COMM 3463 ADVANCED TV PRODUCTION

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COURSE OBJECTIVES:
You are expected to acquire a thorough understanding of the elements of video production. This understanding should include the following areas:

- Camera placement and operations, including a basic understanding of camera color balancing, camera optics, light levels and the use of special filters.
- Lighting techniques, including existing light and three-point lighting.
- Elements of effective visual composition.
- An understanding of postproduction.
- The ability to critique the strengths and weakness of video productions.

TEXTBOOK:
Television Production on-line course by Ron Whittaker at CyberCollege.com and InternetCampus.com. (http://cybercollege.com/tvp_ind.htm)

CLASS MATERIALS:
1 Flash Drive- small (1 gig min.)
1 pair Headsets/Earphones/Earbuds w/mini-plug connector

DISABILITY AND SPECIAL NEEDS ACCOMMODATIONS:
UST provides academic accommodations for students with disabilities. If a student has a documented disability, reasonable and appropriate academic accommodations for students who qualify under Section 504 of the Rehabilitation Act of 1973 are available to ensure equal access to programs and opportunities at the University. Disabilities may be defined by the following:

- Learning disabilities
- Health impairments
- Physical limitations
- Psychiatric disabilities

Students should set an appointment with professional staff at C&DS to review the nature and history of the disability as well as present concerns related to the educational environment. For information regarding the procedures required to obtain academic accommodations at UST, please refer to the UST Undergraduate Catalog or visit our website at: www.stthom.edu/counseling. For an appointment or additional information, contact Counseling and Disability Services at 713-525-2169 or 713-525-6953.
POLICY ON LATE ASSIGNMENTS
Meeting deadlines is central to television production. Therefore, in this course deadlines on assignments will be absolute. Your grade will drop a full letter grade for every day your project is late. Remember, spelling, punctuation and grammar all count in written work. If you miss a class you are responsible to find out what happened and for any material that was assigned during the session you missed.

GRADING:
The final grade in the course will be based on:

- Project 1: News Package (Pairs) 100pts
- Project 2: Commercial or PSA (Solo) 100pts
- Project 3: 5-7 min Project (Pairs/Trio) 100pts
- Final Exam (Monday, May 15 @ 3pm) 100pts

TOTAL: 400pts

TECHNICAL PROBLEMS:
Problems with video and audio equipment are a fact of life in any broadcast or video production facility. However, "technical problems" are actually often "operator problems." If you encounter a significant technical problem in completing your assignment, you will need to indicate this by writing out a malfunction report. When the video is shown to the class, it will be determined if the nature of the problem was (1) totally beyond your control, (2) the result of not fully understanding the equipment or its operation, or (3) potentially salvageable by employing a simple alternate approach. Doing a short audio and video check before leaving the equipment checkout area can discover most camcorder problems. This also protects you. Because you are responsible for equipment, this procedure will uncover problems for which you might otherwise have been held responsible.

EQUIPMENT RESPONSIBILITY:
When you check out equipment you are legally responsible for that equipment until you turn it back in. Considering the cost of this equipment, you will not want to loan it to a fellow classmate or leave it in a place that has questionable security. (The latter might even include your dorm, apartment, or car.) If you have a camcorder of your own, you are invited to use it with my prior approval.