Spring 2006
ELECTRONIC FIELD PRODUCTION
COMM 354

Course Information:
Faculty information: Dr. Tatyana Dumova
Course time & location: Tuesday & Thursday 9:30 A.M. – 10:45 A.M.
Macintosh laboratory in 221 O’Kelly Hall
Office hours: Wednesday 10 – 11 A.M. & 1 – 2 P.M.
Thursday 11 A.M. – 12 P.M.
Office: 223 O’Kelly Hall tel. 701-777-4726
tatyana.dumova@und.edu

Catalog Description:
Study and application of the concepts, theories, and practice of the writing, shooting, editing and production of nonfiction video and audio outside of a studio setting. Includes the study of news, documentary, and interactive media productions. Consideration of social impact and ethical, cultural, legal and economic issues involved in producing media presentations. 3 cr.

Prerequisites: Comm 353 or instructor consent.

Course Goals:
The course addresses the following School of Communication goals for student learning:

• To understand the diverse and changing ways we acquire, produce, and share knowledge about the world.
• To understand various kinds of messages, stories, images, and texts and how and why they are constructed.
• To use communication technologies ethically in conventional, as well as imaginative ways.

Learning Outcomes:
1. Learn principles of single-camera video field production
2. Gain experience with digital nonlinear editing and multimedia authoring applications
3. Create a video portfolio that will make you competitive at the job market

Required Textbook:

Recommended:

Methods of Evaluation:

Assignments & Assessment

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<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>3 quizzes</td>
<td>30%</td>
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<tr>
<td>5 projects</td>
<td>50%</td>
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<tr>
<td>1 presentation</td>
<td>15%</td>
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<tr>
<td>Class participation</td>
<td>5%</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
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Grading System

- A : 92–100%
- B : 80 – 91%
- C : 70 – 79%
- D : 60 – 69%

Classroom Policies:

- Regular attendance is necessary to be successful in this course.
- All projects should be completed on time. For each day an assignment is late one percent of the grade will be deducted.
- The instructor is available during and outside of scheduled office hours. Please do not hesitate to ask for assistance when needed.
- Students are responsible for keeping backups of all projects.

Academic Honesty:

All students are subject to the UND Code of Student Life, including but not limited to, issues of Scholastic Dishonesty.

Senior Portfolio Information:

All School of Communication students are required to prepare a Senior Portfolio reflecting their work as students of the School. The portfolio must contain an up-to-date résumé, several examples of scholarly writing (e.g., research papers) and other items, such as digital video, photography, public relations and advertising work, or any other communication-related artifacts that the student has produced.

Be sure to save your projects from this class so they could be included in the portfolio. You will be required to provide at least one piece of work that corresponds to each of the School of Communication majors’ 12 Goals for Student Learning. Each course in the curriculum contributes to some of these goals, depending on whether the course is linked with the theme of community, information, or technology.

Grievance Policy:

The School of Communication follows the Academic Grievance Procedures of the College of Arts and Sciences. The procedures are posted online on the UND College of Arts and Sciences Forms web page at http://www.und.edu/dept/artsci/forms.html
**Disability Statement:**
If you have a disability, you may be entitled to receive individualized accommodations intended to assure you an equal opportunity to participate in and benefit from the course. To request disability accommodations, please make an appointment to see the instructor. All students will be accommodated to meet their needs. For more information and assistance, please call Disability Services at (701) 777-3245.

**Cultural Diversity Statement:**
The School of Communication is committed to bringing the richness of cultural diversity to all students. Through active engagement, the School of Communication endeavors to provide multi-cultural opportunities, to reduce cultural stereotypes, to embrace cultural differences, and to promote respect for cultural diversity.

**School of Communication Listserv (Scomminfo):**
All Scomm major and pre-major students are expected to subscribe to the School of Communication listserv (Scomminfo) by January 30 for the Spring semester. In order to subscribe, send an e-mail message from your own account to: listserv@listserv.nodak.edu

Subject: leave the subject line blank
Message: subscribe UND–scomminfo yourfirstname yourlastname
### Tentative Course Schedule:

<table>
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<tr>
<th>Week of</th>
<th>Topic</th>
<th>Assignments</th>
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| 1 10-Jan| Video as a medium of communication  
New directions for video field production | Compesi Ch. 1 |
| 2 17-Jan| Single-camera digital video production  
Production planning and stages | Compesi Ch. 2, Appendix 1  
*POST Ch. 1, 3 |
| 3 24-Jan| EFP and ENG  
The electronic image and video signal  
Operating a digital video camcorder | Compesi Ch. 3, 4  
*Shook Ch. 4, Appendix A |
| 4 31-Jan| Field techniques of shooting TV news  
Storage devices for digital material  
Videotape formats | Compesi Ch. 5, Appendix 2  
*Shook Ch. 4, 12  
**Quiz 1 (Ch. 1-5)** |
| 5 7-Feb | Visualization and composition  
Shooting to edit  
**Editing a news story for TV** | Compesi Ch. 6  
*POST Ch. 5  
*Shook Ch. 2, 3  
**Project 1** |
| 6 14-Feb| Physical and aesthetic factors of lighting  
Digital nonlinear editing (DNLE) interface  
Getting your footage into the DNLE system | Compesi Ch. 7, Appendix 3 |
| 7 21-Feb| Editing aesthetics, conventions, and styles  
Digital editing rules and principles  
Effective storytelling techniques | Compesi Ch. 8 |
| 8 28-Feb| Editing the sound track  
Digital compression  
**Educational/instructional video** | Compesi Ch. 9, 10  
*Shook Ch. 2  
*POST Ch. 3, 4  
**Project 2** |
| 9 7-Mar | Working with video tracks  
Exporting and importing movies | Review Compesi Ch. 6, 7, 8, 9  
**Quiz 2 (Ch. 6-8)** |
| 10 14-Mar| Linear vs. nonlinear (NLE) editing  
Post-production planning | Compesi Ch. 11  
*POST Ch. 2, 7 |
| 11 21-Mar| Building a virtual rough cut  
**Promotional video/PSA** | Compesi Ch. 12-13  
*POST Ch. 5, 7  
**Project 3** |
| 12 28-Mar| Integrating digital still images and still effects  
Titling and transitions | *POST Ch. 12  
**Quiz 3 (Ch. 9-13)** |
| 13 4-Apr | Computer-based motion effects  
Adding interactivity | Compesi Ch. 14  
*POST Ch. 9 |
| 14 11-Apr| Building a final cut  
Analog vs. digital distribution  
**Historic minute/human interest story** | Compesi Ch. 15  
**Project 4** |
| 15 18-Apr | Legal issues in video field production  
Ethics and video production | Compesi Appendix 5  
*Shook Ch 15, 16 |
| 16 25-Apr | Audience feedback and analysis  
Digital video as creative problem solving | TBA |
| 17 2-May | **Video portfolio**  
Lab time | |
| 11-May | Final Exam time | Wednesday at 6 P.M. |

Note: * - recommended reading