

# DMA 325

## OFFICE HOURS

### **EFP Videography (TTh 9:30am-12:00pm)**

**Dr. George Vinovich, Professor & Chair, Digital Media Arts**  
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**TTH 12:00-1:00 PM**  
**TTH 3:00-4:00 PM**

**COURSE OBJECTIVE** : Technical and theoretical aspects of shooting professional video on location using electronic field production techniques and equipment. Emphasis on proper staging, lighting, framing, shot composition, miking, and camera movement. **Each student co-producer team is required to film and edit a 3-minute Mini-Documentary Project** according to the *DP Documentary Project* requirements, and edit a drama scene with continuity from footage supplied by the instructor.

**TEXT:** Vinovich, EFP System Manual  
Vinovich, Avid System Editing 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. Camera Systems - setup and operation of the pro Betacam and HD-Cam systems; interlace v progressive scan modes (60i v 24p); camera filters, and related camera menu selection variables.
2. EFP System Peripherals - setup and operation of system peripherals such as dolly, crane, steady tracker, slider, color field monitor, fluid-head tripod, battery packs, and chargers.
3. Single Camera EFP Location Shooting - staging, shot composition, and art direction in the field; obtaining adequate camera coverage (master shot, OS, CU, and cutaway); interview staging and directing.
4. Location Sound Recording - placement and operation of lav and boom microphone systems on location; installation of shock mount, soft zeppelin, and fishpole.
5. Lighting – 2pt and 4pt location lighting techniques; Lowel portable lighting kits; ellipsoidal spot lights; soft boxes; rifa lights; reflectors; C-stands; Avenger boom stand with Pro Light; electrical circuit loads; diffusion techniques; special effects lighting such as green screen; Kino-Flo cyc lights; cookies/gobos; lamp replacement and safety precautions.

**DP DOCUMENTARY PROJECT** - each co-producer team must stage, light, shoot, and edit a 3-minute Mini-Documentary with a talking head interview and B-Roll shots according to the DP Documentary Project requirements. (*See DP Documentary Project requirements*).

**CONTINUITY EDITING PROJECT** - each co-producer team must edit a drama scene with "continuity" from footage (master shot, OS, CU) supplied by the instructor. (*See Continuity Editing Project requirements*).

## **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.

**STUDENT OUTCOMES** - by the end of the course, each student will be able to demonstrate a working knowledge of: 1) basic single-camera shooting techniques on location; 2) basic location lighting techniques and equipment; 3) basic camera movements such as pan, tilt, zoom, defocus, rack focus; tracking, and hand-held, etc.; 4) single-camera drama staging and shooting for continuity editing; 5) location interview staging and shooting; and 6) continuity editing using Final Cut Pro. These student learning outcomes will be assessed by each student’s performance on the DP Documentary Project and the Continuity Editing Project.

**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.
2. **DP DOCUMENTARY PROJECT** - each co-producer team must stage, light, shoot, and edit a 3-minute Mini-Documentary with a talking head interview and B-Roll shots according to the DP Documentary Project requirements. (*See DP Reel Project requirements*). Sharing of shots among classmates is strictly prohibited. All projects will be screened and evaluated in class. A separately written report (*see DP Doc Report format*) from each student in the co-producer team is required for completion of the project. *Projects/ accompanying reports submitted LATE will be marked down one full grade.*
3. **CONTINUITY EDITING PROJECT** – each co-producer team must edit a drama scene with “continuity” from footage (master shot, OS, CU) supplied by the instructor. A separately written report from each student in the co-producer team is required for completion of the project. *Projects/ accompanying reports submitted LATE will be marked down one full grade.*
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 during class, labs, and your production projects.*

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

**25% QUIZ AVERAGE**

**25% DP DOCUMENTARY PROJECT**

**25% CONTINUITY EDITING PROJECT**

**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%