

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

COMM EM 2655/3655-01 Video Production/Practicum: UNI-TV

Fall 2013

Dr. Joyce Chen

Office Hours: M 4-5pm

W 11-3pm

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>

Course Objectives:

As the title suggests, the main objective of this course is to produce a 30-minute live UNI-TV program for both cable TV and online every week. It will provide students with hands-on experience in a real digital production situation. 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 crewmembers to produce the show.**

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 to help you get out from this class as much as possible. However, everyone needs to make packages and work for the live casting at the beginning of the semester, and gradually we may spin-off to produce diversified shows. You are encouraged to refine your individual performance in front of cameras, or to write proposals for producing variety shows later in the semester. Interests in writing, performing, and reporting will be justified and accommodated with the progress of weekly production. By the end of the semester, every student should be able to:

- either direct, produce, anchor/report, or promote TV news/sports/entertainment and online programs;
- produce news/sports/entertainment packages or documentaries for electronic media;
- produce short segment for variety shows;
- work in news/sports/entertainment production crews;
- gain nonlinear editing skills.

Attendance & Crew Performance (10%):

Since UNI-TV is a weekly program produced live in the studio and distributed through UNI cable system on campus and to the Cedar Falls/Waterloo community and uploaded 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 resume tape for internship or job applications.

The production cycle will be:

Tuesday -- News Packages Due for current week's show and Assignments for next week's show
Thursday -- Setting up (12:30-1:00), Studio production (1:00-1:30), Wrapping up (1:30-1:45)

NO ABSENCE IS ALLOWED ON THURSDAY, the studio production day. You are allowed TWO absences on Tuesday without penalty. If you will be absent or late, you are expected to notify me in advance. There is no distinction between excused or unexcused absence, so save your two absences on Tuesday for potential emergent needs. Beyond the two absences on Tuesday, every one thereafter or any one on Thursday will result in the deduction of a half of letter grade from your final grade. (referring to the attendance policy <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 see <http://www.uni.edu/sds/>.”

Assignments (90%):

In order to meet the challenge from the real world with the digital media, the format and structure of the story will be preferred to investigative reporting and innovative format. It is a 30-minute weekly live show at 1:00pm on Thursday. The segments will include news, issues (student life), sports, entertainment, and two PSA breaks. For each show, there will be two news anchors, one entertainment anchor, and one sports anchor. The news anchors of each show will be responsible for producing the show, i.e., co-producers. The crew positions will be rotated to ensure that everyone will be able to do the position in which he/she is interested. However, I will accommodate student special interests such as anchoring and reporting, producing, directing, online producing, or producing creative/promotion materials, as well as news, sports, or entertainment, to adjust individual's rotations for the production. Please let me know your special interest as early as possible.

a. Producer, Director, or Creative/Promotion Producer (10%)

According to a rotation table each student will be assigned to producing, directing, or promote the shows during the semester. The rotation schedule will be discussed in class, and the responsibilities will be described in handouts. If you are not assigned to the position of a producer, a director, or a promotion staff, please contact me.

b. Weekly Assignments (50%):

The producer will discuss weekly assignments with each student on the previous Tuesday. There will be 11 shows in the semester, including about 120 packages (news, sports, special issues, promotion/PSA, entertainment, etc.). Each student needs to edit, at least, 8 packages with or without other students' help (no package can be counted as an individual package simultaneously by two students).

c. News/Sports/Entertainment Package (5%) and Individual meeting (5%)

This assignment is an individual project. It helps you learn how to make a news package and how to speak in front of camera. I will meet with you individually.

d. Performance Report/Production Critique (5%) and Individual Meeting (5%)

There is one written evaluations of the shows we do for the class. It is in the middle of the semester. You need to review and critiques the shows and your own performance, and tell me your concerns about the class and suggestions on the final variety show. I will meet with you individually.

e. 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. I'll give comments and suggestions in writing. If you want to be director, producer, or promotion producer, please make a portfolio to demonstrate your skills and creative ideas. In your portfolio, you need to show the progress you made in the class and improvement on those weaknesses you mention in your mid-term report.

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 will be as follows:

Attendance/Crew Performance	10%
News PKG	5%
Weekly News PKG	50%
Producing/Directing	10%
Personal Portfolio	10%
Performance Report	5%
Individual Meetings	10%
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Total	100%

Tentative Schedule:

Week 1

8/27 (T) Syllabus & Production discussion (scripts, rundown sheets, & directing)

Assignment #1: Making PKG

8/29 (Th) Editing practice & EZNews learning

Technical orientation by Engineer Ken Paschke

Week 2

9/3 (T) Critique: **Assignment #1: Making PKG due**

9/5 (Th) Discussion: (structure & content of the show)

Sign up for individual meeting

Week 3

9/10 (T) **Crew Practices**, PKG assignment for Show #1

9/12 (Th) **News Magazine Show lining up practice**

Week 4: Preparation

9/17 (T) PKGs due for Show #1

9/19 (Th) **More practices**

Week 5: Show #1

9/24 (T) PKG assignment for Show #2

9/26 (Th) **Live Show #1**

Week 6: Show #2

10/1 (T) PKGs due for Show #2, PKG assignment for Show #3
10/3 (Th) **Live Show #2**

Week 7: Show #3
10/8 (T) PKGs due for Show #3, PKG assignment for Show #4
10/10 (Th) **Live Show #3**

Week 8: Show #4
10/15 (T) PKGs due for Show #4, PKG assignment for Show #5
10/17 (Th) **Live Show #4**
Performance report due (10/18, Friday before 10 pm)

Week 9: Show #5
10/22 (T) PKGs due for Show #5, PKG assignment for Show #6
10/24 (Th) **Live Show #5**

Week 10: Show #6
10/29 (T) PKGs due for Show #6, PKG assignment for Show #7
10/31 (Th) **Live Show #6**

Week 11: Show #7
11/5 (T) PKGs due for Show #7, PKG assignment for Show #8
11/7 (Th) **Live Show #7**
Portfolio due (Friday, 11/8) & Sign up for individual meetings

Week 12: Show #8
11/12 (T) PKGs due for Show #8, PKG assignment for Show #9
11/14 (Th) **Live Show #8**

Week 13: Show #9
11/19 (T) PKG due for Show #9, PKG assignment for Show #10
11/21 (Th) **Live Show#9 (without my presence)**

Week 14:
11/26-28 Thanksgiving Holiday, No class.

Week 15: Show 10
12/3 (T) PKG due for Show #10, check final show assignment
12/5 (Th) **Live Show #10**

Week 16
12/10-12 Preparations for Final Variety Show

12/19 (Th): Finals Week 3:00-4:50pm