

COMM 332
Television Studio Production
Fall 2004

Class Schedule: M-W 10:00-11:15 AM, and *hours arranged*

Classrooms: O’Kelly 203 and Rural Technology Center Television Studio

Textbook: Zettl: *Television Production Handbook*, 8th Edition, Wadsworth Publishing

Instructors

Milo Smith

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(2:30-11:00 PM—don’t call from
5:00-6:30 or from 9:30-10:30)

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(Best place to leave a message)

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Note: This class will meet at the Rural Technology Center on the West edge of campus on many days. Be prepared for class to run long on some production days. This is why the class schedule includes “hours arranged.” Night field trips to WDAZ to view a newscast production and a visit behind the scenes of a UND hockey game will also be part of the class.

Objectives:

This course is designed to introduce you to the concepts and methods of television studio production and other technical, legal and ethical concepts. The course will end with the production of several programs that will be presented, with the help of UND residential housing officials, on the university cable system. Teamwork and attendance is essential in this class because much of the work will be done during class time. You are expected to arrive on time and to participate in all class activities. This is a class about teamwork and planning!

By the end of the semester, you should be able to:

- 1) Understand basic television production techniques and terms.
- 2) Understand and utilize planning and pre-production of studio projects.
- 3) Use the production equipment:
 - a: VTR’s
 - b: Production Switcher
 - c: Audio Board and other audio equipment
 - d: Studio Cameras
 - e: Character Generator
- 4) Organize and execute a studio production project.
- 5) Understand how teamwork and advanced planning are crucial to a successful production

Grading

Your final course grade will be computed as follows:

Tests (Three)	25%
Group Project 1	10%
Group Project 2	20%
Group Project 3	30%
Overall Class Participation	15%

Explanation of Course work

Tests: Designed to test your knowledge of concepts covered in the book, class lectures, guest speakers and class discussions. Study guides will be provided, however, before the tests. No makeups on these tests.

Quizzes will cover material from handouts, and lecture notes, includes from Zettl:

#1 Chapters 1, 3, 4, 6

#2 Chapters 11, 16.1, 17.1, 18, 19

#3 Chapters 14, 15.1, 7.1, 8.1 (with some questions from previous quizzes)

Final Exam: The final exam period may be used as a final show day for two of the three group project final shows (if weather prevents productions from being held during regular classtime) or as the time for Test 3, which will be partially comprehensive.

Group Projects: The class will be divided into three groups. Each group will produce projects involving 1) an interview segment 2) a demonstration segment. The group members will staff the following positions: technical director, director, audio operator, floor manager, and/or producer/graphics. The non-group members will staff the other positions. The Group members will be responsible for scripting, developing a line-up, choosing the talent, topic, etc.

Final Group Project (final show): Each group will produce, as its final show, an actual talk program for the university cable system. The content of the show will be decided by each group, with the approval of the Television Center, Residence Life Cinema, and the instructor.

Production Days: Any time any Group Project is being produced, you are expected to attend and perform at your best for that production. You will be graded on your efforts like any on-the-job professional would be judged for salary increases, promotions etc. See following scale:

Grading Scale:

A 90-100 exemplary professional work.. Student often arrives early for class, often assisting in a way beyond normal duties for that position. Provides leadership and positive attitude helps cohesiveness of entire team. Consistently shows creativity and improvement.

B 80-89 above average professional work. Often assists others beyond normal duties. Positive attitude helps cohesiveness of entire team and strives to improve. Always on-time with a good attitude.

Well-prepared in advance for crew duties.

C 70-79 Average professional work. Performs duties as required, but seldom takes any initiative to improve the production or cohesiveness of the team. Sometimes late for duties. Appear unprepared or unready to deal with some aspects of crew duties.

D 60-69 below average professional work. Appears late or not at all in a way that hinders overall production. Has poor attitude about production and team cohesiveness. Not prepared for crew duties.

F 59 and below. incomplete work effort. Poor attitude. Missed entire day.

Academic Conduct: All Students are subject to the University of North Dakota Code of Student Life, including, but not limited to, issues of Scholastic Dishonesty. Cheating or plagiarism will be dealt with to the fullest extent of UND policy. Do your own work as part of a team effort.

Deadlines: Broadcasting has strict, unforgiving deadlines. Missing crew days or days with important assignments, in the real world, gets you fired. In this class, it gets you an F for that project and/or your grade will be deducted if you are tardy.. Because so much work is done as part of a team, and because most work will be done in class, if you miss a class you are missing something that **cannot be made up**. Missing even one production day will seriously compromise your ability to get an "A" for the course, even if your other work was excellent.

Time is important. Do not waste the time of your fellow team members.

Accommodations: To request disability accommodations, please make an appointment to see me. For more information and assistance, please call Disability Services at 777- 3425.

Keep Informed: All SComm major and pre-major students are expected to subscribe to the School of Communication listserv (SComminfo) by Sept. 15. In order to subscribe, send an e-mail (from you own account) to:
listserv@listserv.nodak.edu
subject: leave the subject line blank
body: subscribe UND-scomminf yourfirstname yourlastname

Portfolio Reminder: Be sure to save projects from your classes and other communication-related experiences (especially videos of projects in which you played a major role) so they can be included in the senior portfolio. 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 resume, several examples of scholarly writing (for example, research papers), and other items, such as graphic design work, photography, digital imaging work, internship work, public relations or advertising work, or other communication-related artifacts that the student has produced.

You will be required to provide at least one piece of work that reflects each of the 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.

This course contributes to the follow goals:

#9 To understand the historical and contemporary context of communication institutions and technologies.

#10 To understand the consequences for individuals and communities of the use and content of communication media.

11 To understand alternative possibilities for having access to, using, and arranging communication technologies and institutions.

#12 To use communication technologies ethically in conventional as well as imaginative ways.

Tentative Schedule:

PD= "production days"

Reading assignments will be announced in class. See "test" description above for the order of readings

August 25	at OK	Class Introductions/What is studio production?
Aug. 30/Sept. 1	at RTC	
Sept. 6		<i>Labor Day Holiday–No Class</i>
Sept. 8	at RTC	
Sept. 13/15	at RTC	
Sept. 20/22	at RTC	
Sept. 27/29	at RTC	
Oct. 4	at RTC	Prep for Group Project 1-Interview
Oct. 6	at RTC	<u>Interview PD</u>
Oct.11/13	at RTC	<u>Interview PD</u>
Oct. 18/20	at RTC	
Oct. 25/27	at RTC	
Nov. 1		
Nov. 3	at RTC	Prep for demonstration segments
Nov. 8//10	at RTC	<u>Demonstration PD</u>
Nov. 15	at RTC	<u>Demonstration PD</u>
Nov. 22/24	at RTC	
Nov. 29	at RTC	Prep for Final Project
Dec. 1	at RTC	<u>Final Project PD</u>
Dec. 6/8	at RTC	<u>Final Project PD</u>

FINAL EXAM: 3:15 PM TUESDAY, DECEMBER 14

The Importance of Diversity: 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.

Additional Readings: If you are interested in TV production as a career, the Zettl book used in this class is the "Bible." But you also may want to check out:

- *Portable Video: ENG and EFP*, 3rd Edition, Medoff and Tanquary, Focal Press.
- *Electronic Moviemaking*, 4th Edition, Gross and Ward, Wadsworth.
- *Video Production: Disciplines and Techniques*, 8th edition, Burrows, Gross, Foust and Wood, McGraw Hill.