

Video Production 1
Summer 2015
Syllabus

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Objectives:

Students taking this course should have had some experience shooting and editing video in “Motion Picture Fundamentals” or a similar introductory course. Readings, assignments, and in-class lectures and demonstrations will give students a broader and deeper knowledge of digital videography, lighting, location audio, and digital post-production. All equipment, including HD cameras and Adobe Premiere Pro CC editing software, will be provided by Pittsburgh Filmmakers. Students are expected to provide necessary production materials as well as file storage media. It is recommended, but not required, that you own a large (1TB or larger), 7200rpm or faster, external hard drive, formatted for Mac, for media storage.

T.A. Sessions and Open Labs:

In addition to the weekly class sessions, each student will be required to attend several contact hours with a Teaching Assistant in small-group sessions that allow hands-on practice with key pieces of equipment. Failure to attend camera/sound or lighting T.A. sessions will severely limit the student's equipment access.

Text:

Cantine, John, Susan Howard and Brady Lewis, *Shot by Shot: A Practical Guide to Filmmaking*, 4th ed (Pittsburgh Filmmakers 2011)

Assignments:

1. We will shoot two in-class shoots. The first will consist of lighting setups. The second will be a short narrative movie with lighting and sound. Students will be graded on their participation in these shoots.
- 2a and b. A short quiz and a longer take-home exam. Each will be short answer, technical information written tests. The quiz will be on information covered until that point. The exam will be comprehensive.
3. Screening essays. Each student will be asked to turn in two essays of two to four pages each, typed. For each essay, the student must watch one moving-image piece, on film or video, either a film seen at a theater, video viewed at home or online, or an installation piece seen at a museum or gallery. For each essay, analyze the work as a whole and try to ascertain what the maker is trying to say or do with the work. Then pick one technical area (lighting, sound, camerawork, etc) and say how it contributes to (or detracts from) what the maker is trying to do overall. Students may turn in a third essay for extra credit.

4. First video assignment: Each student will shoot video of a noun (person, place, or object). The shots should show detail, texture, light, and color. The shots will be edited together in a way that conveys the thing, but avoid effects or computer-generated transitions, added music or sound effects. No scripted scenes, actors, or dialogue. The edited video can be less than a minute long, and under no circumstances should it be longer than three minutes. This project will be shown in Class 7.

5. Editing assignment: Each student will use found footage and edit it to a soundtrack. This soundtrack can be an existing song, royalty-free music and sound effects from the Library, or a soundtrack from an existing movie. The visuals can be footage obtained from stock footage libraries, DVDs, or the internet. The student should not shoot any video for this project. This editing project should be less than five minutes long and will be shown in Class 10.

6. Each student will create a video work shorter than 7 minutes in total length. The style, subject matter, and structure of this video are to be determined by the student. The student will take this video from concept through script, rough cut, fine cut and on to final exhibition copy by the end of the semester. The project will be graded on creativity of idea, aesthetic value and technical proficiency of the finished product, and effort expended.

Policies:

Attendance is extremely important; chronic lateness or absenteeism will severely impair the student's ability to pass the course. Make-up exams will be given only when unavoidable, and never more than one week later than the scheduled exam date. All material must be the student's own or must be properly attributed. Cheating on an exam, turning in the same assignment for more than one class, or turning in a plagiarized assignment will result in a grade of "0" for that exam or assignment. A second incidence will result in a grade of "F" for the course.

Personal Electronic Devices (laptops, tablets, smart phones) are welcome in class, but please be courteous to those around you. Your device should be on "silent" mode at all times. Do not text or receive calls during class, or view material that would be distracting or offensive to anyone who may be able to see your screen. Since they emit light, all devices must be shut down during screenings.

Grading:

The percentage of the final class grade is as follows:

Script deadline:	5%
In-class shoots:	8%
Quiz:	10%
First assignment:	10%
Editing project:	10%
Screening essays:	12%
Exam:	15%
Final Video Project:	20%
Class Participation:	10%
Total:	100%

Class Schedule:

Please note deadlines, assignments, and dates of exam and quiz. These will not change unless announced in advance.

- Class 1
May 12 Introduction to class
Monitors and the video image – Video formats
The stages of pre-production
Reading: Shot by Shot Chapters 1& 9
- Class 2
May 19 The CCD chip and the analog video signal
Digital video: bit depth, sampling rate and the CMOS chip
Color temperature and white balance
Screen direction - Compositional conventions
Reading: Shot by Shot Chapters 3 & 4
- Class 3
May 26 The lens: focal length, focus, exposure
Camera support
The Panasonic TM700 camera
Reading: Shot by Shot Chapter 11
Assignment: First video due Class 7
- Class 4
June 2 **QUIZ**
Characteristics of light - Lighting styles
Lighting examples from video and film
Movie lights: parts, care, available EQ
Electricity – Intro to Gripology
Prep In-class shoot
Reading: Shot by Shot Chapters 5 & 6
Assignment: Treatment of final video due next week
- Class 5
June 9 **In-class shoot: Lighting**
Reading: Shot by Shot Chapters 7 & 8
DUE: Treatments of final videos
- Class 6
June 16 Characteristics of sound
Microphones: types, pick-up patterns, available EQ
Digital audio: sample rate and bit depth
Assignment: Scripts for final videos due Class 8
DUE: Screening essay 1

- Class 7
June 23
Viewing of first video assignments
Prep in-class shoot 2
Editing: continuity and match cutting, time compression and expansion
Editing: montage, long take - Examples of editing from videos and films
Reading: Shot by Shot Chapter 12
Assignment: Editing exercises due Class 10
DUE: First video assignments
- Class 8
June 30
In-class shoot 2
Assignment: Begin shooting final video
DUE: Script for final video project
- Class 9
July 7
Review In-class footage
Adobe Premiere Pro CC: Setting up projects, importing footage
Adobe Premiere Pro CC: Rough editing and trimming
Adobe Premiere Pro CC: Working with audio, exporting
DUE: Screening essay 2
- Class 10
July 14
Viewing of editing exercises
Open Discussion
Assignment: Take-home exam due next week
DUE: Editing exercises
- Class 11
July 21
Recording voiceover, sound effects, and ambience
Adobe Premiere Pro CC: Sound mixing
Adobe Premiere Pro CC: Introduction to effects
DUE: Take-home exam
- Class 12
July 28
Adobe Premiere Pro CC: Color correction
Master files and distribution options
Adobe Premiere Pro CC: Exporting and transcoding
- Class 13
August 4
Viewing of final video projects
**DUE: FINISHED FINAL PROJECT, VIEWABLE
AS A QUICKTIME MOVIE, MP4, OR ON DVD OR BLU-RAY DISC**