

**Electronic Media and Broadcasting**  
**EMB 210-002 - Single Camera Media Production**  
Fall 2013

Tuesday & Thursday  
12:15 – 1:30 p.m.  
GH 255 Media Lab  
GH 265 Performance Space

Professor: Bavand Karim  
Office: GH 457; Phone: 859-572-7791  
Email: [Karimb1@nku.edu](mailto:Karimb1@nku.edu)  
Office Hours: T/TH 1-3; W 4-6

Textbook: The Filmmaker's Handbook, Ascher & Pincus  
Other Materials: 8 GB Class 6 SDHC Card  
SD Card Reader, External Storage

**COURSE DESCRIPTION:**

This course is an introduction to the process of digital media production, intended to provide you with a strong foundation and prepare you for more advanced production classes.

It is not necessary to have any prior knowledge about making media to take this course. Filmmaking is a complicated process, involving technical proficiency, creative collaboration, and a lot of effort. By nature of this being an introductory class, we will cover a lot of ground quickly. The intention of this class is give you a solid foundation in digital storytelling.

We will focus on the basic principles of production for video with independent film as our model. We will discuss how parts of this process differ from major Hollywood productions or multi-camera television productions. Production is best learned through hands-on work, hence much of our class time will be devoted to short exercises. It is important for you to experiment, try different approaches to creating your work, and make mistakes.

**LEARNING OBJECTIVES:**

**1. Learn and become proficient at the fundamentals of shooting video.** These skills include (but are not limited to) understanding the following:

- Setting up and using a tripod
- Setting focus and exposure for video
- Operating different focal lengths
- Creating three-point lighting
- Framing and composition concepts
- Digital formatting and compression
- Audio production techniques

Students will be expected to know specific terminology related to production, and to demonstrate practical application of the skills covered in the course.

**2. Understand the basics of video editing.** This course employs Final Cut Pro as our editing system, and will introduce students to a variety of programs for specific functions (Photoshop, Pro Tools, iDVD). By the end of the course, students should know how to:

- Understand basic editing concepts
- Digitize footage into a computer
- Select portions of footage to edit
- Combine footage into a sequence
- Add sound effects and music
- Perform corrections and normalizations
- Create simple effects and titles
- Output the completed footage to DVD

**3. Become a better storyteller.** Ultimately, the goal of the filmmaker is to engage the audience with a story, whether narrative or documentary, scripted or reality. Over the course of the semester, the class will discuss what makes a video project coherent and compelling, from script to camerawork to editing. Students will learn how to thoughtfully evaluate and constructively critique classmates' work, how to receive productive and constructive critiques regarding their own work, and modify their work to address those critiques where appropriate.

**4. Become exposed to the wide variety of tasks and jobs that production work encompasses.** It is my hope that you can begin to discover what areas of production you like or dislike, where your strengths and weaknesses lie, and what future courses or careers might be appealing to you. This course will discuss professional set organization, discuss the role of each crewmember, and spend several class days focusing on each of these areas.

## EXPECTATIONS:

**Attendance and Participation:** This is the most basic and fundamental point of emphasis regarding expectations. This course will cover a large quantity of material fairly quickly, and it is important for you to be present and an active participant in the class. Asking questions and providing and receiving feedback are among most important aspects of the filmmaking process, and invariably lead to improved decision making.

**Class Preparation:** The majority of our class time will be dedicated to the hands-on practice of filmmaking skills as well as discussion of topics covered by the textbook (or not). There will be time dedicated to answering questions regarding the reading, however there will not be much time spent reiterating information from the book. Much of the information required for you to succeed in this course and in production is found in the textbook. You must complete the necessary reading to keep up with the class.

**Outside the Classroom:** Expect to spend a considerable amount of time working on your projects outside of class. Production is a labor-intensive and time-consuming process. Regardless of your talent, becoming a competent filmmaker takes practice and work. While you may not enjoy all aspects of production equally, understanding them and how they complement each other will help you immeasurably, both in class and the outside world. Collaborating with your classmates provides important opportunities to make mistakes, learn, and increase your knowledge.

**Equipment:** Other classes share the university's equipment and editing labs, so treat our facilities and gear with care. Computers and electronic equipment can and do malfunction from time to time. Any problems with labs or equipment should be reported immediately so that they can be corrected and project due dates can be adjusted if necessary. Students must adhere to university equipment reservation policies and deal courteously with administrators and staff members. This includes timely pick-up and return of your equipment according to your reservation. Any reports of unprofessional handling or behavior regarding university equipment or reservations will result in a deduction from your grade. Students will be responsible for the cost of any necessary repairs resulting from damage to the equipment.

**Be professional.** Filmmaking in the "real world" is very unforgiving. This means that the goal of your project must be clearly defined and you must be disciplined, because deadlines will be strict and expectations will be high. For example, students should arrive (to class and on set) on time and fully prepared, wear appropriate clothing and protection when handling equipment, and ensure that all final products are correctly formatted.

## ASSIGNMENTS

- Project 1:** .....A "How-To" Demonstration Video
- Projects 2 and 3:** Choose one of the following for each project:
- Public Service Announcement) .....A short video that promotes a call to action
  - Movie Trailer .....A trailer for a film of your own creation
  - Commercial .....A dramatization or infomercial for an existing product
  - Music Video.....An artistic visual interpretation of an original song
- In-class group projects** .....Two cinematic scenes based on treatments submitted by the class
- Mid-Term** .....Written examination of production techniques and terminology
- Practical Examination** .....Demonstration of production skills and filmmaking techniques
- Final project (up to 30 min)** .....A narrative or documentary written, shot, edited, produced by your group

**Note:** Assignments are due at the beginning of the class period. Late projects will be penalized 20% per day.

## BLACKBOARD

This course will be augmented by NKU's Blackboard system. Grades, PowerPoints, discussion boards, email lists, and online resources some of the elements you'll find at <http://learnonline.nku.edu>. Additionally, the reading quizzes will be conducted on Blackboard.

## GRADING

-Attendance/Participation/Progress: .....	5%
-Peer Evaluation .....	10%
-Project 1: .....	10%
-Project 2: .....	10%
-Project 3: .....	10%
-Mid-Term: .....	10%
-Practical Exam: .....	15%
-Final Project: .....	15%
-In-class shoots (including treatments): .....	15%

Your final grade is weighted with 60% comprised from areas where technical and aesthetic standards will be high and grading will be tough, and 40% from areas where you can receive full credit simply for arriving on time, and participating in class activities and projects.

### Grading Scale

A	(93-100)
A-	(90-92)
B+	(87-89)
B	(83-86)
B-	(80-82)
C+	(77-79)
C	(73-76)
C-	(70-72)
D+	(67-69)
D	(60-66)
F	(60-below)

**Evaluating Art is Subjective.** If we are to approach media as an art form, it is reasonable to disagree on the aesthetic and intellectual caliber of any given work. In a classroom setting, ultimately the grading process requires me to qualitatively evaluate your art. The grade given to each media project will be determined based on the strength of the piece as a whole, rather than on a finite set of individual criteria.

## ATTENDANCE

Attendance is required at all class sessions. More than two absences will reduce your attendance/participation/progress grade to zero. More than five absences will result in a failing grade for the course.

## IN-CLASS PROJECTS

This class will create two short videos based on treatments submitted by the class. These projects, including writing scripts and being part of the production crew, will comprise 20% of your overall grade: 10% for the treatments, and 10% for crew participation. Missing in-class productions will adversely affect BOTH your attendance/participation grade and your in-class shoot grade.

## MID-TERM

The mid-term is a written exam that evaluates your knowledge of production terminology and concepts, crew positions and duties, and ideas or scenarios provided in the readings or discussed during class.

## PRACTICAL EXAM

The final will be a practical examination of your production skills. You will be required to perform specific tasks related to the production process that may include (but are not limited to), setting up and operating audio and video equipment, setting camera focus and exposure, creating a lighting scenario, or editing a sequence.

## **FINAL PROJECT**

The final project will be a narrative or documentary video written, directed, edited, and produced by your group. To receive full credit for the project, you must include a production book, comprised of a written description of your project, a treatment or script, shot list, storyboards, and examples of visual and stylistic influences. The production book must be turned in with the rough cut of your project during the last week of class.

## **CREATIVE COMMONS AND COPYRIGHT RESTRICTIONS**

Students are prohibited from using copyrighted music for class projects without specific written consent by the creator/publisher of that music. The consent form must outline the title of the music, what it will be used for, any existing limitations or restrictions, and provide contact information for the author/publisher. Any project that features copyrighted music used without consent will be given a zero.

Students are encouraged to use Creative Commons-licensed music, or to collaborate with local musicians or producers to create original music for their projects.

## **EQUIPMENT RENTAL**

NKU's Equipment and Facilities Manager is Robert McCoy. His office is GH 439. The equipment room and storage lockers are located at GH 257. Please be aware that there are specific policies regarding equipment rental. These procedures will be covered separately.

## **HONOR CODE**

The Student Honor Code is a commitment by students of Northern Kentucky University, through their matriculation or continued enrollment at the University, to adhere to the highest degree of ethical integrity in academic conduct. It is a commitment individually and collectively that the students of Northern Kentucky University will not lie, cheat or plagiarize to gain an academic advantage or avoid academic requirements.

The complete Honor Code is located at:

[http://deanofstudents.nku.edu/codes\\_and\\_policies/codeofstudent\\_rights/index.php](http://deanofstudents.nku.edu/codes_and_policies/codeofstudent_rights/index.php)

## **STUDENTS WITH DISABILITIES**

Students with disabilities who require accommodations (academic adjustments, auxiliary aids or services) for this course must register with the Office of Disability Services. Please contact the disability service office in University Center Room 101 or by calling (859) 572-6373 for more information. Verification of your disability is required in the disability services office for you to receive reasonable academic accommodations. Visit the disability services website at <http://www.nku.edu/~disability/>

## **SYLLABUS CHANGES**

This syllabus is subject to change at the professor's discretion. Students will be informed immediately of any changes to the syllabus and/or schedule.

## **COURSE EVALUATIONS**

Northern Kentucky University takes instructor and course evaluations very seriously. It is an important responsibility of NKU students as citizens of the University to participate in the instructor and course evaluation process. During the two weeks prior to the end of each semester classes, you will be asked to reflect upon what you have learned in this course, the extent to which you have invested the necessary effort to maximize your learning, and the role your instructor has played in the learning process. It is very important that you complete the online evaluations with thoughtfully written comments.

## **USEFUL LINKS**

### **Creative Commons Music**

(Be sure to read the fine print and usage policies, proper screen credit may be required.)

Jonathan Coulton

[www.jonathancoulton.com](http://www.jonathancoulton.com)

Peter John Ross

<http://sonnyboo.com/music/music.htm>

Taylor Hayward

[www.taylorhayward.org/freemusic.htm](http://www.taylorhayward.org/freemusic.htm)

Musopen:

<http://musopen.com>

Derek Audette

<http://derekaudette.ottawaarts.com/music.php>

Moby

<http://mobygratis.com>

More links:

[www.seabreezecomputers.com/tips/freemusic.htm](http://www.seabreezecomputers.com/tips/freemusic.htm)

### **Filmmaking Resources**

Celtx – A free program that will help you manage pre-production and scriptwriting.

[www.celtx.com](http://www.celtx.com)

Student Films Forum – Thousands of topics on a variety of filmmaking areas.

[www.studentsfilms.com](http://www.studentsfilms.com)

John August – Dedicated to screenwriting, story development and filmmaking from a writer's perspective

<http://johnaugust.com>

Video Co-Pilot – Tutorials for Special Effects and Motion Graphics

[www.videocopilot.net/tutorials](http://www.videocopilot.net/tutorials)

Media College – Tutorials for all levels of visual media production

[www.mediacollege.com](http://www.mediacollege.com)

[www.videoblocks.com](http://www.videoblocks.com) - Free Content

Date	Topic	Key Points	Assignments	Sources
Tue, Aug. 20	Introduction Production Stages Crew Positions	Pre-Production Production Post-Production Key Departments Concepts		A&P Ch. 1
Thur, Aug. 22	Visual Storytelling	Image as Metaphor Cinematic Language Shot Types Framing & Composition Camera Movement		A&P Ch. 2 & 9
Tue, Aug. 27	Camera/Tripod Demo	Hardware Key Functions		A&P Ch. 3-5
Thur, Aug. 29	Equipment Policies Cam Exercise	Equip. Mgr - Aaron Zlatkin Video Scavenger Hunt		A&P Ch. 3-5
Tue., Sept. 3	Audio	Hardware Concepts Technique		A&P Ch. 10-11
Thur., Sept. 5	Lighting Lighting Exercise	Hardware Concepts Technique	Treatments Assigned	A&P Ch. 12
Tue., Sept. 10	Pre-Production	Script Format Shot List Storyboards		A&P Ch. 2 & 9
Thur., Sept. 12	Narrative v. Doc Production	Story Development Scriptwriting Casting Location Scouting Editing Research Fundraising Proposals Production	Treatments Due Project 1 Assigned	A&P Ch. 2 & 9
Tue., Sept. 17	Non-Linear Editing	Adobe Premiere		A& Ch. 13-16
Thur., Sept. 19	Non-Linear Editing	Adobe Premiere		A& Ch. 13-16
Tue., Sept. 24	Screen and Critique		Project 1 Due	
Thur., Sept. 26	Field vs. Studio Production Producing Roles Directing Roles Performing	Set Etiquette Production Management Creative Vision Directing Actors Supervising Crew Casting/Rehearsals Makeup/Wardrobe		
Tue., Oct. 1	Class Shoot	Pre-Production		
Thur., Oct. 3	Class Shoot	Production		
Tue., Oct. 8	Exam Review			
Thur., Oct. 10	Mid-Term Exam			
Tue., Oct. 15	Fall Break			
Thur., Oct. 17	Fall Break			
Tue., Oct. 22	Cinema Theory	Form and Content Cinematic Language Genre Narrative Elements Mise-en-Scene Film History	Project 2 Assigned	
Thur., Oct. 24	Storytelling	Three Act Structure Story Arc Beat Sheet		
Tue., Oct. 29	Aesthetics	Framing and Composition		
Thur., Oct. 31	Aesthetics	Camera Movement		
Tue., Nov. 5	Screen and Critique		Project 2 Due	
Thur., Nov. 7	Breakdowns Financing	Schedule Creation Budgets Fundraising	Project 3 Assigned	A&P Ch. 17
Tue., Nov. 12	Class Shoot	Pre-Production		
Thur., Nov. 14	Class Shoot	Production		
Tue., Nov. 19	Legal Rights	Copyrights Trademarks Terms & Conditions Contracts Privacy Rights New Media Distribution		A&P Ch. 17
Thur., Nov. 21	Screen and Critique		Project 3 Due	
Tue., Nov. 26	Production Books	Nation of Exiles Fragment Etruscan Odyssey	Final Project Assigned	
Thur., Nov. 28	Thanksgiving			
Tue., Dec. 3	Review			
Thur., Dec. 5	Work on Projects			
Tue., Dec. 10	Work on Projects			
Thur., Dec. 12	Final Exam Date		Final Project Due	
Tue., Dec. 17	Grades Due			

1. Single Camera Production

[http://prezi.com/zmgmvvagtywy/?utm\\_campaign=share&utm\\_medium=copy](http://prezi.com/zmgmvvagtywy/?utm_campaign=share&utm_medium=copy)

2. Visual Storytelling

[http://prezi.com/13mbb7zai6-l/?utm\\_campaign=share&utm\\_medium=copy](http://prezi.com/13mbb7zai6-l/?utm_campaign=share&utm_medium=copy)

3. Audio for Video

[http://prezi.com/u2zkopt\\_tzxt/?utm\\_campaign=share&utm\\_medium=copy](http://prezi.com/u2zkopt_tzxt/?utm_campaign=share&utm_medium=copy)

4. Lighting

[http://prezi.com/2dgyqa2o4m4c/?utm\\_campaign=share&utm\\_medium=copy](http://prezi.com/2dgyqa2o4m4c/?utm_campaign=share&utm_medium=copy)

5. Pre-Production

[http://prezi.com/jdsar-qhgpgb/?utm\\_campaign=share&utm\\_medium=copy](http://prezi.com/jdsar-qhgpgb/?utm_campaign=share&utm_medium=copy)