

Any student with a documented disability needing academic adjustments is requested to speak directly to Disability Support Services and the instructor, as early in the semester as possible (preferably within the first week). All discussions remain confidential. Contact: Disability Support Services, 521-6695.

BRD 160: TELEVISION PRODUCTION

FALL 2007

Instructor: Dr. Jamie Litty

Office: Rm 142 Old Main **Office Phone:** x6654

Office Hours: M 12:30 -2:30 R 3:30 – 4:30 F 8 – 10 a.m.

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Required text: Zettl, H. (2003). Video Basics (4th ed.). Belmont, CA: Wadsworth/Thomson.*

Course overview: This is a course in basic studio production and multi-camera directing for television. Through formal instruction, demonstration, and hands-on experiences with in-class exercises and real productions, students will be introduced to state-of-the-art video equipment for control rooms and studios. Students will gain skills and experiences in directing simple, 3-camera productions, including actual WNCP-TV programs. Basic principles of videography, graphics, switching, and audio-for-video will be studied, along with an introduction to pre-production planning and paperwork.

Course goals: Through readings, instruction, practice, and homework—including virtual demonstrations—students will:

1. acquire skills in multi-camera directing for television;
2. gain foundational knowledge of cameras, audio, and digital tools for studio;
3. develop aesthetics for conventional television content;
4. produce and exhibit their work for public appreciation.

Student obligations:

Attendance. Required. See “Course policies” on page 2.

Class participation. Students will be active in class exercises with equipment in small groups or in studio “run-throughs.” Don’t be shy--if you need instruction on a particular piece of equipment, just ask! Don’t be lazy--**anyone who lounges around before or during a real production day instead of finding ways to be helpful will lose points for the day.** Tardiness also will affect your scores negatively. See “Course policies” on page 2.

WNCP-TV. Each student will direct at least one existing WNCP studio program that has been scheduled for our class period. Students will rotate in the other crew positions as able and will be graded for that support work. Students must display a professional demeanor and neat appearance when members of the public are present. See “Dress code” on page 3.

Student original production. By the end of the semester, students will be grouped to propose, plan and execute an original studio production (approximately 28 minutes long) that

*This book will also be used in BRD 260 Basic Videography & Editing and 360 Advanced Videography & Editing. This book is also on reserve at the library.

could air on the channel at a later date. To this extent, it should be a prototype of a possible series, with information/entertainment value to the audience—**not a mock exercise**. The producing groups will serve as producer, director, floor manager, and possibly talent of their own program, which will demonstrate shot variety and other evidence of moderate directing complexity. You may find it necessary to recruit outside talent for your show but you may also use classmates, and we will produce the program during one of our available class periods, including the final exam period, **or** during an outside time convenient to the majority if absolutely necessary. You most likely will find it necessary to create/bring props and set dressings.

Homework. Students will complete questions electronically on the website known as Blackboard. This typically requires searching the textbook for the answers.

Quizzes. There will be 3 quizzes during the semester that test knowledge of textbook, lecture, and specific equipment/procedures in our facility.

Final exam. The date scheduled by the university will be used to finish-up any remaining student productions. Attendance by the whole class is required.

Course policies:

Attendance. Students are permitted **2 free absences** only. Each absence after 2 will result in loss of one-third of a letter-grade in the final course grade. EVERY absence must be e-mailed or phoned to Dr. Litty's office in advance of the class period so that the crew and instructor can make quick staffing adjustments, whether this is one of the two excused absences or not. Obviously, your attendance in class simultaneously impacts your ability to earn a good grade on the crew or for directing, and it impacts the group's ability to effectively complete exercises and real productions.

Academic misconduct. Obtaining any score, grade or credit fraudulently in college is unlawful in North Carolina. **Cheating** (copying quiz answers or homework; performing written work for another student; using notes during exam; etc.) will be handled according to university procedures. **Plagiarism** (using someone else's original concept or writing) will be handled accordingly. **Fabrication or falsification** (of any documents, identity, or nonfiction program content—except where a parody has been approved) will likewise not be tolerated. Other customs of the Academic Honor Code will be observed.

Students are encouraged to assist each other as crew members. This includes carrying and setting up equipment and answering technical questions or repeating operating instructions. This is not cheating! Not everyone learns well from books or lecture or on the first try. However, helpers should help their classmates to become *independent* of help.

Deadlines. Few things characterize broadcasting more than the deadline. For this reason, **no homework or other assignments will be accepted late**, and productions will not normally be rescheduled except due to circumstances beyond our control. Only the instructor reserves the right to reschedule the semester as necessary and without much disruption to students' own life-schedules. **BEING LATE TO CLASS ON REAL PRODUCTION DAYS WILL RESULT IN LOSS OF POINTS FROM YOUR "CREW" OR "DIRECTING" SCORE THAT DAY.**

Communication. Think before you speak. All classmates will be treated with respect in this class. Direction will be respectful. Criticisms of crew will be reasonable, helpful, and calm. **Absolutely no verbal or physical abuse of crew will be tolerated—this will directly affect**

your directing grade. Furthermore, no obscenities, indecencies, or religious expletives (i.e. foul language, profanity, “curse words,” etc.) will be tolerated on actual taping days, whether the guests have arrived yet or not. **Absolutely no mocking of talent or guests; the intercom system is not secure and they WILL hear you.**

Dress code. Neat, semi-professional attire (sometimes referred to as “business casual”) is required on real production days—no flip-flops, shorts, t-shirts, baseball caps, head coverings with tails, baggy or ratty clothes, half of your shirttails hanging out (or jeans that look filthy/worn, e.g., “dirty denim”) are permitted on those days, regardless of what is currently “fashionable.” (Open-toe shoes are discouraged for safety reasons but not forbidden—except for flip-flops).

Miscellaneous. Certainly students’ lifestyles require that they frequently eat on the run, however, absolutely **no food or drink is permitted in the control room** at any time (except bottled water that stays on the shelf behind the crew), and no eating or fast food cups are permitted in the studio on real production days (except bottled water for camera operators or floor managers suffering from a cough). No food or drink is allowed on the stage at any time except for a cooking show or water for guests. Students may not take cigarette breaks or indulge other addictions during the class period, unless the instructor says to “take five.”

All violations of professional decorum on real production days will result in loss of points for students involved.

Breakdown of total course grade:

Direct existing WNCP show	10%
Crew WNCP shows for other directors	20%
Produce/direct original show (Preproduction & Production)	20%
Crew for student producers	10%
Homework	25%
Quizzes	15%

Grading policies: Specific criteria for how students are being evaluated during studio procedures will be provided during the term, and some have already been mentioned above in “Student obligations” and “Course policies,” but in general students must know:

1. On real production days, tardiness, lack of initiative, failure to meet the dress code, or presence of food/drink in studio or control room, will result in loss of points, but together these examples will not exceed 40% of total score for the day.
2. Late assignments of any kind earn no points.

This publication is available in alternative formats upon request. Please contact Mary Helen Walker, Disability Support Services, D.F. Lowry Building, 521-6695.

SYLLABUS QUIZ. Complete no later than the 2nd day of class

No student shall proceed in this course until he or she can answer all of the following questions correctly. You may consult the syllabus to answer these questions.

NAME _____

1. How many absences are permitted without penalty?
2. What kind of food is permitted in the control room?
3. How must students dress when there are real TV productions scheduled and members of the public present?

4. What kind of help is one student allowed to give to another student?

5. What does it matter if you are late to class?

6. Why should you care about your performance operating a camera (or audio, etc.) if it's not your show?

7. How must all crew and visitors to the studio be treated every day?

8. What should you do if you know you won't be going to class?

9. How many points will you lose if you turn in an assignment late?