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**Ohio Articulation Number (OAN)
Course Submission Form
2005-2006**



College/University The University of Akron

Course(s) Submitted(Title & Course #) 7600:280 Media Production for
Techniques

Ohio Articulation Number OCM 008

Date 1-30-07

Name and title of individual submitting on behalf of the college/university

Name Dr. Carolyn Anderson Title Interim Director, School of Communications

Address The University of Akron
School of Communication
Akron, OH 44325-1003

E-mail canderson@uakron.edu

Phone 330-972-6218

Fax 330-972-8045

Credit Hours 3 qtr _____ sem X

Lecture Hours 3

Laboratory Hours 0 (if applicable)

Pre-Requisites(s) Course work (if applicable)

None

Placement Score (if applicable)

(Name of test) _____

(Domain) _____ (Score) _____

Catalog/Course Description (Includes Course Title and Course #)

Introduction to production techniques used in the mass communication covers sound, image, lighting, fundamentals of conveying messages on slide, film and video.

Texts/Outside Readings/Ancillary Materials

Video Basics 4 -Herbert Zettl

Course Objectives and/or Plan of Work

Introduction to production techniques used in the visual communication process; including camera operations, imaging, lighting, and fundamentals of conveying messages in a visual environment.

Production Objectives- After taking this class, the student should be able to:

- Operate video equipment, including: Video camera, microphone, simple non-linear editor
- Control camera exposure using iris controls
- Control camera color using white balance controls
- Understand how light sources affect color control based on color temperature
- Control camera focus using lens focus controls
- Control camera movement, including pan, tilt, and zoom.
- Create framing including: Wide-shot, Medium-shot, Close-up
- Demonstrate the basic concepts of picture composition, including simplicity, lines, mergers, framing, rule of thirds,
- Demonstrate visual techniques including rack focus, depth of field,
- Edit a video using a non-linear video editing program
- Demonstrate editing concepts including continuity, basic sequence, exit/entrance, matched action, and cutaway

Planning Objectives- After taking this class, the student should be able to:

- Plan a production by creating a storyboard for a TV program
- Create a shooting script
- Create a shooting schedule based on the storyboard and script

Description of Assessment and/or Evaluation of Student Learning

Your grades are based on the following assignments, activities, and tests.

Each of the project assignments are available online at:

www.webct.uakron.edu as a MS Word Document.

You may also use the School of Communication computer lab on the second floor to access these documents.

Graded Activities:

Technique Critique	50 points
Project #1: Shoot Project	100 points
Project #2: Editing Exercises (2@50 points each)	100 points
Project #3: Final Project- Storyboarding	100 points
Project #4: Final Project- Shoot/Edit	100 points
Quizzes (5 total, 20 points each)	100 points
Attendance & Participation:	50 points
TOTAL POSSIBLE POINTS:	600 points

GRADE SCALE:

Letter Grade:

A	94-100%	C+	77-79%
A-	90-93%	C	74-76%
B+	87-89%	C-	70-73%
B	84-86%	D	60-69%
B-	80-83%	F	0-59%

Master Syllabi and Working Syllabi (if both are used)

Media Production Techniques

7600:280:002 Spring 2006

T&TH

12:50pm-2:15pm

PR Hoffman

phoffman@uakron.edu

Office Hours: Th 3:30-4:30pm, Kolbe Hall 108B

330-

972-6217

TEXTBOOK Video Basics 4 -Herbert Zettl

Course Web Site: <http://www.uakron.edu/schlcomm/Hoffman> &
www.webct.uakron.edu

Course Objective: Introduction to production techniques used in the visual communication process; including camera operations, imaging, lighting, and fundamentals of conveying messages in a visual environment.

Class Format: Lecture, class discussion, video screenings, and hands on exercises. The student is expected to work in the lab outside of class hours and is responsible for taking lecture notes, completing reading assignments, and taking online quizzes covering assigned readings.

Instructional Objectives:

Production Objectives- After taking this class, the student should be able to:

- Operate video equipment, including: Video camera, microphone, simple non-linear editor
- Control camera exposure using iris controls
- Control camera color using white balance controls
- Understand how light sources affect color control based on color temperature
- Control camera focus using lens focus controls
- Control camera movement, including pan, tilt, and zoom.
- Create framing including: Wide-shot, Medium-shot, Close-up
- Demonstrate the basic concepts of picture composition, including simplicity, lines, mergers, framing, rule of thirds,
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- Demonstrate editing concepts including continuity, basic sequence, exit/entrance, matched action, and cutaway

Planning Objectives- After taking this class, the student should be able to:

- Plan a production by creating a storyboard for a TV program
- Create a shooting script
- Create a shooting schedule based on the storyboard and script

Course Policies:

Attendance- Students whose names do not appear on the university's official 15th day class list will not be permitted to attend class, take exams, or receive credit. Students will not be registered into the class after that date.

The University of Akron Attendance Policy is described in the Undergraduate General Bulletin; the School of Communication subscribes to this policy. Students are expected to attend class and on time.

Attendance and participation in this class is mandatory. Students are expected to attend class regularly and on time. The instructor will take attendance in the first five minutes of class time. If you are not present when attendance is taken, you will be counted as absent.

- A. Attendance is required. There are no "excused" absences.

- B. Tardiness and leaving early is disruptive to the learning environment. Tardiness to class or leaving early from class will count towards an absence. If you are not present when attendance is taken or at the end of the class period, this will count as one-third of an absence. (3 times late to class = one absence)
- C. Students should call **972-SNOW** for cancellation of classes and closure announcements, not the main office.

Absences- You are allowed 2 (two) absences without incurring a penalty. Each subsequent absence over two will result in a full letter grade reduction of the final course grade. Students get no more than two absences, so you are advised to use them wisely.

Student Conduct: The School of Communication stresses the importance of proper conduct and deportment. In order to foster an atmosphere conducive to successful educational interaction, it is the responsibility of the student to conduct herself/himself in a manner that is considered to be appropriate for a collegiate educational environment. Students are expected to be mindful of the attitudes, values and beliefs of other students, and conduct themselves appropriately in class. Behavior that is disruptive to teaching or learning (in or out of the classroom) cannot be tolerated. Students who conduct themselves in an anti-social manner will be subject to disciplinary procedures described in The General Bulletin.

Student With Disabilities: Any student who feels she/he may need an accommodation based on the impact of a disability should contact the Office of Accessibility at 330-972-7928. The office is located in the Student and Administrative Services Building, Room 125. Accommodations can only be made if you have registered with this office. Confidentiality is assured.

Digital Courtesy: The ringing of pagers and portable cell phones is strictly prohibited during class. If your pager/phone does not have a silent or "vibrate" mode, you should turn it off during class. You may not "text" during class. You also may not use wireless laptops during class for any purpose other than note taking. IM'ing, checking your email, or performing other such non-class related activities using your laptop is prohibited. Students who violate this policy will lose 5 points for the first time, 10 points the second time, and 50 points the third time.

Academic Honesty: All University of Akron guidelines and policies on academic honesty and plagiarism must be adhered to (copies of these policies are available from the Student Discipline Office). The highest levels of ethical conduct are expected from students. Others may proofread or check work, but the student must originate the content of all work. It is the policy of the School of Communication that a student who is engaged in acts of plagiarism and/or cheating, be subject to dismissal from a class and University disciplinary procedures. You may not use another student's footage; you may not cooperate on individual projects.

Grading:

Students are encouraged to carefully review grades and reflect upon comments from the instructor. If a student wishes to discuss a grade they are encouraged to do so during the instructor's office hours. If the student wishes to appeal a grade, they may do so in writing in a well-formed, one page typed argument, explaining the student's point of view no sooner than 24 hours, but no later than three school days after receiving the original grade. **No grade appeals will be considered unless they meet these guidelines.**

You may not submit work past the due date. You will receive a 0 for any work not turned in on deadline.

Your grades are based on the following assignments, activities, and tests.

Each of the project assignments are available online at:

www.webct.uakron.edu as a MS Word Document.

You may also use the School of Communication computer lab on the second floor to access these

documents.

Graded Activities:

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B	84-86%	D	60-69%
B-	80-83%	F	0-59%

Project Policies & Notes: Using The School of Communication Media Lab

- You are responsible for accessing all assignments online. You are responsible for knowing the deadlines contained in this syllabus. You are responsible for asking questions if any assignment is unclear. If in doubt; ask during class, call or email your instructor.
- Each student will need to complete Project #1 on his or her own, without any help. For Projects #2-4, you will team up with one other class member to complete your project. No group can consist of more than two people.
- As part of this class, you are encouraged to use the resources available to you through our Media Lab on the ground floor, and our computer labs on the second floor. When you edit in the computer lab, you will need to bring your own headphones with a 1/8" mini-pin connector (typically found on Walkman-style headphones).
- Many students often choose to use their own video equipment rather than the school's to complete their work for this class. You may choose to do so, but you should be aware that our editing facilities are DV only. If you choose to shoot on 8mm, Hi8mm, VHS-C, VHS, it is your responsibility to convert that original tape over to DV.
- If you own iMovie or other editing software, you may edit your projects at home. You will need to turn in your final, edited projects as a QuickTime file and drop them into the media server drop box.
- A Student Responsibility form is attached to this syllabus. Before you may use School of Communication equipment, you must complete this form and return it to Room #64 in the Media Lab. **This should be done by 1/20/06.**
- When you complete editing projects in the Mac lab, you will first render your final project as a QuickTime file, then you will place those files into your instructor's folder on the network server.
- **FAILURE TO COMPLY WITH MEDIA LAB POLICIES:**
The Media Lab is committed to providing School of Communication students with top quality service. To ensure that equipment is always ready for your use and the use of your fellow students, please follow the rules in the Statement of Responsibility. In addition to your financial

responsibility for the equipment, you are responsible to bring the equipment back at the date and time indicated at sign-out. The following penalties will be assessed to your course grade for failure to follow Media Lab policies:

First late return of equipment-	Lose 20 points
Second late return of equipment-	Lose additional 30 points
Third late return of equipment-	Lose additional 50 points

Equipment return will be considered late when it has not been returned within 15 minutes of the assigned date and time. Media Lab Manager, Dean Long, will communicate with your instructor in writing when you have failed to return an item as assigned. Any appeal of a late penalty must be submitted in a one-page typed explanation to the instructor no later than 2 class periods from the assigned return date.

Repeated failure to comply with Media Lab policies may result in additional penalties, including receiving a failing grade in the course.

Your main contact in the Media Lab is Manager Dean Long. You may reach Mr. Long at 330-972-6758.

- **Course Schedule** Note: This schedule may, and probably will, change as the semester proceeds.

<u>LECTURE TOPIC</u>	<u>PROJECT REVIEWS</u>
ASSIGNMENTS DUE	
Week One-	
1/17- Introduction & the Process of Visual Communication Chap 1-2	Technique Critique READ:
1/19- TECHNIQUE CRITIQUES	
Week Two-	
1/24- TECHNIQUE CRITIQUES	
1/26- TECHNIQUE CRITIQUES	
Week Three-	
1/31- TECHNIQUE CRITIQUES	
2/2 - Project #1 Assignment / How cameras work- Baselight, WB & Focus Chap 3-4	READ:
Week Four-	
2/7- Camera Demo/ Shot Framing & Composition Principles Chap. 5-6	READ:
2/9- Composition and Framing	
Week Five-	
2/14- Composition Part II	
2/16- Video Recording & Editing PROJECT #1 DUE 2/16	
Week Six-	
2/21- NO CLASS- HOLIDAY	
2/23- Audio Recording Chap. 8	READ:
Week Seven-	
2/28- Lighting Chap. 7	READ:
3/2- Editing Rules & Styles –Cutting Edge Chap 11-13	Project #3&4 Assignment READ:
Week Eight- (MEET IN G4 LAB THURSDAY, 3/9/05, #211)	
3/7- Editing Rules & Styles- Cutting Edge	
3/9- iMovie Editing Basics	

Week Nine-(MEET IN G4 LAB TUESDAY, 3/14/05, #211

3/14- iMovie editing Advanced
3/16- **Editing Assignments Due**
PROJECT #2 DUE 3/16

Week Ten-

3/21- Advanced Production Methods- Avid, Discreet Edit, Final Cut, Adobe Premiere, Media 100
3/23- Storyboarding and Scripting
Chap. 9

READ:

Week Eleven-

4/4- **Project #3 & 4 Assignment & Demo**
4/6-Work Day for Project #3

Week Twelve-

4/11- **STORYBOARD REVIEW- Schedule a meeting time, we will meet in KOLBE #108-B**
#3 DUE
4/13- **STORYBOARD REVIEW- Schedule a meeting time, we will meet in KOLBE #108-B**
#3 DUE

Project

Project

Week Thirteen-

4/18- TV Studio Operations **(MEET IN KOLBE 56A, TV STUDIO)**
Chap. 10
4/20- Directing in The Field
Chp. 16 & 17

READ:

READ:

Week Fourteen-

4/25- Work Day: Project #4
4/27- Work Day: Project #4

Week Fifteen-

5/2- The Future of TV. Media and Computers
5/4 @ 5pm
5/4- Course Review/Summary

Project #4 DUE

THIS IS A COPY OF THE CONTRACT YOU SIGN WHENEVER YOU CHECK OUT EQUIPMENT.

PLEASE READ IT CAREFULLY!

STATEMENT OF RESPONSIBILITY

The School of Communication - The University of Akron

In return for my being afforded the opportunity to use equipment belonging to The University of Akron, I agree that the following conditions apply to my possession and use of the equipment which I have checked out and which is listed on the equipment sign-out form I signed:

1. I agree that The School of Communication is not liable for any damages to property or persons that arise from any misuse of this equipment, intentional or

otherwise.

2. I will return the equipment on or before the day and time stated, or sooner if requested.
3. I will pay for the replacement of the equipment or any part thereof if it is lost, or if it is stolen and my negligence, or the negligence of any person to whom I may give custody of the equipment, facilitated the loss or theft.
4. I will pay for repairs or replacement if the equipment or any part thereof is damaged through negligent handling or use by me or any other person whom I may permit to handle or use the equipment.
5. I agree that repair charges will consist of all costs to the University for repairs and handling; and that replacement charges will consist of all costs to the University for replacement and handling, less depreciation, if replacement of an entire piece of equipment or a major part thereof is necessary.
6. I agree that the determination of whether or not negligence contributed to theft or damage will be made by the School of Communication Director and/or his/her designees at an open meeting.
7. I agree that the Instructor may issue a grade of “incomplete” in the course for which the equipment was checked out or used, and/or that the University may withhold copies of my transcript, until repair or replacement charges are paid.

SCHOOL OF COMMUNICATION THE UNIVERSITY OF AKRON

STUDENT INFORMATION SHEET

COURSE NAME:

INSTRUCTOR NAME:

COURSE: 7600: _____

SEMESTER:

NAME:

_____ (LAST) (FIRST)

Student Number: _____

LOCAL ADDRESS:

_____ House Number and Street

CITY: _____ **STATE:** _____ **ZIP**

LOCAL TELEPHONE:

(WHERE YOU CAN BE REACHED DURING THE CURRENT TERM)

(WHERE YOU CAN BE REACHED AFTER THE CURRENT TERM ENDS)

UANET E-MAIL: _____ @ uakron.edu

I have read the course syllabus, the attendance policy, the equipment use and checkout policy and the lab policy. I understand and will abide by the established rules and regulations.

I also understand that The School of Communication is not liable for any damages to property or persons that arise from any misuse of this equipment, intentional or otherwise.

This form, completed, signed and dated, must be returned to the course instructor by the date specified in the syllabus.

Signature: _____ **Date:** _____

General information and policies

Kolbe Hall Room 64

Telephone 330

972-6754

The Media Lab OPEN times will be posted in the Media Lab and may change without prior notice

NO EQUIPMENT can be signed out until a current and valid **STUDENT INFORMATION FORM** is on file in the Media Lab **AND** the student is on the **CLASS ROSTER**. Photo Identification is required to pick up equipment. If your Instructor does not provide it, see the Lab Manager for a copy of the form.

The Media Lab equipment checkout will be open whenever the media lab is open. (Kolbe Room 64) You can only check out or return equipment during the hours that the checkout is open. If for some reason class is not being held on a particular day, the equipment must still be returned by the specified time. **Members of the class cannot check out equipment, return equipment, use the lab, drop off or pick up materials related to projects during the meeting times for this class, unless the class is not meeting.** No equipment can be checked out to start a project until after the class period on the date the project is scheduled to begin. Those dates are noted in the syllabus.

On the date a project is scheduled to begin, you may check out the equipment, or begin to use the lab equipment, after the class period is ended. If no equipment is available at the time you wish to get it, you may reserve it for another time. Individuals or teams cannot have multiple reservations.

No equipment may be reserved by telephone.

Equipment checked out is **always due** to be returned by **12:30 pm** on the following school day. Even if you have not completed the project you must return the equipment by the specified time. If you have not completed the project you may call or stop by the lab and ask permission to keep the equipment longer. **You may not keep it beyond the scheduled return time without permission from an authorized person in the lab (KO-64). ONLY lab personnel can authorize an extension**

**** IMPORTANT NOTE:** Returning the equipment on time is vital. The failure to return on time can mess up the entire schedule. **Partial** returns will not be accepted. **If you do not return all the equipment on time your instructor will be notified AND you WILL BE DENIED further checkout privileges.**

NO EXCEPTIONS to this policy will be made unless the instructor indicates **IN WRITING** to the Lab Manager that the policy does not apply to a particular student and stating the reason for the waiver. **Only ONE waiver per student per semester will be accepted.**

For projects that require the use of the equipment in the lab (i.e. AVID), it can be used on a

drop in basis during published open hours. Sign-in and out using the clip-board outside of KO-61. The Lab Assistant will open the required room for you. **NO FOOD OR DRINK IS PERMITTED IN THE LAB SUITES.** Make sure you have logged off the equipment and closed the door to the room when you leave. If you drop in during the normal open hours and the equipment is free you may use it.

NOTE: Certain AVID Systems may be reserved by the Instructor during the time a class is in session.

A grade of "incomplete" will be submitted if the student owes the school of communication for lost or broken equipment at the end of the term. **Keep all class materials until after you receive final grade.**

1/4/2006

Spring 2006 Media Production Syllabus Statement

Name: _____

Permanent Address: _____

City: _____ State: _____

Zip Code: _____

Phone: (H) _____ (School) _____

Instructor: _____ Phil Hoffman _____

Course: _____ Media Production _____

Date: _____

I have read and understood my syllabus.

Signature: _____

TEAR OFF THE PORTION BELOW, SIGN IT, AND TURN IT IN TO MR. HOFFMAN

Spring 2006 Media Production Syllabus Statement

Name: _____

Permanent Address: _____

City: _____ State: _____

Zip Code: _____

Phone: (H) _____ (School) _____

Instructor: _____ Phil Hoffman _____

Course: _____ Media Production _____

Date: _____

I have read and understood my syllabus.

Signature: _____

Additional Documentation

OH - BOWLING GREEN STATE UNIVERSITY OH	T O	UNIVERSITY OF AK RON	EFFECTIVE DATES
TCOM250		7600:280	Fall Semester 1982 - 9999
OH - CLEVELAND STATE UNIVERSITY	T O	UNIVERSITY OF AK RON	EFFECTIVE DATES
COM 204		7600:280	Fall Semester 1998 - 9999
OH - COLUMBUS STATE COMMUNITY COLLEGE (1973A) OH	T O	UNIVERSITY OF AK RON	EFFECTIVE DATES
COMM210		7600:280	Spring Semester 1993 - 9999
OH - KENT STATE UNIVERSITY	T O	UNIVERSITY OF AK RON	EFFECTIVE DATES
JMC 33031		7600:280	Fall Semester 1979 - 9999
OH - MIAMI UNIVERSITY (1913A) OH	T O	UNIVERSITY OF AK RON	EFFECTIVE DATES
COM 144		7600:280	Fall Semester 1960 - 9999
COM 353		7600:280	Fall Semester 1960 - 9999
OH - OHIO STATE UNIVERSITY (1913A) OH	T O	UNIVERSITY OF AK RON	EFFECTIVE DATES

COMMUNIC 350	7600:280	Fall Semester 1989 - 9999
JOURNAL 350	7600:280	Fall Semester 1989 - 9999
OH - OHIO UNIVERSITY (1913A) OH	T UNIVERSITY OF AKRON	EFFECTIVE DATES
TCOM200C	7600:280	Fall Semester 1967 - 9999
TCOM308	7600:280	Fall Semester 1967 - 9999
OH - UNIVERSITY OF CINCINNATI (1913A) OH	T UNIVERSITY OF AKRON	EFFECTIVE DATES
28 EMDT 146 - Basic Video Production	7600:280	Fall Semester 1980 - 9999
28 EMDT 241 - Video Production I	7600:280	Fall Semester 1980 - 9999
OH - UNIVERSITY OF RIO GRANDE (1969A) OH	T UNIVERSITY OF AKRON	EFFECTIVE DATES
JRN 36103	7600:280	Fall Semester 1980 - 9999
OH - WRIGHT STATE UNIVERSITY (1968A) OH	T UNIVERSITY OF AKRON	EFFECTIVE DATES
MP 253	7600:280	Fall Semester 1980 - 9999

OBR Use

Action

Approved	
Additional Information Requested	
Rejected	
Date	