



**RTV 332 Advanced Production, Spring 2017**  
**Dr. Tony DeMars ~ Faculty Office: PAC 121/JOUR 126**  
**Office Phone: (903) 468-8649 / 886-5229 ~ E-mail: Tony.DeMars@tamuc.edu**  
**Office Hours: MW (PAC) 12:30-1:30 pm & 3:30 – 4:30 pm**  
**(JOUR) TR 12:45 – 1:45 & Tues. 3:15 – 4:00 pm**

## COURSE INFORMATION

**Text:** Video Production Handbook, 6th Edition, Owens; ISBN: 9781138693494  
**VitalSource eBook:** <https://www.vitalsource.com/referral?term=9781315530550> (\$26.98)

**Course Description:** Lectures and laboratory experiences in control room and studio procedures for television broadcasting. Provides the students with an opportunity for learning pre-production, production and post-production of television programs using field shooting for pre-production and multi-camera production techniques of a TV studio. Experiences provided include operation of cameras, control panels, lights, and audio in directing and producing non-dramatic programs such as news, commercials, and interviews. Attention is given to the television performance as well as to production techniques.

**Student Learning Outcomes--**Through readings, instruction, practice, and projects, students will:

1. Achieve high level of skill in contemporary video technology and operation of cameras, audio, lighting and other television production equipment;
2. Achieve high level of appreciation for the aesthetics of sound and image production;
3. Experience alternate forms of visual storytelling based on corporate media type content;
4. Achieve a high level of literacy in the “language” of film and video, including shot composition and continuity;
5. Develop skills in pre-production aspects of TV content creation; and
6. Gain a greater understanding of directing and performance in multi-camera TV production.

## COURSE REQUIREMENTS

**Grading policies:**

**Projects:** The class is organized to produce TV-type content during the second half of the semester, primarily on Wednesdays during class, with outside class production assignments the first half of the semester. Each student will submit produced content and/or do other required pre-production work as dictated by the individual projects. Assigned work not turned in on time will be late regardless of the reason—it is your responsibility to meet the deadline regardless of technical or other problems. Carefully read and follow the provided directions for each project. Projects require submission of scripts and/or storyboards, shooting and editing, in-class presentations and discussion, and/or arranging of guests. Missing any part of a project will affect the final project grade. Scripts must be submitted complete, typed, and in the assigned format to be counted as being submitted. **You must work alone when shooting or editing, except when specifically**

**approved in writing by the instructor or as specified by a particular project.** You are also graded based on editing training and skills.

**Projects:** The three major productions include: **Major production 1 (due by 3 pm 2/9):** :90 promotional video for an approved client, containing voice over, b-roll, on-camera speaker, and testimonial content. **Major Production 2: 3:00 – 5:00** training video for an approved client containing voice over, b-roll, on-camera speaker, and other content as needed by the demonstration. **Major Production 3:** you producing and directing a 15:00 minute newscast, talk show, variety show or demonstration show. Due dates are posted on the course outline. **FOR ALL: Each day** of missing any required project deadline reduces the project grade by 20 or more points. Not getting the project completed at all, within the class's standard allotted time frame, results in a zero for the project plus, based on non-submit of a required project, an additional 50 points being deducted from your final course grade. Additionally, each student will be graded on his/her participation in practice and project studio productions and quality of knowledge of equipment use—the Studio Production Grade. This grade will be based on the instructor's evaluations of each student's work during production time as well as through an individually administered skills assessment at mid-semester and the end of the semester, and related to crew position work quality and crew time missed during in-class productions. Studio productions are done during class time, but the project requires outside-class pre-production work, including shooting & editing and script writing. **Each absence resulting in a missed crew position** will cause a 20 point reduction to your Studio grade. You must plan for staying in class slightly longer on some production days. If we start TV studio assignments sooner than Week 9, some students may have Major Production 2 due date changed, allowing for second project work to be completed after Major Production 3. Volunteers will be taken first, then assigned changes will be made if necessary.

#### GRADES:

Your final course grade will be based on:

1. Four tests, 150 points each for a total of 600 points.
2. Three major productions at 100 points each for a total of 300 points.
3. A Studio Production Grade worth 100 points.

**GRADING SCALE:** A = 900-1000 points B = 800-899 points C = 700-799 points  
D = 600-699 F = 599 points or less. **WARNING:** It is not my practice to round up. There is no curve. The inflation of your grade beyond what you earn comes from the one dropped grade.

#### TESTS:

There will be five closed book tests during the semester, four tests and a final, as listed on the course outline. Your four best grades are counted. That means you may take all five tests and drop your lowest grade, or miss one test without penalty. Each of the first four tests will cover material from the lectures and readings for that segment of the course. The fifth test, during the final exam period, will be comprehensive. Because you can skip one of the tests, no make-up tests will be given\*\*, except for an official university function\*. That means if you skip the first test and then are legitimately sick for the final, you're out of luck. Best approach is to take all the tests. If extraordinary circumstances arise, see me about it immediately. \*NOTE: Advance arrangements are required to be accommodated for official university functions. Test must be taken in advance of scheduled test date.

**Other grading issues:** Approximately 50-75 short answer and some possible discussion questions over sections of material covered in the class, as Sectional Exams and a comprehensive Final Exam. \*\*No make-ups for exams except for rare, unavoidable, unexpected events and only if the instructor is contacted in advance. Make-ups exams would involve fill in the blank and essay type questions. Since you may miss one test and one paper without penalty, there is no guarantee of ever being able to make up missed work, regardless of cause. Any accepted late work has significant grade penalty. For authorized university functions you must make arrangements with the instructor in advance to be allowed any make-up work. For undeclared majors and RTV majors and minors, Practicum is required to be enrolled in this class. If you are not enrolled in and receive a grade for an RTV Practicum course at the end of the semester, your course grade will be an 'F.'

## COURSE COMMUNICATION AND SUPPORT

Faculty / Student Commitment:

- To accomplish the course objectives, the instructor will be in class on time, and prepared to guide each student's learning. Students should also be in class on time, committed to benefiting from the class time by being prepared, arriving on time, and staying involved the full class time.
- If at any time you are doing your part to do well in this course, but are having difficulty, please arrange a time and speak with the instructor in his office. I cannot discuss your course status, grades or other information about your work or activities in the course just before class, during class time (including breaks), or immediately after class—nor can I discuss or respond to any of these issues via phone or e-mail.
- The keys to success in this class: Commit to learning the material we cover, read the required reading, take good notes in class and while reading, study the material as we go through it, ask questions in class about things you do not understand, and do the assigned work and turn it in on time.
- In High School and sometimes junior college, the teacher is often expected to 'bail out' students who don't keep up their responsibilities. In contrast, this is a University course, where the professor establishes and guides criteria for the student to achieve and then assigns a grade based on graded demonstrations of learning.

## COURSE AND UNIVERSITY PROCEDURES/POLICIES

**Attendance and participation:** Not being present for the full class from start to end means you are counted absent. See [www.time.gov](http://www.time.gov) for the correct time—the time that shows on your watch or cell phone may not be accurate. Students arriving late are marked absent. Class begins at the scheduled starting time. Arriving late or leaving at any time, even if you return, will result in being marked absent. There are no excused or unexcused absences. Points related to attendance are based on missing in-class work as noted above, plus deductions of 10 points each time from your point total starting with the 3<sup>rd</sup> hour late / absence. Absence reports are not required for this class except as noted above. If you have an emergency reason to arrive late or leave early you should discuss this with the instructor in advance. Note: Very occasionally, an unexpected emergency break might be needed. If this occurs, feel free to quietly leave without penalty, and simply remind

me to mark it at the end of that class. If you do not remind me that day, it would remain marked as an absence. You should expect to have no more than one of these per semester. A major component of the Daily Grade is the instructor's subjective assessment of each student's involvement and contribution during class times--affected by but not limited to such issues as newscast work, violating stated course policies, any inappropriate talking during class—including production times, disrupting class, late arrival, and not taking notes in class. Children or other guests are not allowed in classes.

**IMPORTANT: STUDENTS WHO MISS MORE THAN SIX CLASSES MAY FAIL AUTOMATICALLY OR BE DROPPED FROM THE COURSE.**

**UNIVERSITY ATTENDANCE POLICY 13.99.99.R0.01 Class Attendance** – “Students are responsible for learning about and complying with the attendance policy stated in the catalog, Student’s Guidebook, and/or faculty syllabus. Faculty members will provide details on requirements and guidelines for attendance in their classes in their course syllabi.” Students are responsible for reviewing remaining university attendance policy elements.

**Academic Honesty:** If you turn in work that is plagiarized, or take any action that violates TAMU-Commerce Academic Honesty policies, you will fail the course. All TAMU-Commerce students are responsible for knowing the standards of academic honesty. Please refer to the Student’s Guide Handbook for the University Academic Honesty Policy. Plagiarism is the use of someone else’s work as your own and/or not crediting others’ work. Work submitted will be checked via an Internet search including [www.turnitin.com](http://www.turnitin.com) for each submission. Using work you did not create or having someone else do any of your work violates Academic Honesty guidelines. Someone else writing, shooting or editing for you is plagiarism.

**Courtesy Rules regarding Cell Phone and Computer Use**

**Cell phones:** As a courtesy to your teacher and to your classmates, please make sure at the beginning of each class period that your cell phones are silenced and put away. Any texting or similar behavior in taking out your phone without explicit advance approval during class will result in you being counted absent for the day and loss of 100 points to your course grade each time.

**Laptops and tablets** may only be used in class on days we will need to work on computers. I will let you know ahead of time what days you can use a laptop or tablet. All other days, you should take notes by hand. Studies show that students who take notes by hand remember more and have a deeper understanding of the material than students who use a computer to take notes.

**No use of any electronic device during class. Any electronic device (computer, cell phone, iPod, iPad, etc.) brought to class must be turned off and stored off your desktop during class.** Each time you check your phone, your phone rings, you check or send a text, you load a web page, or any other activity that has not been approved, up to 100 points is subject to being deducted from your grade. **Students are expected** to keep up with assigned reading and be prepared to answer questions in class--be sure you have done all required reading by the date noted on the course outline.

**Behavior:** “Students are expected at all times to recognize constituted authority, to conform to the ordinary rules of good conduct, to be truthful, to respect the rights of others, to protect private and public property, and to make the best use of their time toward an education.” -- Texas A&M University System Student Rights and Obligations

“All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment.” (See Student’s Guide Handbook, Policies and Procedures, Conduct) -- Texas A&M University-Commerce Procedures, 12.01.99.R0.05  
Guidelines for Content and Distribution of Syllabi: Roles and Responsibilities of Faculty  
Anyone who persists in disruptive behavior will be permanently removed from class.

A few other words and restatements on classroom behavior:

- No leaving during class, unless ill. Go to the bathroom and/or get a drink before class.
- Take notes. You will need these to have content to study for tests. You may bring drinks or food into class, but use good manners while eating or drinking, and remove all trash when you leave. You **MAY NOT** have food or drinks in the editing rooms or during TV studio productions at any time. You will receive a 100 point course grade reduction for each instance of violating this policy.
- Read assigned readings in advance. Be prepared to talk about them in class.

**Changes to syllabus:** I maintain the right to make changes as needed, in my judgment, from the stated plans contained in the syllabus for this class. Such changes will be announced to the class.

**ACCOMMODATIONS FOR DISABILITIES:** The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact: Office of Student Disability Resources and Services, Texas A&M University-Commerce, Gee Library Room 132. Phone (903) 886-5150 or (903) 886-5835. Email: [StudentDisabilityServices@tamuc.edu](mailto:StudentDisabilityServices@tamuc.edu)

**EARLY INTERVENTION FOR FIRST YEAR STUDENTS:** Early intervention for freshmen is designed to communicate the University’s interest in their success and a willingness to participate fully to help students accomplish their academic objectives. The university through faculty advisors and mentors will assist students who may be experiencing difficulty to focus on improvement and course completion. This process will allow students to be knowledgeable about their academic progress early in the semester and will provide faculty and staff with useful data for assisting students and enhancing retention. Grade reports will be mailed by the end of the sixth week of the semester.

**COURSE EVALUATION APPEAL:** Students with concerns regarding their courses should first address those concerns with the instructor in order to reach a resolution. Students who are unsatisfied with the outcome of that conversation or have not been able to meet individually with their instructor, whether in-person, by email, by telephone, or by another communication medium, should then schedule an appointment with the Department Head or Assistant Department Head by completing a Student Grievance Form (available in the main office, HL 141). Students should also consult University Procedure 13.99.99.R0.05 (“Student Appeal of Instructor Evaluation”).

**CAMPUS CONCEALED CARRY STATEMENT:** Campus Concealed Carry - Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in Texas A&M University-Commerce buildings only by persons who have been issued and are in possession

of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and A&M-Commerce Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations. For a list of locations, please refer to (<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf>) and/or consult your event organizer). Pursuant to PC 46.035, the open carrying of handguns is prohibited on all A&M-Commerce campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.

**Unlike previous classes you may have had with me, nothing will be added to the online course calendar during the semester.** That means your indication of what to study will only come from your own notes taken while doing the assigned reading and from notes you should take from what is covered in class. That also means you must pay attention to instructions in class. For questions regarding anything you miss in class, you must meet with the professor during regular office hours. LINKS indicated in the hard copy of this document below will be found in the online outline. I will not respond to emails outside normal work hours. Most class-related communication must occur individually between the student and the instructor during scheduled office hours.

<b>TENTATIVE COURSE OUTLINE / CALENDAR – more detail at <a href="http://www.tonydemars.com">www.tonydemars.com</a></b>
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Week 1 1/17 – Production Overview – Read Chap. 1. “Art” in video production. Studio training.  
Week 2 1/22 – Read Chap. 2. Understanding media content, shot composition, crew. Script due.  
Week 3 1/29 – Tues. Chap. 3; Pre-production due. Studio / Non talking head shows. Directing.  
Week 4 2/5 – Read Chap. 4; **Exam 1** Wednesday (1-4). **Project 1 due by 3 pm Friday.**  
Week 5 2/12 – Read Chap. 5; **First TV studio shows may start. Project 2 script due.**  
Week 6 2/19 – Read Chap. 6; TV Studio shows may begin this week.  
Week 7 2/26 – Read Chap. 7: Demonstration, Variety shows, other studio productions.  
Week 8 3/5 – Read Chap. 8; **Exam 2** Wednesday (5-8). **Project 2 due by 3 pm Friday.**  
Studio Proficiency Exams scheduled outside class time.  
Week of 3/12 – Spring Break Remaining weeks’ producers scheduled.  
Week 9 3/19 – Read Chap. 9 & 10; working with talent; above the line / below the line  
Producing & Directing; TV Newscast Practice Wednesday.  
Week 10 3/26 – Read Chap. 11; Final newscast production planning; Producing & Directing 2  
Show Production in TV studio Wednesday.  
Week 11 4/2 – Read Chap. 12; Show Production in TV studio Wednesday.  
Week 12 4/9 – Read Chap. 13 & 14. **Exam 3** on Monday (9-12); TV studio show THURSDAY.  
Week 13 4/16 – Read Chap. 15 & 16; Show Production in TV studio Wednesday.  
Week 14 4/23 – Read Chap. 17. Show Production in TV studio Wednesday.  
Week 15 4/30 – **Exam 4** Monday (13-17); Show Production in TV studio Wednesday.  
Studio Proficiency Exams scheduled outside class time this week or next  
Week 16 5/7 – Comprehensive Final Exam Monday May 7<sup>th</sup>, 4:00 pm

FINAL NOTE: Practicum is required. If you are not enrolled in and receive a grade for an RTV Practicum course at the end of the semester, your course grade for RTV 332 will be an ‘F.’

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