

Journalism 210

Basic Video Production

Spring 2016

Mondays & Wednesdays (2-2:50 p.m.) DHDC 2092

Instructor

Cal Butcher

Director, Media Crossroads

Office: (785) 864-2389

Cell: (913) 302-2980

Office: 2060 Dole (DHDC)

Email: calbutch@ku.edu

Office hours: by appointment, but I am available in Media Crossroads most days.

Course overview

This course instructs and prepares students to work with multiple media – studio and live production. This is a lab-intensive course designed with live newsroom and live in-the-field productions. Students will have the opportunity to learn behind the scene skills; studio and live camera, floor directing, lighting, audio, basic editing and field producing skills in production of newscasts and other reports. Advanced students will have the opportunity to learn how to use the TriCaster.

Course goals

- Develop basic understanding and skills in television production
- Operate television production equipment in the studio and in the field
- Receive experience in developing live and taped programming for KUJH-TV and Media Crossroads
- Understand the professional standard in television news
- Become involved in student media

After successfully completing this course you will be able to:

- Assist in producing live & taped programs for KUJH-TV & Media Crossroads
- Floor direct, operate a camera, understand lighting and audio
- Receive basic training in being an anchor
- Write and edit broadcast scripts
- Use Final Cut Pro or Adobe Premiere to edit original and existing video
- Initiate and develop video projects for KUJH-TV and Media Crossroads

The work

During normal meeting times, we will learn production elements that will enhance students' skill-sets. Weekly topics are included below under the "Schedule."

Students will work the equivalent of (2) shifts a week outside of normal meeting times in the following productions: Media Crossroads, KUJH-TV newsroom, KU Sports/Athletics, the Lied Center, and the Dole Institute of Politics. Students will assist in news production, which includes the following:

operating cameras	editing a news package
operating the teleprompter	creating a graphic
audio and video editing	recording a press conference
posting to a Website	recording breaking news
directing with TriCaster	other duties as assigned

During the semester, students will also assist in producing additional events located across campus. These are usually special events or final projects and will primarily used as make-up activities for occasional conflicts of schedule.

*Each week, students will submit a one-page weekly report of their work to include:

- Shifts worked
- Role in the production (camera, audio, etc.)
- Reflection on new skills learned and how they were used in the field
- IF YOU DO NOT SUBMIT A WEEKLY REPORT, YOU WILL GET NO CREDIT!

Grading

Assignment #1 - Interview	10%	*SD-Card – Class 6+
Assignment #2 - Video Slideshow	10%	
Assignment #3 - How to _____	10%	
Assignment #4 - Commercial/PSA/Package	20%	
Vocabulary Quiz	5%	
Attendance/Participation (22 days of class)	15%	
*Weekly Reports (production work)	30%	

Weekly shifts are not optional; you are part of a team.

*16 Weekly Reports

*Completing the minimum production requirements for this class is regarded as a B. To get an A, you are expected to go beyond the minimum and complete 30 shifts.

Attendance

Class participation is a significant portion of the semester grade. Thus, class attendance is extremely important. If you know that you will be unable to attend class or your scheduled shift, please inform me (and your producer) by email as soon as you know you will be unable to attend. Failure to attend a class or newsroom shift under such circumstances will still be reflected on the participation grade.

Journalism School Policy on Classroom Attendance

No student may add a journalism class after the 20th day of a semester.

Students must attend their classes and laboratory periods. Instructors may take attendance into account in assessing a student's performance and may require a certain level of attendance for passing a course. Instructors may choose to drop students from a course, based on attendance, without consent.

The School of Journalism reserves the right to cancel the enrollment of students who fail to attend the first class or laboratory meeting.

The KU Office of Student Financial Aid is required by federal law to determine whether students who receive aid are attending each class in which they are enrolled. Instructors are required to report to that office absences of students who have stopped attending and names of those who have enrolled but never have attended. Students who do not attend classes may be required to repay federal and/or state financial aid."

Students who receive any form of financial aid should learn all requirements including minimum hours of enrollment and grades to qualify for and retain that aid.

Misconduct

You are bound by the university rules on academic misconduct. If you have any questions about what constitutes cheating, please ask BEFORE your endeavor.

Policy on Plagiarism and Fabrication/Falsification

The William Allen White School of Journalism and Mass Communications does not tolerate plagiarism, fabrication of evidence and falsification of evidence. Penalties for plagiarism, fabrication or falsification can include a failing grade for the course and expulsion from the School of Journalism and Mass Communications. If you have any questions about what constitutes plagiarism, fabrication or falsification, please consult the professor of the course.

The following definitions are from Article II, Section 6, of the University Senate Rules and Regulations, revised FY98.

Plagiarism: Knowingly presenting the work of another as one's own (i.e., without proper acknowledgement of the source). The sole exception to the requirement of acknowledging sources is when the information or ideas are common knowledge.

Fabrication and Falsification: Unauthorized alteration or invention of any information or citation in an academic exercise.

Inclement Weather and Special Needs - In the event of inclement weather, the decision to cancel classes is made by KU officials. To determine whether classes have been cancelled, call 864-7669 (864-SNOW). The Office of Disability Resources (DR), 22 Strong Hall, 785-864-2620 (v/tty), coordinates accommodations and services for KU students with disabilities. If you have a disability for which you may request accommodation in KU classes and have not contacted DR, please do so as soon as possible. Please also contact me privately in regard to this course.

Copying or Recording - Course materials prepared by the instructor, as well as content of all lectures presented by the instructor, are the instructor's property. Video and audio recording of lectures without instructor consent is prohibited. On request, the instructor usually will permit students to record lectures, on the condition that these recordings are only used as a study aid by the individual making the recording. Unless the instructor gives explicit permission, recordings of lectures may not be modified and must not be transferred or transmitted to any other person, whether or not that individual is enrolled in the course.

Schedule (subject to change)

Jan. 20	Intros & Info	
Jan. 25	Guest Presenters; Check-Out procedures	Begin Shifts
Jan. 27	Camera Orientation & Microphones	
Feb. 1	Framing the Interview; Rule of Thirds	Assignment #1
Feb. 3	B-Roll (variety of shots, lighting, etc.)	
Feb. 8	Basic Editing & File Management	
Feb. 10	Graphics (lower thirds)	
Feb. 15	Critique Interviews	Assignment #1 due
Feb. 17	Advanced Graphics (Photoshop)	Thursday midnight
Feb. 22	Animation (Using Key-Frames)	Assignment #2
Feb. 24	Transitions	
Feb. 29	Audio – cutting music	
March 2	Audio – mixing & levels	
March 7	Lighting (basic 3-point set-up)	Assignment #2 due
March 9	Lighting & Audio (cont.)	Thursday Midnight
March 14	Spring	No
March 16	Break	Class
March 21	Corporate Video & How to Videos	Assignment #3
March 23	No Class – individualized instruction	
March 28	Graphics (Full Screen & Overlay)	
March 30	No Class – individualized instruction	
April 4	Advanced Video (push/pull, pan/tilt)	Assignment #3 due
April 6	No Class – individualized instruction	Thursday Midnight
April 11	Commercials/PSA/Promo/Packages	Assignment #4
April 13	No Class – individualized instruction	
April 18	Anchoring	
April 20	No Class – individualized instruction	
April 25	Directing & Producing	
April 27	No Class – individualized instruction	
May 2	Review Vocabulary	Assignment #4 due
May 4	Vocabulary Quiz	Thursday midnight
May 6	Stop Day	There is no final in this class!