

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 <i>tatyana.dumova@und.edu</i>

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:

Compesi, R. J. (2003). *Video field production and editing* (6th ed.). Boston, MA: Allyn and Bacon.

Recommended:

Shook, F (2005). *Television field production and reporting* (4th ed.). Boston, MA: Allyn and Bacon.

Levin, C. M., & Watkins, F. P. (2003). *POST: The theory and technique of digital nonlinear motion picture editing*. Boston, MA: Pearson Education/Allyn and Bacon.

Methods of Evaluation:

Assignments & Assessment

- 3 quizzes – 30%
- 5 projects – 50%
- 1 presentation – 15%
- Class participation – 5%
- Total: 100%

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:

	<i>Week of</i>	<i>Topic</i>	<i>Assignments</i>
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	Project 5
	11-May	Final Exam time	Wednesday at 6 P.M.

Note: * - recommended reading