

## **P335: Production as Criticism**

MoWe 2:00PM - 5:00PM

Mondays in Lindley Hall 025; Wednesdays in Radio-TV (RTV) 180

Instructor: Iris Bull | [irbull@indiana.edu](mailto:irbull@indiana.edu)

Office Hours: After class or by appointment.

08/22/2016 - 12/16/2016

### **COURSE DESCRIPTION:**

P335 Production as Criticism is designed to guide students through histories and techniques of digital video production practice. Students will experiment with different roles and labor practices characteristic of mainstream narrative film, documentary, or video production for the web. Through in-class demonstrations, lectures, readings, and class assignments, students will be introduced to both general aspects of video production (e.g., lens selection, point of view, editing, lighting, casting, etc.) and, at times, specific genre conventions, styles, and techniques particular to fiction and non-fiction storytelling (e.g., blocking, directing actors, set design, interviewing, reenactments, etc.). Class time will be divided between both informational lectures and demonstrations, and focused exercises and large-scale collaborations. Outside of class, students will be challenged by research and production projects of their own design. Students will shoot on HD-DSLR cameras and edit their footage with Adobe Premiere. Prior experience with film/video production will be helpful, but it will not be necessary for mastering aspects of the course material.

### **LEARNING OUTCOMES:**

By the end of the course, students will:

- Learn key terms and concepts related to cinematic language and dramatic structure
- Learn contemporary nuances of technical hardware and software specifications that impact the quality of labor and production practices
- Practice essential filmmaking techniques such as concept development,

screenwriting, producing, directing, cinematography, production design, video editing, and sound design

- Learn basic crew roles and responsibilities and enact basic film production processes, organizational schemes, and working procedures
- Conceive of and prepare basic materials necessary to produce an original narrative film, including: a synopsis, screenplay, storyboards, shot list, breakdown, budget, casting call and crew list
- Practice fundamental skills involved in directing, cinematography and production design
- Practice production sound recording for film and interviews
- Practice non-linear editing and audio post-production for film
- Learn how to finalize and output films for distribution on the Web

#### REQUIRED TEXTS:

In lieu of purchasing texts, students will be required to purchase basic hardware materials for video production and editing. Instead, required readings will be shared via Canvas in PDF form. Annotating notes by hand for lecture and weekly readings is strongly encouraged; students will be allowed to use their own hand-written, annotated notes for any tests, exams, quizzes, or pop-quizzes assigned for class.

#### REQUIRED MATERIALS:

For equipment check on Sept 7<sup>th</sup>, each student must present the following:

- 1 External Hard Drive
  - Recommendation 1: [OWC Mercury On The Go Pro \(500 GB, USB 3.0, 7200 RPM, Cache: 16 MB\)](#) - \$82
  - Recommendation 2: [OWC Mercury On-The-Go® Pro \(500GB 7200 RPM, Cache: 32 MB\)](#) - \$128
  - Note: If you already own a portable hard drive that you would like to use for this class, that's okay. It should meet these **minimum** specifications: Size: 500 GB, RPM: 7200, USB 3.0, Cache: 8 MB

(16-32 MB is ideal — this spec influences speed of data transfer)

- 1 16+ GB SDXC Card (Class 10 or U1 are okay, U3 is preferred)
  - Recommendation 1: [SanDisk Extreme Pro SDXC 64 GB](#) - \$35
  - Recommendation 2: [Transcend SDXC 64 GB](#) - \$28
- 1 SD Card Reader or laptop with built-in SD Card Reader
  - Recommendation 1: [Transcend SD card reader](#) - \$7
- 1 Library Card from the Monroe County Public Library
  - Required for access to [Lynda.com](#) tutorials
  - [Look up the requirements beforehand](#); if you visit the library with proper documentation, you should be able to walk out with a card

\*Equipment Check does not contribute to a student's grade. However, students who do not acquire materials needed for equipment check by the deadline may experience a 3% penalty applied to their final grade at the end of the term.

#### SOFTWARE:

Students planning to use a personal computer for editing assignments must:

1. [Consult IU instructions on downloading and installing Adobe Creative Cloud](#);
2. Download Adobe Premiere Pro **via the Creative Cloud application software after you've downloaded it on your computer.** If you download Premiere Pro without Creative Cloud, it is very likely you will experience trouble opening your projects on multiple computers over the course of the term. In a worst case scenario, it is possible to accidentally corrupt your project files.

If you plan on writing a screenplay for class, find software that will work for you. Honestly, [it would probably be a good idea to invest in some legal note paper](#) for drafting ideas instead of something like [Slugline](#), [Scrivener](#), or [Final Draft 9](#). For this reason, you won't be expected to use any one program in particular. Keep in mind that there are 'free' programs out there ([if you're willing to look around](#) — [Celtx is a crowd favorite](#), [Plotbot looks interesting](#)).

## GRADE BREAKDOWN:

Assignment	Value (%)	Due Date
1: 5 Shot Sequence	5	August 28
2: Subtext Exercise	5	September 4
3: Screenplay Exercise	5	September 11
4: Scene Recreation Exercise	5	September 18
5: Storyboard Exercise	5	September 25
6: 85 Shots Assignment	5	October 2
Short Film Pre Production Materials	5	October 5
Short Film Rough Draft	5	October 16
Short Film Final Draft	10	October 23
Final Project Pre Production Materials	5	November 6
Final Project Rough Draft	5	November 30
Final Project Final Draft	10	December 7
Final Project Portfolio	5	December 12
Attendance	10	—
Screenings*	10	—
Discussion Board Responses	5	—

\*In lieu of screenings, students may choose to pursue DIY engineering projects that involve the construction of stabilizers, jibs, tracking systems, etc. Students interested in this alternative assignment should see me immediately.

Grade	Minimum %	Grade	Minimum %
A+	97.0	B+	87.0
A	93.0	B	83.0
A-	90.0	B-	80.0

C+	77.0	D+	67.0
C	73.0	D	63.0
C-	70.0	D-	60.0

## POLICIES:

ATTENDANCE is mandatory for every and all portions of the class. Each student is allowed to exercise 2 absences (**either 'excused' or 'unexcused'**) without a deduction to their final grade; any absences beyond this allotment will factor into a student's final grade as flat deductions in the following manner:

- 3rd absence = 2% deduction
- 4th absence = 5% deduction
- 5th+ absence = 10% deduction

Exceptions to this policy **must be arranged in advance of the absence** and the student must provide copies of formal documentation when necessary (e.g., religious observances, University sanctioned events, etc.).

TARDINESS in excess of 10 minutes will be marked as an absence for the day. Extenuating circumstances that affect a student's arrival to class should be communicated at least 8 hours in advance of class. In an emergency situation you should prioritize management of the situation first, and then email me at your earliest convenience.

HEALTH AND WELL-BEING are practices in constant flux. If there is something going on in your life that affects your performance in this class, your immediate disclosure helps by putting us in the position of managing the circumstances together. I mention [Counseling and Psychological Services \(CAPS\)](#) in every class I teach at IU and encourage everyone to educate themselves about resources available to them on campus. **Regularly exercising self-care is a formative therapy in the maintenance of a creative spirit.**

ASSIGNMENTS not submitted online will be collected at the beginning of class. Any assignment not turned in at this time will be marked late. All late work will receive, at minimum, a full letter grade deduction for each day it is late. Late assignments will not be accepted unless you have made a prior arrangement with me.

Not submitting anything at all for an assignment is self-destructive; if you are having trouble with meeting deadlines on the assignment submission calendar, contact me immediately.

GROUP PROJECTS are an unavoidable aspect of video production, and in a classroom there are certain power dynamics and institutional expectations that can perverse their development. As such, we require a unique framework to preserve the integrity of group projects whilst maintaining our responsibilities to the institution. In this class we will model this framework from multiplayer roleplaying games like World of Warcraft in which players can vote to exclude under/non-performing group members. We do this because the roles people volunteer for in video production will be clearly defined in advance of major project deadlines. This 'Vote to Kick' feature will encourage group members to maintain open and honest lines of communication at all times during critical moments in the project's development. It will also provide an outlet for people to mitigate unforeseeable circumstances that may affect their participation in a group project. Students 'kicked' from a final project will be alternatively assigned a 10-page research paper, details of which will be elaborated upon on a case by case basis.

TECHNOLOGY, including laptops and phones, will not be permitted for use in the classroom during lecture and discussion unless they are integral to class discussion and participation. All slideshows used in lecture will be shared on Canvas. Manual or assisted annotation for note taking purposes is strongly encouraged. Audio and/or video recordings of class are not permitted unless

expressly authorized by me. Students with documentation from the Office of Disability Services should discuss their needs, requirements, or preferences with me before the second week of class.

EQUIPMENT checkout for class will be managed by the Radio Television Equipment Lab. Be sure to consult the 'The Media School – Connect2 Booking System - Student Guide' for details on how to reserve equipment from the checkout facilities in the RTV building (RTV 157A). In general, you are encouraged to practice with equipment that you plan to use on large projects for class. If you want to use your own equipment, you should be prepared to bring it to class on a regular basis. Students who leave class to retrieve equipment will receive an absence on their attendance record. If you plan on checking equipment out from the Media School, it is important that you respect checkout deadlines and procedures. Returning equipment late and/or broken jeopardizes our ability to produce work on projects both big and small.

CROSS PLATFORM WORKFLOW is a challenge we have the opportunity to tackle together this term because of our classroom/lab situation. Review and familiarize yourself with the obstacles you can encounter working with Premiere on PC and Macs here: <https://helpx.adobe.com/premiere-pro/using/basic-workflow.html>

PLAGIARISM is taken very seriously in the class. For video production, citation and attribution are important practices 1) when you reuse, remix, or repurposes [intellectual property](#) that does not belong to you; and, 2) when you work with other people collaboratively on a project.

You must always credit your use of intellectual property that does not belong to you on assignments submitted for class. The easiest way to do this is to include credits following the conclusion of your video. For exercises and small assignments, you are allowed to submit work that includes intellectual property

for which you do not have permission to use. However, for final projects, you must have the expressed consent of all intellectual property owners in hand when you submit the assignment.

When you work with others collaboratively on an assignment for class, you should discuss with them in advance how they will be credited in the final production. For students producing films that require talent/actors, and for students producing documentary films that include interviews, you should secure consent from your participants to distribute their likeness on video via media release forms. You should secure this consent before you work with them on a project. Copies of consent forms must be submitted with your final project.

Crediting your sources and project collaborators is essential to avoid accusations of cheating, plagiarism, libel or worse. Accusations of such will be upheld to IU's Policy on Plagiarism — [read it](#). Penalties assigned by University representatives are both severe and expensive.

CONTACT me with questions via email: [irbull@indiana.edu](mailto:irbull@indiana.edu). I check email at least once a day (except in instances of an emergency, on weekends, and after 10pm). Expect a response in 24-48 hours, depending on the urgency of your question or request. At present, my general schedule this semester is as follows:

Classroom-related Commitments:

Mondays, Wednesdays 9am-5pm; Fridays, 10am-4pm

Research-related Commitments:

Mondays, Thursdays evenings after 5pm

I share this general outline so that you have a better idea of when I likely **won't** be attending to my email. I hope to make many exceptions, of course, but my philosophy is to be up front about the fact that I cannot possibly parallel my lifestyle with that of most undergraduates.