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| **Moviemaking for the Digital Age**  Producing and Editing Video for Web and Social | | | |
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| Instructor: | | Matthew Worwood | Term: | Fall, 2017 | | |
| Office: | | UConn, Stamford R. 3.109 | Class Meeting Days: | Tuesday/Thursday | | |
| Phone: | | (203) 251-0192 | Class Meeting Hours: | 11:00 – 12:15 | | |
| E-Mail: | | Matthew.worwood@uconn.edu | Class Location: | R. 3.126 | | |
|  | |  | Lab Location: | 3rd Floor | | |
| Office Hours: | | Tue/Thr 8:30AM – 9:00AM and 1:00PM - 3:00PM (by appointment only) |  |  | | |
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# CCOURSE DESCRIPTION This course is designed to provide instruction and guidance in the technique and critical understanding of digital content – specifically the production and manipulation of video for the Web. The instruction will center on the use of Adobe Premiere, while teaching students basic camera techniques and how to manage a video production. The majority of the classroom experience will be project-based, with bi-weekly workshops and/or presentations.

# COURSE RATIONALE

One of the main characteristics of our Digital Culture, is the ability to producer and share information. This is most often done through the use of film and video that is made available on Social Media channels. In order to best understand how video can be used to share information, promote brands, educate, and entertain, one must learn how to produce. The goal of this course is to introduce students how video can be used to communicate information, while also teaching them how to prepare and manage the design and development of video content.

# COURSE OBJECTIVES

This course will mostly be comprised of a bi-weekly series of small video challenges, which build upon key aspects of filmmaking. Exercises will develop in complexity as skills and experience increase.

The course consists of the following learning outcomes:

1. Students will produce videos using Adobe Premiere and DSLR Cameras
2. Students will produce a detailed storyboard for a short film project
3. Students will conduct experiments with 360 video cameras
4. Students will plan and prepare a video production
5. Students will conduct interviews as part of the produce of a documentary film
6. Students will explain what camera shots are needed for the production of a short film
7. Students will create a shooting schedule for a production
8. Students will provide critique on work produced by their peers
9. Students will reflect regularly on their organization and time management skills relevant to video production

# POLICIES

Participation is required. This course is experiential and participation is evaluated each day; there is no practical way to recapture material covered in class. Students are responsible for turning all assignments in on time and for getting missed course material from peers.

**If you are absent for a sustained period of time we need to know:** If you have a serious problem which will accrue a significant absence or absences, an explanation will be required in order to offer accommodations to your participation grade or the late submission of work. If you have any questions or concerns you must speak with Student Services.

**Whenever you are absent from class you must email me prior to the absence.** Providing adequate notice is professional etiquette and a demonstration of ‘active’ participation. If you are unable to send notice prior to a lesson you must email me within 24 hours. Please include information on how you plan to make up for time loss. Please note, being absent from class is rarely an excuse for a late submission!

A note on in class etiquette: **During class place cellphones to silent and do not accept personal calls in class.** Use of personal devices must only be used as part of class participation or with agreement from me. No texting or checking of personal email or social networks during class time – it’s obvious, will be noted, and reflects poorly on you.

**Center for Students with Disabilities**Please familiarize yourself with the [Student Code](http://www.community.uconn.edu/student_code.html). If you think you may require disability accommodation, please [contact the Center for Students with Disabilities](http://www.csd.uconn.edu/contact.html). Please feel free to speak with me for help with your assignments.

**Further information regarding Absences from Final Examinations, Credit Hour, University Policy on Class Attendance, and the Student Code of Conduct, can be found here** <http://provost.uconn.edu/syllabi-references>/

# GRADING

Creativity is the key to doing well in this class and in getting the most out of it. The work involves great patience and perseverance at times. By being creative in what you do, by finding answers in yourself, you will continue to find the energy to persevere without trouble, and you will easily work your way towards a good grade. **For those of you who are advanced on some of the applications, challenge yourself to go beyond the expectations of the assignment as opposed to merely repeating steps one through three – this will assure a positive grade on your participation.**

The purpose of grading is to clearly and accurately pinpoint the strengths and weaknesses of your progress. Feedback will be given during class, but also via HuskyCT, as part of your grade. It’s important that you learn how to access your grades on the system, and check back regularly to make sure you’re in good standing.

**PLEASE NOTE:** **Mid-semester grades will be issued using the Student Admin system**, and will be primarily based on your participation in the course thus far. You are encouraged to set up a time to meet with me if you secure below a B grade for your mid-semester as this is an indication that improvements must be made in order for you to pass the course successfully.

Generally speaking, the participation grade is what will likely lead to a high score at the end of the semester. Challenge yourself to go beyond simply achieving technical proficiency in the course. Instead create opportunities to fail by going outside your comfort zone, and pursuing ideas that will lead to personal growth.

Grades are calculated on a total of points earned from participation (including your mid-semester pitch), projects, and the final project. For example, if the class has a maximum of 100 points, and you earn 28 as a participation grade, 29 for class projects and 28 on your final project your total will be 85 points from an available 100.

85 divided into 100 = 0.85 or 85%. This would be an overall B+ based on the values below.

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| 99–95 = A | 94-89 = A- | 88-83 = B+ | 82-76 = B | 75-70=B- | 69-64 = C+ |

**Further information about UConn’s grading policy can be found here** [**http://catalog.uconn.edu/academic-regulations/grade-information/#attendance**](http://catalog.uconn.edu/academic-regulations/grade-information/#attendance)

**PLEASE NOTE – GRADES POSTED IN HUSKYCT DO NOT ALWAYS REFLECT AN ACCURATE GRADE AS THEY ARE ABSENT YOUR IN-CLASS PARTICIPATION**

**Late Work Policy**:

There are no make-ups for in-class writing, quizzes, the midterm (midterm pitch), or final exam (final presentation). If an assignment is turned in late without prior approval it will receive one point penalty for each day it is late. **If too many assignments are missed you will receive an incomplete at the end of the semester, which will automatically turn to an ‘F’ in the system unless you meet with me to discuss the situation.**

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| Assessment | Percent of Final Grade |
| ‘A Life in a Day’  ‘Is there a problem?’  The Production Challenge  Narration  90-SECOND Documentary | 10%  10%  10%  10%  10% |
| 360 Video  Group Participation | 10%  15% |
| Final Project | 25% |
|  | 100% |

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# TEXTS & MATERIALS

Required:

The purchase of a Google Cardboard and pair of earphones are highly encouraged for this course.

# ASSIGNMENTS

Assignments will be in the form of projects that will be reviewed in class. Final versions of a project must be uploaded at fill resolution and shared as a Google Drive link to HuskyCT. If you have any problems or are unsure how to submit a piece of work simply forward it to me in an email.

**All assignments and projects are due by 8:00AM on advertised day of submission unless otherwise stated.**

# HUSKYCT

The content of the course, including all assignments, videos, and online tutorials will be shared on HuskyCT. Feedback will be given in-class, but also made available on HuskyCT as part of the grading process. Grades will be issued in the form of points, **but it’s important to remember that the reflected points in HUSKYCT do not include your in-class participation**.

In order to stay up-to-date with the latest software, practitioners of digital media must ‘learn how to learn’. While there will be in-class workshops on the software, you are encouraged to utilize the videos contained in HuskyCT and YouTube.

# SUPPLEMENTRY MATERIALS

I strongly recommend that you purchase an external hard drive. Students are responsible for having their work available for viewing in class during weekly class critiques. You do not need to submit your work to me on any kind of disk or storage device as long as I can view it in class. Note: hardware problems are no excuse for late or missing work. The hard drives of the computers are notoriously unreliable, and constantly get erased! Make backup copies and save your work on media besides the schools hard drives! Files can become corrupted. Some students might also choose to purchase media. Music tracks, photos, and video typically from websites like AudioJungle.com or Videohive, cost around $10-15 per item.

# SCHEDULE\*

**Week 1.1 – A Life in a Day at UConn Stamford**

* Review Syllabus
* WATCH: Stephen Apkon, The Age of the Image - <https://www.youtube.com/watch?v=nc8_zbC8rd4>
* ASSIGNMENT 1: A Life in a Day at UConn Stamford – 1-Minute Video Challenge
  + What is a ‘Preditor’? (Producer + Editor)
  + In what ways can a montage be used in film?
  + WATCH <https://vimeo.com/82748631>
  + WATCH <https://vimeo.com/23253712>
  + Review equipment available for project
    - WATCH: Vertical Video Syndrome - <https://www.youtube.com/watch?v=Bt9zSfinwFA>

**Week 1.2 – A Life in a Day at UConn Stamford**

* **Premiere Workshop**
  + Setting up a project
  + Importing and managing media
  + Selecting footage and inserting into the timeline
  + Razor tool
  + Snap to Marker
  + Adding Keyframes to still images
    - EasyEasy
  + Applying Sountrack
  + Exporting Media

**Week 2.1 – How to Manage a Shoot – ‘Is there a problem?’**

* SCREENING ‘A Life in a Day at UConn Stamford’
  + Remember to share high resolution files
* ASSIGNMENT 2: ‘Is there a problem?’
  + Basic Camera Technique
    - Establishing Shot
    - Extreme Close Up, Close Up, Medium Close Up, Over the Shoulder, etc.
    - 180 Degree Rule
      * https://www.youtube.com/watch?v=Bba7raSvvRo
    - Managing a Shoot
      * Production Schedule
      * Role of a Cinematographer
      * “Hope for the Best Plan for the Worst”
    - WATCH - <https://www.youtube.com/watch?v=LUy2Wx_r0_w>
    - In-class activity – Planning a shoot
      * Organize production teams
      * Review Script
      * Create a storyboard
      * Identify the best shots to shoot first

**Week 2.2 – How to Manage a Shoot – ‘Is there a problem?’**

* + Basic Camera Technique
    - Establishing Shot
    - Extreme Close Up, Close Up, Medium Close Up, Over the Shoulder, etc.
    - 180 Degree Rule
      * https://www.youtube.com/watch?v=Bba7raSvvRo
    - Managing a Shoot
      * Production Schedule
      * Role of a Cinematographer
      * “Hope for the Best Plan for the Worst”
    - WATCH - <https://www.youtube.com/watch?v=LUy2Wx_r0_w>
    - In-class activity – Planning a shoot

**Week 3.1 – Managing Production – ‘Is there a problem?’**

* Workshop ‘Is there a problem’ Scene in SplashPad
  + Review Shot schedule and storyboard prior to starting production
  + Protocols for working on a set
    - Production roles
      * Camera Operator
      * Director
      * Sound Engineering
      * Lighting Gaffer

**Week 3.2 – Managing Production – ‘Is there a problem?’**

* + Operating a DSLR Camera
    - White Balance
    - IRIS
    - Shutter Speed
    - Focal Length (and Depth of Field)

**Week 4.1 – Working Post-Production – ‘Is there a problem?’**

* + Managing post post production
    - Making files accessible to all team members
    - Preparing for an Assembly Edit
      * Recap on file management
      * Review script/storyboard
  + Managing Cutting – Alfred Hitchcock
    - <https://www.youtube.com/watch?v=NG0V7EVFZt4>

**Premiere Workshop**

* + Syncing Audio
  + Managing Audio Levels
  + Fixing Color Issues

**Week 4.2 – Working Post-Production – ‘Is there a problem?’**

* + PRODUCTION DAY (POST-PRODUCTION)

**Week 5.1 – The Production Challenge – ‘turning up the heat’**

* SCREENING ‘Is there a Problem (FIRST DRAFTS)’
  + Remember to share high resolution files
* ASSIGNMENT 3: ‘The Production Challenge’
  + Reshoot ‘Is there a Problem’
* AUDIO Workshop
  + Capturing audio on set

**Week 5.2 – Week 5.1 – The Production Challenge – ‘turning up the heat’**

* + PRODUCTION DAY (PRODUCTION or POST-PRODUCTION)

**Week 6.1 – RECORDING NARRATION**

* SCREENING - 90-SECOND Documentary
  + Remember to share high resolution files
* Recording Narration
  + Why care about the narration for a film?
    - Recording narration (tips and tricks)
    - Directing for a narration
    - Working narration in post production
      * Removing noise
      * Removing hiss
      * Normalizing and adding a simple compressor

**Week 6.2 – RECORDING NARRATION**

* POST-PRODUCTION Day

**Week 7.1 – 90-SECOND Documentary – The Production Process**

* Review Music Video
* ASSIGNMENT 4: 90-SECOND DOCUMENTARY (for campus TV)
  + Find a story, shoot that story, and then tell it in under 90-SECONDS
* LECTURE – Documentary Filmmaking: The Production Process

**Week 7.2 – 90-SECOND Documentary – The Interview**

* WORKSHOP: Interview Technique
  + Conducting on-location interviews
    - Fixed Focal Lens versus standard focal lens

**Week 8.1 – 90-SECOND Documentary – Production**

* PRODUCTION DAY - 90 SECOND DOC

**Week 8.2 - 90-SECOND Documentary – Production**

* POST-PRODUCTION DAY - 90 SECOND DOC
  + Remember to share high resolution files

**Week 9.1 – EXPERIEMTNAL: 360 VIDEO**

* SCREENING – Instagram Video – from 90-SECOND to 30-SECONDS or Watch Narration project
  + Remember to share high resolution files
* ASSIGNMENT 5: EXPERIMENTAL: 360 VIDEO
  + Create a short 360 video on ‘ANYTHING’ you want – just remember to play and experiment
  + WATCH – NEW YORK TIMES 360 VIDEO
  + DOWNLOAD – Within App for 360 VIDEO
  + WATCH TED TALK
* Experience from the field – what we know so far about shooting 360 video
  + Reflect on what you’ve learnt so far in the course
  + Planning/Storyboarding the shoot – It’s 360!
  + Lighting issues
  + Placement of camera in relationship to subject
  + Sound – experiment

**Week 9.2 – EXPERIEMTNAL: 360 VIDEO**

* PRODUCTION – 360 Video

**Week 10.1 – EXPERIEMTNAL: 360 VIDEO**

* SCREENING – 360 Video
  + Need earphones and Google cardboard
  + Reflect on what we learnt about 360 Video
    - What’s currently trending?
    - Where might the medium be heading?

**Week 11.1 – FINAL PROJECT**

* REVIEW ASSIGNMENTS FOR FINAL PROJECT
  + Teams/Projects picked from a hat (Subject to Change)
  + Clarify expectations
    - You’re expecting to produce the film independently rom the instructor

**Week 11.1 – FINAL PROJECT – Team Meetings**

* Identify Roles
* Create outline
  + What is the story – Beginning, Middle, and End
  + What is the ‘call to action’
    - Based on this information - What will you most likely need to film?
    - Based on this information - Who will you most likely need to interview?
* Produce a plan for scheduling and conducting interviews (set deadlines/deliverables)

**Week 12.1 – FINAL PROJECT – PRODUCTION**

**Week 12.2 – FINAL PROJECT – PRPODUCTION**

**Week 13 – THANKS GIVING WEEK**

**Week 14.1 – FINAL PROJECT – SCREENING 1**

* DRAFT SCREENING
  + Group 1 & 2

**Week 14.2 – FINAL PROJECT – SCREENING 1**

* DRAFT SCREENING
  + Group 3 & 4

**Week 15.1 – FINAL PROJECT – PRODUCTION**

**Week 15.2 – FINAL PROJECT – SCREENING**

* FEEDBACK

**Week 16 – Final Exam**

* **Submit Highlight Reel**
* **Formal Exam (T.B.D)**

* Note: The Schedule is subject to revision