

Communication 4540: Production IV

Section 001 – 3 Credits – Spring ‘24

Time: Monday/Wednesday 3:30-5:35

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 & Assignments

This workshop-based production class focuses on the creation of a single long-form project from inception to distribution. These long-form projects refine both technical and creative skills and can include formats such as a short film or television pilot. Additionally, students create all promotional materials for their productions and a portfolio.

Current Texts & Materials

A computer with Adobe CS or CC is always beneficial. Having a computer with this program will make your life much easier. If you can't afford this, you do have access to the lab. However, hours are limited.

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

Classroom Etiquette

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. Considering this, I will run all written assignments through A.I. detection services.

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) 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

Class Attendance/Participation (25%)

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% each time.

Development & Pre-Production (25%)

- Verbal Pitch (5%)
- Sizzle Reel (2.5%)
- Lookbook (2.5%)
- Treatment (5%)
- Formatted Screenplay & Character Profiles (5%)
- Pre-Production Breakdown (5%):
 - Cast & Crew Breakdowns
 - Location Scouting
 - Props
 - Wardrobe
 - Shooting Schedule
 - Shot List or Storyboard

Production & Post-Production (30%)

- Test Footage (5%)
- Raw Footage (5%)
- Rough Cut/Fine Cut (5%)
- Color Correction & Sound Design (5%)
- Sound Mixing (5%)
- Final Cut (5%)

Distribution & Promotion (20%)

- Press Packet (20%):
 - Teaser Trailer
 - Theatrical Trailer
 - Film Stills
 - Private Screener
 - Bios
 - Etc.

COURSE SCHEDULE

Week 1 – Monday 1/8 & Wednesday 1/10

Introduction To Course & Syllabus

Week 2 – Monday 1/15 & Wednesday 1/17

No class Monday

Review: Canon T8i & C100, Manual Settings, Lenses, Sensors, ND Filters, Dynamic Range

Pitch Materials: Verbal Pitch & Lookbook & Sizzle Reel

Verbal Pitch & Lookbook & Sizzle Reel Assigned Wednesday

Week 3 – Monday 1/22 & Wednesday 1/24

Production Roles And Who You May Need

Budgeting

Developing A Treatment

Verbal Pitch & Lookbook & Sizzle Reel Due Tuesday 11:59pm - Presentations Wednesday

Treatment Assigned Wednesday

Week 4 – Monday 1/29 & Wednesday 1/31

Creating Innovative Camerawork On A Budget

Cinematography For Your Story

Treatment Workshop

Treatment Due Tuesday 11:59pm - Presentations Wednesday

Formatted Screenplay & Character Profiles Assigned Wednesday

Week 5 – Monday 2/5 & Wednesday 2/7

Set Management And Continuity

Formatted Screenplay & Character Profiles Due Tuesday 11:59pm – Presentations Wednesday

Pre-Production Breakdown Assigned

Week 6 – Monday 2/12 & Wednesday 2/14

Working With Agents & Managers

Location Management

Pre-Production Breakdown Due Tuesday 11:59pm – Presentations Wednesday

Production & Post-Production Assigned Wednesday

Week 7 - Monday 2/19 & Wednesday 2/21

Directing, Organization, Making Your Day

Collaboration & Working On Set

IMDB

LLC

Week 8 - Monday 2/26 & Wednesday 2/28

Editing

Reshoots

Test Footage Due - Presentations Wednesday

Week 9 – Monday 3/4 & Wednesday 3/6

Working With Audio - Looping, ADR, Foley, Sound Design

Audience Research & Needs

Balancing Reaction & Your Vision

Week 10 – Monday 3/11 & Wednesday 3/13

Teasers

Marketing Strategy

Channels Of Distribution

Trailer Analysis

Week 11 – Monday 3/18 & Wednesday 3/20

No Class – Spring Break

Week 12 – Monday 3/25 & Wednesday 3/27

Workshop

Selling Your Work

Film Freeway Tutorial & Setup

Sound Mixing Review

Week 13 - Monday 4/1 & Wednesday 4/3

Promotional Materials

Raw Footage Due - Presentations Wednesday

Distribution & Promotion Press Packet Assigned

Week 14 – Monday 4/8 & Wednesday 4/10

Rough Cut Due - Presentations Wednesday

Week 15 – Monday 4/15 & Wednesday 4/17

Fine Cut Due - Presentations Wednesday

Week 16 – Monday 4/22 & Wednesday 4/24

Color Correction & Sound Design Due – Presentations Monday & Wednesday

Sound Mixing Due – Presentations Monday & Wednesday

Press Packet Due Monday, 4/29, 11:59pm in the D2L Dropbox

Production IV/Senior Screening TBD