

Producing and Directing Digital Video: THTR 3890:0001

Cross Reference: DANC 3890:0001 | INTM 3890:001

Fall, 2019 || T&TH: 3:30p-5:20p
Studio: ABW250 || Computer Lab: ABW360

Course Website: <https://icon.uiowa.edu/>

Approved GE for students admitted Summer 2011 and after: [Engineering Be Creative](#)

Some of the policies relating to this course (such as the drop deadline) are governed by its administrative home, the College of Liberal Arts and Sciences, 120 Schaeffer Hall.

Instructor

Daniel Fine, Assistant Professor of Digital Media in Performance

Office Hours: Mondays 12p-2p, Tuesdays 2p-3p or by appointment.*

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Email: daniel-fine@uiowa.edu **

Phone: 319-353-2703 ***

DEOs: Theatre: Mary Beth Easley, [TB105](#) || Dance: Rebekah Kowal [HH E114C](#)

*I work in five buildings. There is a very good chance on any given day you will find me working in the studio, ABW250 (Art Building West), rather than in my office. In fact, even during office hours I may very well be in the studio waiting to see you there. It's always a good idea to email and let me know you are coming and we will set-up a specific time.

**I generally respond to email during business hours within 24-48 hours.

***I do not use my office phone. Preferred method of communication is via email, during office hours or by appointment.

Course Description

An introduction to the basic concepts, theories and practical applications of digital video production for multiple distribution streams, with a focus on aesthetic and technical principles, that is open to students from any department. The primary focus of the course is for students to develop proficiency in contemporary approaches to digital media production, by understanding the production pipeline, from Ideation to Pre-Production, Production, Post-Production and through to Distribution. Emphasis will be placed on developing skills in writing, producing, directing, shot composition, lighting, location sound recording, non-linear editing and other skills necessary to create a compelling and engaging digital video. Working in groups, students will be assigned practical projects using professional grade media software and hardware.

Course Objectives and Goals

For successful completion of this course (a grade of "C" or better), the student must be able to:

1. Understand the basic concepts, theories and practical applications of digital video production for multiple distribution streams.
2. Understand the production pipeline of digital video production.
3. Develop skills in writing, producing, directing, shot composition, lighting, location sound recording, editing and other skills necessary to create a compelling and engaging digital video.
4. Operate digital video production gear, including a DSLR camera package, sound package, lighting gear, and grip packages.

5. Be able to perform basic video editing, compositing and fundamental sound editing.
6. Develop the organizational skills necessary to successfully produce digital video projects.
7. Learn how to make digital videos on a small or non-existent budget using guile, guts and problem-solving techniques.
8. Improve teamwork and communication skills.
9. Collaborate across disciplines.
10. Critique and evaluate work.

Readings & Texts

There are no required books to purchase for this course. Readings will be posted on ICON to view/download as PDF files, video and HTML files. You may also need to be able to access online readings through the University of Iowa library.

Suggested Texts on Reserve at the [Art Library](#), [235 ABW](#):

- *Producing and Directing the Short Film and Video (fourth edition)* by Peter W. Rea and David K. Irving. Focal Press imprint of Elsevier. 2010.
- *The Film Director's Intuition: Script Analysis and Rehearsal Techniques* by Judith Weston. Michael Wiese Productions. 2003.
- *Nuts and Bolts Filmmaking: Practical Techniques for the Guerilla Filmmaker*. By Dan Rahmel. Focal Press imprint of Elsevier. 2004.
- *The Complete Film Production Handbook (fourth edition)* by Eve Light Honthaner. Focal Press imprint of Elsevier. 2010.

Technology Requirements

It is your responsibility to ensure you have a working computer or access to a computer lab with the required software installed and functional for this course. You will need to use Adobe Creative Suite CC (Photoshop, Premiere Pro, Audition, Etc.), word processing software, amongst others to complete assignments.

Students will have the ability to checkout equipment for class projects. Please see sections on studio and equipment use below and on ICON for more detailed information. You will need to provide headphones or earbuds for working with audio when in any university computer lab or library.

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Access to <http://lynda.uiowa.edu> via your Hawk ID to view posted tutorials.

Assignments and Percentage of Final Grade

Per the College of Liberal Arts and Sciences, the outside of class workload you should expect in order to be successful in this course is a minimum of 6-8 hours per week.

Projects may or may not be collaborative. Each student on a team is expected to complete a similar amount of work and to contribute equally to the project.

All assignment descriptions, due dates, and rubrics posted via ICON. Refer to each assignment on ICON for specific instructions regarding expectations, deadlines, and submission. Course grades will be based on the criteria below. Please note that this is *tentative and subject to change*. While no new projects will be added, it is possible that an assignment will be dropped or altered. Announcements will be made in class, via ICON, and/or email.

Assessment	Points	Learning Objectives
Attendance	145	In order to succeed in this course, you need to be present for lectures, in-class discussions, assignments and critiques.
Class Participation	145	You must not only be present, but you must participate in class discussions, lectures, group projects and activities.
Reading Posts (8 @10 points each)	80	For each reading, you must post 1 thread on the ICON discussion board.
Reading Comments (16 @ 5 points each)	80	For each reading, you must comment on 2 classmate's threads on the ICON discussion board.
Projects (550 points total):		
1. Directing/Editing/Camera: A+B=C	50	Basic Camera, Angle, Framing, Rhythm, Editing
2. Audio: Tell story with sounds	50	Storytelling via sound. Syncing visuals to audio.
3. Lighting: Tell story via light	50	How does lighting impact meaning?
4. Style: Tell Story via design	50	Production Design, Costumes, Make-Up/Hair, Genre.
5. Animation	50	Keyframes, compositing, animation.
6. Story Pitches	50	How to stand in front of people and pitch an idea. Tell a story with words.
7.1 Final Project Rough 1	25	Rough draft one of final project.
7.2 Final Project Rough 2	25	Rough draft two of final project.
7.3 Final Project	200	Record/Edit audio, tell a story with dialogue, audio mix, storytelling, budget, schedule, breakdowns, script, lighting, compositing, Greenscreen, etc.
TOTAL	1000	

Grading Policy and the Use of +/-

Grades will be awarded on an A to F scale, including plus and minus. Each project will receive a numeric grade based on the published rubric, in addition to verbal critique in class. This is a points-based class with grading on a 1000-point scale - there is no curve. In this course, letter grades mean the following:

Grade	Points	Description
A+	1001+	You are a ROCK STAR! This is an extraordinary achievement.
A-/A	900-1000	Superior accomplishment.
B-/B/B+	800-899	Above average achievement.
C-/C/C+	700-799	Average work.
D-/D/D+	600-699	Below average performance.
F	0-599	Failure to meet basic course requirements.

Course Schedule

The following provides a *tentative* schedule of events, including assignment due dates. I reserve the right to make changes as needed; announcement will be made in class and will be kept up to date on ICON. Anything in **red** is an assignment, project or reading due on that day. The tutorials are NOT graded. However, if you don't do them, you won't learn how to edit using Premiere Pro. The dates when the tutorials are due are suggested to keep you on track for the course.

Week	Class #	Date	Project DUE	Reading Post DUE	Reading Comments DUE	Tutorial DUE	IN-CLASS
WEEK 1	1	8/27(T)					Intro, Check-Out Policies, Reservations, Studio Use, Etc.
	2	8/29(TH)				PP1: The Basics	Camera Intro A+B Vimeo
	NA	8/30 (F)		Reading1			-----
WEEK 2	NA	9/2 (M)			Comment1		-----
	3	9/3 (T)					Camera part 2 Workflow & Pipeline, Copyright, Fair Use, Creative Commons Who Does What
	4	9/5 (TH)	A+B=C				Crit A+B=C
	NA	9/6 (F)		Reading2			-----
	NA	9/9 (M)			Comment2		-----
WEEK 3	5	9/10 (T)				PP2: Audio	Audio Gear
	6	9/12 (TH)					Advanced Audio Editing with Audition
	NA	9/13 (F)		Reading3			-----
	NA	9/16 (M)			Comment3		-----
WEEK 4	7	9/17 (T)				PP3: Advanced Editing	Audio/Camera Cont.
	8	9/19 (TH)					Audio/Camera Cont.
	NA	9/20 (F)		Reading4			-----
	NA	9/23 (M)			Comment4		-----
WEEK 5	9	9/24 (T)	Audio				Crit Audio
	10	9/26 (TH)	Audio				Crit Audio
	NA	9/27 (F)		Reading5			-----
	NA	9/30(M)			Comment5		-----

Week	Class #	Date	Project DUE	Reading Post DUE	Reading Comments DUE	Tutorial DUE	IN-CLASS
WEEK 6	11	10/1(T)					Lighting Gear Grip
	12	10/3(TH)				PP4: Color Correction	Lighting Gear Grip
	NA	10/4(F)		Reading6			-----
WEEK 7	NA	10/7(M)			Comment6		-----
	13	10/8(T)					Style/Design
	14	10/10(TH)				PP5: Effects	Animation/Keyframe
WEEK 8	15	10/ 15(T)	Lighting				Crit Lighting
	16	10/17(TH)	Lighting				Crit Lighting
	NA	10/18(F)		Reading7			-----
WEEK 9	NA	10/21(M)			Comment7		-----
	17	10/22(T)					Inclusion and casting discussion
	18	10/24(TH)				PP6: Titles	Script Scheduling & Budgeting
WEEK 10	19	10/29(T)	Style				Crit Style
	20	10/31(TH)	Style				Crit Style
	NA	11/1(F)		Reading8			-----
WEEK 11	NA	11/4(M)			Comment8		-----
	21	11/5(T)					Pitches, Ideation, Visualizing
	22	11/7(TH)					Shooting & Editing Greenscreen
WEEK 12	23	11/12(T)	Pitches				Crit Pitches
	24	11/14(TH)	Pitches				Crit Pitches
WEEK 13	25	11/19(T)					Work on Final Project (Dan @ LDI)
	26	11/21(TH)					Work on Final Project (Dan @ LDI)
WEEK 14	No Class	11/26(T)					No Class
	No Class	11/28(TH)					No Class
WEEK 15	27	12/3(T)	Final Project Rough 1				Work on Final Project

Week	Class #	Date	Project DUE	Reading Post DUE	Reading Comments DUE	Tutorial DUE	IN-CLASS
	28	12/5(TH)	Animation				Work on Final Project
WEEK 16	29	12/10(T)	Final Project Rough 2				Work on Final Project
	30	12/12(TH)					Work on Final Project
WEEK 17	31	TBA (12/16-20)	Final Project				Crit Final Project Semester Wrap Up

A Word about the Date and Time of the Final Exam:

There is no final exam. The final exam session will be used to present final projects. An additional day/time will be reserved to discuss final projects and wrap up the semester. Do not plan your end of the semester travel until the final exam schedule is made public. It is your responsibility to know the date, time, and place of the final exam. The final examination date and time will be announced by the Registrar generally by the fifth week of classes. Once the final examination date and time is known, I will announce it on Icon.

Course Policies

Communication

All email messages will be sent to you via your uiowa.edu email address, so you should be in the habit of checking that account every day or you should ensure that IOWA Mail forwards messages to another account of your choice. If you do not check your uiowa.edu email regularly you can expect to miss important course communications.

Late Assignments

Assignments are due on the day specified in the class calendar and via ICON. Late assignments will be marked down 5 points a day for the first 3 days they are late and will not be accepted after that. If there is a valid reason why you cannot hand an assignment in on time, please contact me prior to the due date to request an extension. Extensions are at the discretion of the instructor. Major project due dates and Crit sessions will not be rescheduled.

Attendance

Punctual and regular attendance is mandatory and highly correlated with your level of success. Students may be **absent two (2) times** for any reason or no reason at all during the semester. However, if you are absent on a project presentation/crit day when an assignment is due, you will lose points for that assignment unless the absence is excused in advance. Any absences beyond the second will result in a point reduction of 50 points per undocumented absence, excepting extreme and documented circumstances to be evaluated on a case-by-case basis. **Five (5) or more undocumented absences will result in automatic failure (F) in the course.**

If you are absent, you are responsible for getting and completing any assignments. If you have an approved absence with documentation, please provide the documentation in a timely fashion. Approved excuses include a documented medical condition or illness, death or illness in your immediate family, representing the University in an official capacity, mandatory religious obligations or unavoidable circumstances. If an extended illness or other emergency requires that you miss more than one class, please take it upon yourself to contact me and keep me aware of your situation. I am more willing to work with you during the semester than when grades are due at the end of the semester.

If you will not be present at a class, please take the following steps:

- Please let me know via email as soon as possible, preferably before class.
- If you are working on a group project, let all of your group members know that you will absent.
- Check ICON for any announcements.
- Get notes from a classmate.

Late Arrival/Early Departure

If you are in class within five minutes of class start time, you will NOT be considered late; arrive any time after five minutes and you are late. Late arrivals or early departures will be calculated at maximum of 80% for that day's attendance. Every fifth instance of lateness/early departure will be assessed as one (1) unexcused absence.

Participation

Active participation in discussion and critique sessions is crucial to this course as well as for your personal development. You should reference readings, prior assignments, prior projects, Pop Culture, etc. We learn how to make better work through talking about our own work and also the work of our peers. Our class is a safe space where all students can express their beliefs and opinions. During CRIT sessions we should share our thoughts respectfully and generously, keeping in mind the importance of making space for all voices in the class. If you repeatedly dominate conversations, talk off-topic, and/or provide unconstructive and/or rude criticism you will lose participation points.

Personal Devices and Computer Use in Class

- Laptops, tablets and/or phones may be used in class for taking notes, research and specified in-class activities, not for instant messaging, email, social networking or other distractions.
- Using devices for any use other than the ones listed above will result in a loss of participation points.
- Please silence your devices before entering the classroom. Consistent failure to do so will result in a loss of participation points.
- I understand that there are times when you need to be available to the outside world. If there is a situation when you need to text or answer a call, please let me know at the beginning of class.

Perhaps the Most Important Thing

Since I ask my students to think **creatively**, outside the box and to take **risks**, you are bound to **fail** at some point. Our classroom is a **supportive** atmosphere so we can fail along the path to **success**.

While it is extremely important to take our work seriously, it is also vital to have a **sense of wonder and play**; to have **passion** for what you do, but also to have **fun** doing it.

Our class is a **safe place** for ALL students. Please treat it as such.

ASK questions. Please seek me out during office hours. **I am here to help you learn and succeed.**

Disclaimers, Offensive Content, etc.

Art frequently reflects the philosophy and social norms of the society in which it is created. The material you will be exposed to this semester may cover societies with diverse religious beliefs and cultural morays. As a result, some of the work we will study may not reflect your values or worldview and should not be seen as an endorsement, but rather an honest academic inquiry into a variety of historically and socially significant artistic, political, theological and philosophical movements as reflected in art, technology and pop culture. In others words, be prepared to view cute cat videos.

This course may present material deemed offensive by certain students, either in readings, assignments, in fellow students' work, discussions or in lectures. There may be some challenging elements of profanity,

sexual content, political views, and/or violence to which students will be exposed and/or students may explore difficult subject matters in their own work. These subjects are not intended for shock value but are legitimate investigations of subjects deserving of intellectual and emotional engagement. If this is a problem, I suggest you drop the course. No special accommodations will be made on the part of the professor to cater to individual student's tastes or aversions.

In discussions I may sometimes adopt an intellectual, moral, or theological opinion that differs from your own. This is part of the Socratic Method, and should not necessarily be seen as an endorsement of the opinions I state, but rather as a "devil's advocate" argument intended to prompt the student into a deeper investigation of a topic.

ABW 250 Studio Use

Only the students enrolled in my classes are allowed in the studio outside of class time and for the strict purpose of completion of class assignments. More detailed studio rules, reservation system, and hours of operation are posted on ICON.

Equipment Checkout Policies

Students have access to equipment checkout for the strict purpose of completion of class assignments. Equipment check-in/out is located in ABW 250. Students are responsible for equipment in their possession. There is extremely limited tech support for portable hard drives. Make sure that you backup your data. Anything left on the hard drive at the end of the semester will NOT be saved and will be permanently deleted. The replacement cost of any gear not returned or damaged will be charged to your student account. If you do not pay this replacement cost fee, you may not be able to graduate or receive any official transcripts. More detailed check-in/out rules, policies, late fees, reservation system and hours of operation are posted on ICON. <http://checkout.uiowa.edu>

Resources for Students

- Writing Center: <http://writingcenter.uiowa.edu/>
- Speaking Center: <http://speakingcenter.uiowa.edu/>
- Tutor Iowa: <http://tutor.uiowa.edu/>

CLAS Syllabus Insert

Absences and Attendance

Students are responsible for attending class and for contributing to the learning environment of a course. Students are also responsible for knowing their course absence policies, which will vary by instructor. All absence policies, however, must uphold the UI policy related to student illness, mandatory religious obligations, including Holy Day obligations, unavoidable circumstances, or University authorized activities (<https://clas.uiowa.edu/students/handbook/attendance-absences>). Students may use this absence form to aid communication; the instructor will decide if the absence is excused or unexcused (<https://clas.uiowa.edu/sites/default/files/ABSENCE%20EXPLANATION%20FORM2019.pdf>).

Academic Integrity

All undergraduates enrolled in courses offered by CLAS have, in essence, agreed to the College's [Code of Academic Honesty](#). Misconduct is reported to the College, resulting in suspension or other sanctions, with sanctions communicated with the student through the UI email address (<https://clas.uiowa.edu/students/handbook/academic-fraud-honor-code>).

Accommodations for Disabilities

UI is committed to an educational experience that is accessible to all students. A student may request academic accommodations for a disability (such as mental health, attention, learning, vision, and physical

or health-related condition) by registering with Student Disability Services (SDS). The student is then responsible for discussing specific accommodations with the instructor. More information is at <https://sds.studentlife.uiowa.edu/>.

Administrative Home of the Course

The College of Liberal Arts and Sciences (CLAS) is the administrative home of this course and governs its add/drop deadlines, the second-grade-only option, and related policies. Other colleges may have different policies. CLAS policies may be found here: <https://clas.uiowa.edu/students/handbook>.

Communication and the Required Use of UI Email

Students are responsible for official correspondences sent to the UI email address (uiowa.edu) and must use this address for all communication within UI ([Operations Manual, III.15.2](#)).

Complaints

Students with a complaint about a course should first visit with the instructor or course supervisor and then with the Chair of the department or program offering the course; students may next bring the issue to CLAS in 120 Schaeffer Hall. For more information, see <https://clas.uiowa.edu/students/handbook/student-rights-responsibilities>.

Final Examination Policies

The final exam schedule is announced around the fifth week of classes; students are responsible for knowing the date, time, and place of a final exam. Students should not make travel plans until knowing this information. No exams of any kind are allowed the week before finals. Visit <https://registrar.uiowa.edu/final-examination-scheduling-policies>.

Nondiscrimination in the Classroom

UI is committed to making the classroom a respectful and inclusive space for all people irrespective of their gender, sexual, racial, religious or other identities. Toward this goal, students are invited to optionally share their preferred names and pronouns with their instructors and classmates. The University of Iowa prohibits discrimination and harassment against individuals on the basis of race, class, gender, sexual orientation, national origin, and other identity categories set forth in the University's Human Rights policy. For more information, contact the Office of Equal Opportunity and Diversity (diversity.uiowa.edu).

Sexual Harassment

Sexual harassment subverts the mission of the University and threatens the well-being of students, faculty, and staff. All members of the UI community must uphold the UI mission and contribute to a safe environment that enhances learning. Incidents of sexual harassment must be reported immediately. For assistance, please see <https://osmrc.uiowa.edu/>.