

**University of Northern Iowa
Department of Communication Studies**

COMM EM 2655/3655 Video Production/Practicum: UNI-TV

Fall 2014

Dr. Joyce Chen

Office Hours: TTH 2-3pm

W 12-3pm

or by appointment

Office: 321 Lang Hall

Office Phone: 273-2574

Class Meeting: TTh 12:30-1:45pm, 31/46 Lang Hall

UTV Archives: <http://www.uni.edu/chen/sp10> Production tops: <http://unitvclass.weebly.com/>

Course Objectives

As the title suggests, this course provides students with hands-on experience in a real digital production situation. The main objective of this course is to help students gain *live producing and multiplatform distribution* experiences which would be useful for handling live events and activities for organizations or communities. Every student in the class is responsible for producing one 30-minute (or longer) **live UNI-TV** program either in studio or field for both cable TV and online distribution. The topic is up to each student. The whole class will work together as a production team, and everyone will share the responsibility for all the productions.

Timing, accuracy, and good preparation will be the important discipline for this class. Creative and critical thinking ideas are encouraged. **One thing you need to be sure: the weekly production is the mission of the class. I am the executive producer to facilitate the production, and you are the producers and crewmembers to produce the show.**

By the end of the semester, every student should be able to:

- plan, organize, and produce a live TV program;
- produce video packages or short documentary segments for electronic media;
- work for live TV production crews;
- possess better nonlinear editing and file compressing skills.

Class Organizations

Since there may be differences among students in the class, in terms of production skills, learning interests, and future job expectations, I'll do my best to accommodate those differences and help you get out from this class as much as possible. Individual meeting with me is encouraged.

At the beginning of the semester, the class will be focused on refining your skills of writing, camera operations, AfterEffects/graphic design, and editing.

However, everyone needs to choose a topic and style of the live production as soon as possible at the beginning of the semester, so that we would have enough time to discuss and prepare for a successful program you are going to produce. You may decide, select or invite talents needed for your show.

Attendance & Crew Performance (10%):

Since UNI-TV intends to produce live program in the studio or field and distribute the program through UNI cable system on campus, to the Cedar Falls/Waterloo community, and on the Internet, **attendance**

and performance will be necessarily taken into account for your final grade to ensure the quality of production. You may also use these productions to make your visual resume/portfolio for internship or job applications.

NO ABSENCE IS ALLOWED ON LIVE PRODUCTION DAY.

You are allowed TWO absences on non-production day without penalty. If you will be absent or late, you are expected to notify me in advance. Please save your two absences on non-production day for potential emergent needs. Beyond the two absences, every one thereafter or any one on PRODUCTION DAY will result in the deduction of a half of letter grade from your final grade. Please refer to the attendance policy at <http://www.uni.edu/policies/306>.

“The University of Northern Iowa is an Affirmative Action Equal Opportunity Institution. The Americans with Disabilities Act of 1990 (ADA) provides protection from illegal discrimination for qualified individuals with disabilities. Students with disabilities and other special needs should feel free to contact the instructor if there are services or adaptations that can be made to accommodate specific needs. Check with the Office of Student Disability Services at 103 Student Health Center (273-2677) for further information. Also check it at <http://www.uni.edu/sds/applyingforservices>.”

Skills Assignment (10%)

There are two skill assignments. One is on non-linear editing. You are required to make a 1-2 minute package with a title, live talent, graphics or pictures, voiceover, music, and transitions. The other is on AfterEffects. You are required to use AfterEffects to make an animated opening or title page. The details will be described in handouts.

Individual Project (50%)

In order to meet the challenge from the real world oriented by digital media, the format and structure of the individual project will be preferred to investigative and innovative format. It is a 30-minute live broadcasting show during the class time for studio production. The segments will include the main content of your project and two PSA breaks. For each project, the producer has the authority to make decision on the selection of talents and crew positions according to the nature of a project.

If you are interested in the weekly news format, you should be a co-anchor and co-producer, and responsible for making news value judgment and finalizing the content of weekly news.

Assistant Producer or Director (10%)

In order to ensure the production quality, each student will serve once either as Assistant Producer or Director on another student’s project. As an assistant producer, you may work with the producer to prepare for the live production. As a director, you need to check the production documents and pre-recorded materials in advance and direct the live show during the live production. You are also required to write a critique on the show in which you are Assistant Producer or Director.

Personal Portfolio (10%)

Everyone needs to make a personal portfolio. It depends on your interest. For example, if you want to be a reporter/anchor/host, please practice and document your performance and save best clips of PKGs on a DVD, and then, give the DVD to me. If you want to be director, producer, or promotion producer, please make a portfolio to demonstrate your skills and creative ideas. I’ll send you comments and suggestions in writing.

Two Individual meetings (10%)

There will be two individual meetings: One is preproduction meeting for your project; and the other is for the critique of your production.

Grading:

The grades will be weighed by the percentages shown below and combined to result in your final course grade. According to the university policy, every piece of work you turn in must be your own creation for this class (referring to Student Academic Ethics Policy <http://www.uni.edu/policies/301>). Grading items are as follows:

Attendance/Crew Performance	10%
Skills	10%
Producing Project	50%
Personal Portfolio	10%
Assistant Producer/Director	10%
Individual Meetings	10%
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Total	100%

Tentative Schedule:

Week 1

8/26 (T) Syllabus & Production discussion (scripts, rundown sheets, & directing)

Skill Assignment #1: Editing Package

8/28 (Th) Editing practice

Technical orientation by Engineer Ken Paschke

Producing Assignment

Week 2

9/2 (T) Discussion: **Individual topics**

Editing practices

9/4 (Th) Discussion: (structure & content of the project)

DUE- Skill Assignment #1: Editing

Sign up for individual meeting

Week 3

9/9 (T) **Live Crew Practices**

9/11 (Th) **Live production practices**

Week 4

9/16 (T) Practices: AfterEffects

Skill Assignment #2: AfterEffects

9/18 (Th) More practices: AfterEffects; (**Script due for 9/23 Live**)

Week 5:

9/23 (T) Live news production: School Beat (Nathan, Ian) (Advanced News Reporting Class)

9/25 (Th) Homecoming Show (Margo, Sean) Luke, Nathan

Week 6:

9/30 (T) Discussion news assignment for 10/7 (Co-producers: Paul & Cori); Due 10/6 Monday

DUE- Skill Assignment #2: AfterEffects

10/2 (Th) Discussion news assignment for 10/16 (Co-producers: Margo & Nathan); Due 10/14 (T)

Week 7:

10/7 (T) **Live news production** (Paul, Cori, Anton, Luke)

10/9 (Th) **Sean's "Late Night TV Show"** (Sean, Carly)

Week 8:

10/14 (T) Critiques

10/16 (Th) **Live news production** (Margo, Nathan, Paul, Anton)

Week 9:

10/21 (T) Due news materials from News Writing class

10/23 (Th) **Live news production: City Government (Advanced News Reporting Class)**

Week 10:

10/28 (T) **Live Sports Show** (Paul, Ian, Cori, Luke)

10/30 (Th) **Halloween Show (Carly, Mackenzi, Luke)**

Week 11:

11/4 (T) Critiques

11/6 (Th) **Live Election & Variety Show** (Sean, Mackenzi, Nick, Luke)

Week 12:

11/11 (T) Due news materials from News Reporting class

11/13 (Th) **Live news: Stand up to Yik Yak (Script due for 11/13 Live) (Advanced News Reporting Class)**

Week 13:

11/18 (T) Preparation

11/20 (Th) **(without my presence) Live Auto Talk Show** (Nathan, Luke)

Week 14:

11/25-27 Thanksgiving Holiday, No class.

Week 15:

12/2 (T) Discussion production quality

12/4 (Th) **Live Community Service Showcase** (Sean, Carver, Margo, Aven)

Week 16

12/9 (T) Prepare for Variety Show

12/11 (Th) Studio Setting up

12/18 (Th): **Finals Week 3:00-4:50pm Variety Show (Luke, Anton; Ian, Paul, Sean)**