

# DMA 320

## OFFICE HOURS

### TV Directing I (TTh 9:30am-12:00pm)

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TTH 12:00-1:00 PM  
TTH 3:00-4:00 PM

**COURSE OBJECTIVE** : Introduction to the basic equipment, theory, and procedures used in video production. Students will become proficient in the fundamental operation of camera, lighting, audio, and nonlinear editing. The course focuses on proper framing, shot composition, and camera movement. Each student shoots and edits a 3-4 minute **Videographic Project** using a full-size Pro-Cam and a 2-3 minute **How-To Sequence** using a DSLR camera. *Co-requisite: Concurrent enrollment in DMA 323 required.*

**TEXT:** Vinovich, Avid System Editing Manual  
Vinovich, EFP System Manual

**MATERIALS:** (1) SDHC Card "Class 10" 8GB (*Source Footage for Project Filming and Mastering*) \$12ea  
(1) Flash Drive (*Storage of mp4 files for transferring to SDHC Cards*) \$10ea  
(1) Walkman Headphones with 1/8" Mini Plug (*For monitoring audio on location*) \$10  
(1) Leather Work Gloves (*For handling Lighting Equipment on location*) \$3  
(1) Card Reader (*For Playback of SD Card projects on standard HDTV's USB input*) \$10

### **COURSE CONTENT**

1. The TV Production Team -above-the-line and below-the-line production personnel and crew functions.
2. Video Technology - scanning, sync, aspect ratios, time code, analog v digital, tape formats, and file types.
3. Audio Technology -calibration, attenuation, riding gain, panning, equalization, and mixing.
4. Shot Composition -proper framing for XLS, LS, MS, OS, BS, CU, and XCU using 4:3 and 16:9 monitors.
5. Camera Operation - focus, zoom, exposure, time code, and basic camera movement such as pan and tilt.
6. Camera Support - proper use of professional tripod, dolly, crane/jib, and steady tracker camera supports.
7. Lighting - basic setup and operation of different types of lighting instruments and diffusion materials.
8. CG Titles/Graphics - design, production, and application of basic CG titles for television aspect ratios.
9. Video Editing - fundamental operation of nonlinear editing (VCR capturing, transitions, and exporting).
10. Directing - pre-visualization of project, script preparation, window dubbing, tape logs, EDL, and Capture List.

**VIDEOGRAPHIC PROJECT** - each student will produce, direct, film, and edit his or her own 3-4 minute Videographic Project which requires still photographs, graphic art work, and video footage scripted to illustrate the lyrics of a 3-4 minute song. All footage must be shot using our Betacam systems for editing on our Avid stations. Each student director is responsible for securing the pre-recorded song track, photographs, and graphic art work.

**HOW-TO SEQUENCE** - each student will film and edit his or her own 2-3 minute How-To Sequence which requires a variety of video shots to be edited with continuity to a VO Narration track explaining how to operate something. All footage must be shot using our DSLR cameras for editing on student's laptop or our Avid stations.

### **CLASS CODE OF CONDUCT**

**NO FOOD or DRINKS!** Consumption of food and beverages in our classroom and production labs is NOT allowed at any time. Food and beverages must be stored outside of class and labs.

**NO CELL PHONES!** Before entering the classroom each day, make sure that your cell phone is turned OFF so that any incoming calls will not disturb the class or cause you to be pulled away from class.

**E-MAIL ACCOUNT REQUIRED** In order to receive course information, assignments, and announcements, you must have an e-mail account which you can access daily. (*Campus accounts can be arranged for free*).

### **ACADEMIC INTEGRITY**

Consult the University Catalog section titled "Academic Integrity" for campus policy on cheating and plagiarism. Since these acts will result in an automatic "F" for the course and possible suspension, probation, or expulsion from the University, it is to the student's benefit to understand what actions constitute plagiarism and cheating.

### **DISABILITIES**

Students with disabilities are encouraged to consult the University Catalog for information on Disabled Student Services (310-243-3660). Students requiring assistance with exams or other course work can utilize these services.

## **MODE OF OPERATION :**

1. Each student will have the opportunity to pitch to the instructor an idea for producing a *Videographic* and a “How-To” project. The instructor will decide if the “**project concept**” is approved for production in the class.
2. Since the majority of pre-production, production, and post production activities on the projects will take place outside of normal class hours, it is to the advantage of each student to be available for a wide range of hours which often include Fridays, weekends, and evenings.

**STUDENT OUTCOMES** - by the end of the course, each student should be able to demonstrate a working knowledge of: 1) basic video camera setup, operation, and movements; 2) time code preset and jam-syncing; 3) shot composition for proper framing of XLS, LS, MS, BS, CU, and XCU using 4:3 and 16:9 aspect ratio; 4) basic setup and operation of various lighting instruments and diffusion materials; 5) audio calibration, EQ, attenuation, riding gain, panning, and mixing; 6) proper use of professional tripod, dolly, crane/jib, and steady tracker cam supports; 7) fundamental operation of a nonlinear video editing system (capturing, ingestion, editing, transitions, and exporting); and 8) design and creation of basic CG titles for television aspect ratio.

**GRADING CRITERIA:** the grade for the course will be based on the following “equally-weighted” criteria:

1. **QUIZ AVERAGE** - brief quizzes on material covered in the previous class session will be administered at the beginning of each class meeting. Since there are no make-up quizzes, tardiness and absences will significantly lower your Quiz Average grade for the course. Expect 12-15 quizzes throughout the semester.
2. **VIDEOGRAPHIC PROJECT** - your project will be graded according to the “Videographic Grading Criteria” (*See Videographic Grading Criteria*). The project must be completed by the screening deadline (DUE DATE: Wednesday of Final Exam Week) in order for the student to receive credit for the course.
3. **HOW-TO SEQUENCE** - the project must be completed by the screening deadline (DUE DATE: Wednesday of Final Exam Week) in order for the student to receive credit for the course.
4. **PROFESSIONAL IMAGE** - since class sessions emphasize “hands-on” training demonstrations that will not be repeated during the semester, near-perfect attendance is required. For these reasons, tardiness and absences from class will significantly lower your Professional Image grade.

*Professional Image is the characteristic attitude and demeanor you project to your professor, staff, and classmates during class and productions. It is the REPUTATION you earn based on your: punctuality; attitude; dependability; willingness to work and focus on the project at hand; ability to cooperate with classmates as a “team player”; interpersonal skills which allow you to be in control of your emotions during stressful situations; and your resilience to bounce back after failures. It is the image people have about working with you in the future. Professional Image will be based on your professor’s observations of your work in class.*

**FINAL GRADE** for the course will be based on the following formula:

**25% QUIZ AVERAGE**

**25% VIDEOGRAPHIC PROJECT**

**25% HOW-TO SEQUENCE**

**25% PROFESSIONAL IMAGE**

A (4.0) = 99-92%

A- (3.7) = 91-90%

B+(3.3) = 89-88%

B (3.0) = 87-82%

B- (2.7) = 81-80%

C+(2.3) = 79-78%

C (2.0) = 77-72%

C- (1.7) = 71-70%

D+(1.3) = 69-68%

D (1.0) = 67-60%

F (0.0) = 59 - 0%