

DMA 322

OFFICE HOURS

TV Directing II (TTh 1:00-3:00pm)

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

COURSE OBJECTIVE : Techniques of producing and directing a single-camera, film-style project on location. Emphasis on producer/director skills for drama-based productions from pre-production project pitch, script writing, and casting to production filming and post production editing. **Each student team writes, produces, directs, and edits a 30-sec PSA production.** *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
(1) DP Kit (*Assortment of gels and other expendables per DP Kit List in DMA 325*)
(*) Food and beverages for talent and crew on location shoots, rehearsals, and casting sessions.

COURSE CONTENT

1. Pre-Production Phase - project concept and development; pitching the idea; script writing; shot blocking; location scouting; location clearances; unit managing; art direction; casting; auditioning; and talent releases.
2. Production Phase - practice in single-camera EFP location shooting; basic camera placement and shot composition; lighting on location; directing talent on location; continuity shooting; and boom microphone system operations on location.
3. Post Production - practice in shot logging; EDL (Edit Decision List); continuity editing; audio track mixing, and basic CG title design and applications.

PSA PRODUCTION PROJECT - each student team will write, produce, direct, and edit a 30-sec PSA project. This project requires a VO Narration track; accompanying music track; one sync sound effect or ambient sound track; and at least one CG title. ***Script approval from the instructor is required before checking out any equipment for shooting the PSA project.** Each project must be shot utilizing a single-camera, film-style approach for subsequent continuity editing in post production. All projects must be filmed using our HD-Cams and edited on the Avid nonlinear system unless the instructor pre-approves other arrangements for a specific student team. **Each co-producer team is responsible for securing its own script, financing, actors, narrator, costumes, props, make-up, craft services, sets, location clearances, and talent releases.**

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.

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 his or her idea for a PSA project to the class. The instructor, in consultation with the class, will decide if the “**project concept**” is approved for production in the class.
2. Next, all projects must receive “**final script approval**” from the instructor before actual production on the project begins.
3. Each student team is **responsible for all expenses** (*SD cards, casting notices, transportation, craft services, and rentals*) encumbered during the project.
4. Each student must submit a **PSA Project Report** summarizing his or her hours, functions, and overall participation on the project. Completion of a thorough, detailed, and astute report typed in the proper format (*See PSA Project Report format*) is crucial to the final grade assigned to the student.
5. Students must secure a signed “**talent release**” from all actors, extras, musicians, dancers, and narrators who appear in the PSA production. (*See Talent Release Form*). All signatures must be collected on the official University Talent Release form which can be downloaded at the department website. **All talent release forms must be submitted to the instructor at the end of the semester in order for the student team to receive a letter grade for the course.**
6. Since the majority of pre-production, production, and post production activities on the project will take place outside of normal class hours, it is to the advantage of each student to be available for a wide range of production hours which often include Fridays, weekends, and evenings.

STUDENT OUTCOMES - by the end of the course, each student will be able to understand the basic techniques of PSA project conceptualization and development, script writing format, shot blocking, location clearances, unit managing, art direction, casting, auditioning, costuming, producing, directing, and continuity editing of a PSA project shot with a single-camera, film-style approach on an independent producer basis.

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

1. **PSA PRODUCTION** - the resulting production value and entertainment value of the PSA project. The higher the quality, the better the grade. All PSA projects will be graded according to the **PSA Production Critique** (*See PSA Critique sheet*). *PSA's submitted LATE will be marked down one full grade.*
2. **PSA PROJECT REPORT** - your diligence in completing a thorough, astute, and well-written PSA Project Report according to the PSA Project Report format will significantly affect your final grade for the course. *Reports submitted LATE will be marked down one full grade.*
3. **PROFESSIONAL IMAGE** - 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 during class, labs, and your production project.

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

50% PSA PRODUCTION
25% PROJECT REPORT
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%