

# **Communication 2500: Production I**

## **Section 002 – 3 Credits – Spring '24**

**Time:** Tuesday/Thursday 3:30pm-5:35pm

**Location:** Buzzard 2434

**Instructor:** Drew Britton

**E-Mail:** agbritton2@eiu.edu

**Office:** Buzzard 2535

**Office Hours:** Monday - 11:30-12:30, 2:15-3:15

Tuesday - 1:45-3:15.

Wednesday - 2:15-3:15

Thursday – 1:45-3:15

Or by appointment

### **Course Description & Objectives**

This production-centered course teaches the foundational elements of visual storytelling through video, television, and film. These foundational elements include narrative construction, visual composition, genre aesthetics, visual brand development, characterization, and non-linear editing in order to communicate a unified message through video, audio, and graphics.

- Manage media projects through all three stages of production (pre-production, production, and post-production).
- Integrate the symbolic building blocks of communication theory into video and audio content.
- Apply a variety of narrative structures and visual storytelling practices to both scripted and interview-based audiovisual messages.
- Implement the aesthetics of various genres into productions.
- Understand the role of continuity between a producer's media messages.
- Critique and evaluate peer projects based on communication goals and symbolic practices.

### **Current Texts & Materials**

Artis – The Shut up & Shoot Documentary Guide (2<sup>nd</sup> ed): Taylor and Francis Group

Stockman – How to Shoot Video That Doesn't Suck: Workman Publishing

Adobe Creative Suite or Adobe Creative Cloud.

If you cannot acquire Adobe, Buzzard, Coleman, and Gregg on campus have the required software in various, often non-compatible versions. Example: a file created on 2019CC will not open on 2017CC). Save yourself the headache, and acquire Adobe.

### **Equipment Checkout**

Students may check out equipment from 1:00pm-4:00pm Monday through Friday. Only students currently enrolled in an eligible CMN class may request and check out equipment (you will need to indicate your class on the form below).

Equipment requests should be made at least 12 hours in advance of your desired pick-up time.

All equipment is due back the following business day between 9:30 a.m. and 11:00 a.m. (If equipment is checked out on a Friday, it is due back the following Monday between 9:30 a.m. and 11:00 a.m.)

Equipment Request Form:

<https://www.eiu.edu/cmnojou/machform/view.php?id=18005>

Location: Buzzard 2521

Contact:

217-581-6003

### **Respect**

You must show respect to your fellow classmates when they are speaking. All students are required to treat one another with common courtesy when engaging in discussion. I highly encourage debates and difference of opinion but it should always be done in a respectful manner.

### **No Cell Phones**

You are not permitted to use cell phones during class time. They are an enormous distraction for not only yourself but your classmates as well. You will be deducted participation points (without notification) if you're caught using your phone. I also highly discourage the use of laptops when we are not working on in-class assignments.

### **Academic Integrity and Honesty**

Students are expected to maintain principles of academic integrity and conduct as defined in EIU's Code of Conduct (<http://www.eiu.edu/judicial/studentconductcode.php>). Violations will be reported to the Office of Student Standards. Consequences of academic dishonesty range from failing of the course to expulsion from the university. There is a zero tolerance policy of plagiarism in this course. In addition, students are not allowed to use advanced automated tools (artificial intelligence or machine learning tools such as ChatGPT, Grammarly, or Dall-E 2) on assignments. Each student is expected to complete each assignment without substantive assistance from others, including automated tools.

### **Late Work**

Because we cover material in the course sequentially, it is critical that you complete each assignment on time. All assignments should be turned in on the day it is due. If an assignment is not turned in at the start of the class it is due, it will be considered late. Five points will be deducted for each day an assignment is late. If you have any questions or are experiencing any difficulties with an assignment, please contact me before the assignment is due.

### **Students With Disabilities**

If you are a student with a documented disability in need of accommodations to fully participate in this class, please contact the Office of Accessibility & Accommodations (OAA). All accommodations must be approved through OAA. Please stop by McAfee Gym, Room 1272, or call 217-581-6583 to make an appointment.

## **Academic Support Center**

Students who are having difficulty achieving their academic goals are encouraged to contact the Academic Support center ([www.eiu.edu/success](http://www.eiu.edu/success)) for assistance with time management, test taking, note taking, avoiding procrastination, setting goals, and other skills to support academic achievement. The Student Success Center provides individualized consultations. To make an appointment, call 217-581-6696, or go to McAfee Gym, Room 2230.

## **Grading Scale**

100-90% = A

89-80% = B

79-70% = C

69-60% = D

59-0% = F

## **Assignments/Evaluation**

### **Class Attendance/Participation (30%)**

A large portion of your grade will be determined by your willingness to attend class, actively participate in discussions, and engage in in-class assignments/workshops. I run a discussion heavy course that requires a lot of engagement. Therefore, be prepared to share your ideas and actively respond to your peers.

You will be allowed two absences; each absence thereafter will result in a 1% deduction from your attendance/participation grade. Additionally, every late arrival will count as a 0.5% deduction from your attendance/participation grade. If you are actively on your cellphone, I will not interrupt class. Instead, I will deduct 1% from your grade each time.

Detailed handouts will be provided prior to each assignment.

Compositions (10%)

Silent Film (10%)

Narrative Short Film (10%)

Midterm (10%)

Documentary Short Film (10%)

Final Project (20%)

## **Course Schedule**

### **Week 1 – Tuesday 1/9 & Thursday 1/11**

Introduction To Course

### **Week 2 – Tuesday 1/16 & Thursday 1/18**

Filmmaking Apps & Adobe Premiere Rush Tutorial

Equipment Room Tools For Your Phone

Shooting Practice With Rush And Tools

Types Of Shots

Good Shot Composition

Shooting Exercise I

Premiere I: Introduction & Basics

**Week 3 – Tuesday 1/23 & Thursday 1/25**

Compositions Assigned Tuesday

Production Roles

Editing

Premiere I: Introduction & Basics Continued

**Week 4 – Tuesday 1/30 & Thursday 2/1**

Creating A Short Film

What Shots Are Appropriate For My Story?

The Role Of The Director

**Week 5 – Tuesday 2/6 & Thursday 2/8**

Narrative Filmmaking

Character Study Exercise

Shooting Exercise III: Creating A Scene

Editing Exercise: Editing The Scene

Compositions Due Tuesday

Silent Film Assigned Tuesday

**Week 6 – Tuesday 2/13 & Thursday 2/15**

Screenplay Conceptualizing

Celtx

Generating Ideas From Influences

Narrative Short Film Workshop

**Week 7 – Tuesday 2/20 & Thursday 2/22**

Narrative

Narrative Shooting & Editing Exercise: Break The Mold

Midterm Review

Silent Film Assigned Tuesday

Narrative Short Film Assigned Tuesday

**Week 8 – Tuesday 2/27 & Thursday 2/29**

Lighting

Midterm Exam Thursday

**Week 9 – Tuesday 3/5 & Thursday 3/7**

Documentary

Interview Mock-Up

Narrative Short Film Due Tuesday

Documentary Short Film Assigned Tuesday

**Week 10 – Tuesday 3/12 & Thursday 3/14**

Sound Design

Sound Design Exercise

**Week 11 - Tuesday 3/19 & Thursday 3/21**

No Class - Spring Break

**Week 12 – Tuesday 3/26 & Thursday 3/28**

Genre

Shooting Exercise VI: Genre

Documentary Short Film Due Tuesday

**Week 13 – Tuesday 4/2 & Thursday 4/4**

Streaming Upload Tutorial

Final Project Assigned Tuesday

**Week 14 – Tuesday 4/9 & Thursday 4/11**

Final Project Workshop

**Week 15 – Tuesday 4/16 & Thursday 4/18**

Final Project Rough Cuts Due. In-Class Critiques And Workshop

**Week 16 – Tuesday 4/23 & Thursday 4/25**

Final Project Rough Cuts Due. In-Class Critiques And Workshop

Final Project Due Tuesday 4/30, 11:59pm, OneDrive (invite to follow)