

COPH 493 Special Topics: HDSLR Production

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Course Description

As a special topics course, the materials and content of this course are intended to expand the student's experience in the field specified in a narrower fashion than standard course curriculum typically allows. In this course, students will learn how to use digital SLR cameras to create HD video productions – specifically television commercials. The course consists of two lecture periods and a lab period each week. Students will learn the intricacies of camera operation, aesthetics, and photographic techniques that make the HDSLR camera a viable professional tool. The student will also learn how to create effective television commercials using the HDSLR camera in a way that allows low budget production to look professionally-produced.

Course Objectives

At the end of the course the student will:

1. Be familiar with the settings of a DSLR camera used for video and how they affect picture quality.
2. Be familiar with the tools and accessories used in HDSLR production.
3. Be able to create time-lapse videos for various purposes.
4. Be able to shoot video using an HDSLR camera in a way that looks more professional.
5. Be familiar with lighting and sound techniques required for HDSLR production.
6. Be able to produce a television commercial with “film-like” aesthetics as a benefit to using large format imaging cameras.
7. Have a better understanding of lenses and filters and their aesthetic impact on the video image.

Required Textbooks and Materials

Lancaster, K. (2011). *DSLR Cinema: Crafting the film look with video*. Boston: Focal Press.

SDHC flash memory cards (8 gB or larger – class 6 or 10)

DVD-Rs for burning projects

Course Requirements

1. Attendance and class assignments. Students are required to attend class and lab sessions as scheduled and to complete assignments given in class by the deadline. **Students will be working on exercises in class/lab** as well as outside of class. Some of these assignments count toward class participation; others will be graded by the professor. The professor will announce when exercises will be graded individually.
2. HDSLR Video Montage. Each student will produce a video montage with instrumental music background of 2 to 3 minutes in length. The montage should be based on a visual theme that works well with the music. Ambient sound may be used as appropriate. The montage should consist of numerous camera angles and perspectives. Once edited, export project to DVD-video (widescreen).
3. Time Lapse Video Project. Each student will produce a 1 minute video containing two time-lapse videos of 30 seconds each. The time-lapse video should have musical background appropriate to both videos. Final video should be exported as H.264 HD video (use Vimeo HD settings) and placed on CD-R or DVD-R (data disc).
4. Group TV Commercial. Students will work in a group of 2 or 3 to produce a 60 second TV spot using HDSLR cameras. The commercial must be visual in nature and feature a number of camera angles and perspectives. Use of effects/green screen is allowed in part. The project will be based on a selected concept proposal from the group. When finished, the video should be exported as H.264 HD video with at least 8 mbit datarate. Place on DVD-R as data disc.
5. Prequizzes. There are no exams in this course, however, there are pre-quizzes using Angel software on the Evangel website from time-to-time. **Angel pre-quizzes** will be over reading material in the textbook and will be scheduled throughout the semester. Students will need to take the quiz sometime before class time. Check the Angel website for chapters and times related to pre-quizzes.
6. Weekly Lab. Students will participate in a lab session each Friday during the semester as scheduled. During the lab session, students will observe and participate in a variety of activities. Your attendance and cooperation while being in lab will contribute toward your grade.
7. TV Commercial Concept & Storyboard. Each student will pitch an idea for a product commercial that would be produced using DSLR cameras. The pitch will include a concept document outlining target audience, presentation, and treatment with a complete storyboard.

Projects listed above may have a detailed assignment sheet available on Dr. Pace's website – www.doctorpace.net. Make sure to read the assignment sheet fully before beginning the project.

Grading

Class/lab participation	15%
Video Montage	15%
Time Lapse Project	15%
Commercial Concept/Storyboard	10%

Group Commercial	30%
Pre-quizzes	<u>15%</u>
Total	100%

Course Schedule (Reading assignments should be completed before the class listed.)

1/11 – Overview of course – syllabus, projects, etc.

1/13 – Lab Session – The DSLR vs. the Camcorder – video tests – Read Lancaster “Introduction”

1/16 – No class – Martin Luther King Day

1/18 – Basic Video Photography with the DSLR – Lancaster chap. 1

1/20 – Lab Session – Video Formats and Settings

1/23 – Lighting for the DSLR – Lancaster chap. 2

1/25 – TV Commercials – Overview and criticism - notes

1/27 – Lab Session - Using Lights with the HDSLR camera

1/30 – Proper Exposure and Metering – Lancaster chap. 3

2/1 – The aesthetics of visual imagery – beautiful shots can be yours - notes

2/3 – Lab Session - Light meters, internal meters, and exposure settings

2/6 – Camera Picture Styles and Presets – Lancaster chap. 4

2/8 – Video Montages Due Today – bring disc to class.

2/10 – Lab Session – Effects of Picture Styles on Video

2/13 – Audio Recording with the DSLR Camera – Lancaster chap. 5

2/15 – Time Lapse Recording and Slow Motion on HDSLR Camera - notes

2/17 – Lab Session – Time Lapse Recording Techniques

2/20 – HDSLR Post-Production Requirements and Methods – Lancaster chap. 6

2/22 – Editing HDSLR footage – meet in Lab 315

2/24 – Lab Session – Editing Techniques with HDSLRs – meet in Lab 315

2/27 – TV Commercials – Pre-production and schedules – Lancaster chap. 7

2/29 – TV Commercial Concept & Storyboard due today – bring materials to class.

3/2 – No Lab today

3/5 – 3/9 – Spring Break

3/12 – “The Film Look” – How is it achieved? – Lancaster chap. 8

3/14 – Time Lapse Projects due today – bring video to class.

3/16 - Lab Session – Depth of field and lenses

3/19 – Directing actors and performers in commercial production – Lancaster chap. 9

3/21 – Special guest speakers - TBA

3/23 – Lab Session – Shooting People – skins tones and portrait-style shooting

3/26 – DSLR video and After Effects – meet in Lab 315 – Lancaster chap. 10

3/28 – DSLR video and After Effects – part 2 - meet in lab 315.

3/30 – Lab Session – Dollies, steady-cams, and sliders

4/2 – The DSLR and Green Screen effects – Lancaster chap. 11

4/4 – Green screen effects in post-production – meet in lab 315.

4/6 – *No lab today – Good Friday*

4/9 – Camera movement, lighting, and blocking – Lancaster chap. 12

4/11 – TV Commercial production techniques and procedures - notes

4/13 – Lab Session – “Let’s Make a Commercial!”

4/16 – *No class – NAB/BEA Convention*

4/18 – *No class – NAB/BEA Convention*

4/20 – *No lab – NAB/BEA Convention*

4/23 – DSLR Gear and Guerilla production – Lancaster chap. 13

4/25 – Moving from Film to DSLR – Lancaster chap. 14

4/27 – No lab – work on your projects

Final Exam period – Wednesday, May 2 at 12:30 PM. Bring group projects to class for viewing and evaluation.

Course Information

ABSENCES

Students are encouraged to attend all class meetings to receive the full benefit of the course. Students who are absent 25% or more of class meetings will be dropped from the course with an **F**. Make-up work will be allowed only for excused absences. The nature of the make-up work is at the discretion of the professor. Students should make every effort to be in class and on time. Coming to class late will affect your class participation grade in a negative way, so please be on time for class. Having to leave class early for an appointment should be shared with the professor before class starts. **Leaving class to go to the bathroom, get a drink, use the phone, or other reasons that are not an emergency is not permitted and will reduce your class participation grade.**

LATE POLICY

All assignments will receive a late penalty of up to **40% off the grade** if not turned in on time at the beginning of class. All projects must be completed to pass this course. Extended illness or family emergencies will be dealt with on an individual basis.

ANGEL

This course requires the student to complete some or all assignments using the Angel classroom software available through Evangel’s website. Students should go to Evangel.edu and read the help material available on using Angel. Every student who is financially registered for Angel will be able to

logon to the class material. If you are not financially registered completely, you may have a delay in getting on Angel. Make sure you can logon to Angel before the first class as there is a quiz over reading material before the first class. Contact Dr. Pace right away if you are having problems logging on to Angel and have already financially registered.

EXERCISES & ASSIGNMENTS

These projects are completed using the equipment at the TV Studio. Start working on these assignments early to avoid the rush that occurs just before the deadline. Equipment non-availability is not an excuse for late assignments. Equipment breakdown is also not an excuse for late work. Start early, practice your skills, and pay attention to assignment details – these will help you to be successful.

POLICY ON INCOMPLETE WORK

All assignments given during this course must be completed by the end of the course. Once the session ends, a student will receive an F if any major assignment is missing. Assignments due on the last day will not be accepted more than two days late. All late assignments may be penalized up to 40% off the grade the assignment has earned.

MISSED ASSIGNMENTS

Students who are absent the day a test or assignment is due may only be excused because of sickness (with doctor or nurse signature), family emergency, or administrative permission. Unexcused absences during tests and class assignments will be given a zero unless special permission from the professor is given for makeup work. A late penalty up to 40% off the grade earned may be applied.

TV STUDIO FACILITIES

Students are given the privilege to use school equipment for the purpose of completing assignments in Communication coursework. Misuse, neglect, or carelessness by a student while using school equipment may be cause for privileges to be withdrawn or restricted. TV Studio equipment is to be used for Evangel Communication coursework only and not for other courses offered at Evangel or elsewhere.

CELL PHONES & LAPTOPS

Students should silence or shut off cell phones during class. Cell phone calls or texts should be made before class. Laptops or lab computers may not be used during class time unless instructed by the professor. Any other electronics such as PDAs, Blackberries, Gameboys, etc. should not be used during class. Failure to follow these directions will negatively affect the student's participation grade. Repeated misuse of electronic equipment in the classroom may be cause for withdrawal from the course.