Basic Field Production

Course CRN # and Section: 20298, Section 01

Semester Taught: Spring 2019

Professor: Robert Hoffman

Credit Hours: 3

Office Location: Fine Art M09

Prerequisites:

COMM 101 Fundamentals of Speech
MCOM 140 Basic Studio Production

Office Hours:

MWF 1:00PM - 1:50PM
TR 2:00PM – 2:50PM
and by Appointment

Course Time: TR 12:30PM – 1:45PM

Email: rhoffman@concord.edu

Building and Room Number: Library B8

Phone: 304-384-5309

College/Department Website:

<https://www.concord.edu/comm/>

Course Description/Rationale:

Explores the many challenges of video production outside of the television studio environment. Students will learn preproduction, production, and non-linear editing skills that will help them identify and problem-solve common production obstacles in the field such as, camera shading, lighting, sound gathering, and editing.

Hardware/Software Needed:

www.rundowncreator.com/concord

16GB Flash Drive

Text requirements: None

Concord University Educational Goal(s)

Skills: Proficiency in interpreting data, integrating information, formulating ideas, thinking critically, and communicating with others, as demonstrated by the following competencies:

1. Effective inter-communication skills and literacy adapted as needed for the demands of various kinds of discourse:

- A) listening and speaking
- B) technology
 1. numeracy
 2. graphic communication
 3. non-verbal communication
 4. media and technological literacy

Specific Learning Outcomes:

Upon completion of the course students should be able to demonstrate:

- Demonstrate basic video non-linear editing skills.
- Demonstrate basic operation of video cameras and audio equipment.
- Understand the basic television
- Demonstrate professionalism when working with a client

Course Requirements:

- Willingness to learn technical procedures and skills
- Willingness to learn visual esthetics
- Demonstrate professionalism at all levels of production
- Meet all deadlines.
- Be prepared to work in a group.
- Be prepared to give and receive criticism

Exercises

- There will be several exercises throughout the course intended to help hone the skills introduced in class.

Projects

- **Instructional Video**

Student groups will produce an instructional video detailing how to complete a task through montage, i.e. how to cook breakfast. Each group will be responsible for creating a brief/treatment, complete a location scout, develop a script/storyboard, shoot and edit the spot. **Will be submitted as an H.264 MPEG4**

- **:30 Commercial**

Student groups will produce a :30 second commercial spot for a product of their choosing. Each group will be responsible for creating a brief/treatment, complete a

location scout, develop a script/storyboard, shoot and edit the spot. **Will be submitted as an H.264 MPEG4**

- **Look Live:** Student groups will produce a short news segment that mimics a real-world newsgathering event. Groups will be responsible for finding a newsworthy story, subject to interview, and then create a look-live. This includes a Standup Shot, VOSOT, and Tag Shot. **Will be submitted as an H.264 MPEG4**

Critiques

- Students will be expected to complete written critiques of each other's work. The goal is to provide useful feedback on what was working and where improvement may be needed.

Grading Policy and Scale:

Critiques 10%
Attendance: 20%
Exercises 20%
Projects: 50%

90% - 100% - A
 80% - 89.9% - B
 70% - 79.9% - C
 60% - 69.9% - D
 Below 59.9% - F

Make-up Policy, Late Work:

- Missed Exercises cannot be made up.
- One percentage point will be deducted for every day a project is late.

Course Timeline (Schedule of Assignments/Assessments/Presentations)

Week	Tuesday	Thursday
Week 1	1/15 First class, go over syllabus. Register Students to Borrow Equipment.	1/17 Getting to know the Video Camera and Tripod Shooting Exercise #1: Camera & Tripod.
Week 2	1/22 Visualization, Composition, and Camera Movement.	1/24 Shooting Exercise #2: Camera & Tripod

Week 3	1/29 Microphones, Field audio considerations, audio for video.	1/31 Microphone & Camera Exercise.
Week 4	2/5 Field Lighting. Lighting demo	2/7 Lighting and camera exercise
Week 5	2/12 Site Surveys & Treatment/Brief Scripting & Storyboarding Instructional Video Assigned	2/14 NO CLASS
Week 6	2/19 Introduction to Non-Linear Editing with Adobe Premiere Pro Editing Exercise #1	2/21 Cont. Intro. to Premiere, Editing Exercise #2
Week 7	2/26 Introduction to Adobe Photoshop.	2/28 Work on Instructional Video
Week 8	3/5 Work on Instructional Video	3/7 Work on Instructional Video
	Spring Break	March 11th – 15th
Week 9	3/19 Instructional Video Due at beginning of class. H264 MPEG-4 Group critique	3/21 :30 Second commercial assigned
Week 10	3/26 Work on 30sec commercial	3/28 Work on 30sec commercial
Week 11	4/2 Work on 30sec commercial	4/4 Work on 30sec commercial
Week 12	4/9 Work on 30sec commercial Look-Live Assigned	4/11 30 second Spot at the beginning of class. H264 MPEG-4 Group critique

Week 13	4/16 Work on Look-Live	4/18 Work on Look-Live
Week 14	4/23 Work on Look-Live	4/25 Work on Look-Live
Week 15	4/30 Work on Look-Live	5/2 Look-Live due at beginning of class! H264 MP4. Group critique Semester discussion.

Accessibility/Accommodations:

Concord University is committed to responding to the needs of students with disabilities as defined by the Americans with Disabilities Act. Please inform your instructor at the beginning of the class semester if you have a disability and are requesting accommodations. It is your responsibility to self-disclose that you are requesting accommodations. The University and instructor will provide you with a reasonable accommodation. You should register with CU's Disability Services Office, located in the Athens campus Jerry and Jean Beasley Student Center, Bottom Floor, across from the Campus Post Office. The Disability Services Office phone is 304-384-6086 or you can email the Director, Nancy Ellison, at nellison@concord.edu for assistance.

Academic Dishonesty

Academic dishonesty is morally unacceptable as well as destructive to the learning and teaching atmosphere. Academic dishonesty includes the giving or receiving of improper help on examinations or assignments, falsifying documents, and plagiarism (the act of stealing and using, as one's own, the ideas or the expression of the ideas of another). Such dishonesty can lead to a variety of penalties — including but not limited to failure of assignment, failure of course, loss of institutional privileges, or dismissal from the University. (See University Catalog Academic Policies and Procedures.)

Concord University Honor Code

A Concord University Honor Code was approved by students, staff, faculty, administration, and the CU Board of Governors. The Code states:

"As a member of the Concord University Community I will act with honesty and integrity in accordance with our fundamental principles and I will respect myself and others while challenging them to do the same."

The Honor Code is intended to unite the Concord community behind a culture of honesty, integrity, and civility.

Class/Online Attendance Policy

Regular class attendance is part of a student's academic obligation at Concord. Irregular attendance may affect academic performance adversely and is detrimental to the atmosphere of a class. (See University Catalog Academic Policies and Procedures.)

Emergency Alert System

In an effort to increase safety and security on our campus, Concord University encourages everyone to register for instant text message alerts. Alerts will only be used for security and safety notices. All students, faculty, and staff are eligible to receive text message alerts on their cell phones or email alerts. Please contact the IT Help Desk for further assistance (304-384-5291).

Emergency Information

Emergency/courtesy telephones are located at the main entrance of each residence hall and at various other locations on campus. Emergency telephones can be identified by the flashing blue light and will provide the user with a direct link to Public Safety at the press of a button. To report an on-campus emergency, call 304-384-5357 or 911. The Office of Public Safety is located on the bottom floor of the Rahall Technology Center. For further emergency information go to: <http://www.concord.edu/administration/office-public-safety>.

Inclement Weather Policy

As a general policy, the University will remain in normal operations during adverse weather conditions. In the event of severe weather conditions, the following may occur:

University Closure

No students or employees are to report.

Classes Cancelled

Students do NOT report BUT employees are expected to report to work at their normal time.

Operating on an Inclement Weather Delay

Under this schedule, all 8 a.m. classes will start at 10 a.m. Students and faculty will follow the Inclement Weather Schedule. (See <http://www.concord.edu/emergency-alerts> for Athens/Beckley Inclement Weather Schedules.)

**Announcements invoking the late schedule or other options referenced above are aired on area radio and television stations and are sent as text and email messages to those enrolled for this service.*

Student Conduct

In classrooms, online, laboratories, and during any activities that are part of course requirements, students are expected to observe reasonable rules of conduct.

Sexual Harassment & Assault

Federal law, Title IX, and Concord University policy prohibits discrimination, harassment, and violence based on sex and gender (Including sexual harassment, sexual assault, domestic/dating violence, stalking, sexual exploitation, and retaliation). If you or someone you know has been harassed or assaulted, you can receive confidential counseling support through the Concord University Counseling Center (304-384-5290). Alleged Violations can be reported non-confidentially to the Concord University Title IX Coordinator at 304-384-6327 or titleix@concord.edu. Reports to Campus Security can be made at (304-384-5357). As an employee at Concord University, I am a mandatory reporter which means I must report any sexual misconduct I am made aware of. This includes verbal or written (such as in an assignment) disclosures of sexual harassment or sexual assault.

Technology Services

Contact the CU Help Desk at extension 5291 from campus or 304-384-5291 off campus. You may also e-mail cuhelpdesk@concord.edu.

Syllabus Disclaimer

"This syllabus is subject to change based on the needs of the class. Please check it regularly."

Miscellaneous (for example):

Sources of Help

Glossary of Terms

Related Research/Professional Organizations