MEDIA PRODUCTION LAB

COMMUNICATION, CULTURE & TECHNOLOGY – GEORGETOWN UNIVERSITY
CCTP 655 – SUMMER 2018

Professor: J.R. Osborn,
Email: who3@georgetown.edu

PROGRAM DESCRIPTION:

In this two and half week intensive course, participants develop skills and become familiar with technologies of professional and academic media production. The course emphasizes video and audio basics for multimedia projects and digital humanities. Topics include storyboarding and production planning, image composition, recording techniques, and editing. Applied skills are framed as educational and analytic methods, emphasizing the ways in which media technologies support research, knowledge sharing, and visual communication strategies. The project-based curriculum accommodates a range of skill levels. *No technical proficiency is required*. Working in groups, students produce documentary projects involving self-recorded video and audio.

INSTRUCTIONAL METHODS

- Media Labs, Lectures, Group Critiques, Production Exercises, Seminar Discussions

OBJECTIVES

- Develop skills to communicate your ideas through visual and audio media.
- Attain a working knowledge of digital video cameras.
- Attain a working knowledge of sound recording techniques and microphone choices.
- Understand the concepts and language of production and media design.
- Improve your skills as a critical viewer and listener of mediated texts.
- Gain the ability to critically analyze the technical and production aspects of media.
- Acquire editing proficiency with Adobe Premiere editing software.

REQUIRED TEXTS

- *Bare Bones Guide to Film and Video* by Tom Schroeppel.

PRODUCTION PROJECTS

Project 1: Exploration of Space (1-2 minutes)
Using six camera shots, explore a space from a specific perspective. Images should provide visual cues as to who is looking at this place and how they are experiencing it. Within shots, consider frame composition, movement, focus, vectors, color and lighting. Also consider the narrative built across multiple shots. Students will prepare a storyboard of six shots to present any space of their choosing. The initial shoot will be an unedited in-camera exercise: the recorded take is the final product. Group critiques of the initial shoot will inform later stages, in which students add sound effects and re-edit the footage to strengthen the presentation.

Project 2: Video Short (2-5 minutes)
Working in small groups, students develop and produce a video short according to a controlled genre. Final videos must include a title and credits, and music cannot exceed 50% of the sound track. All projects will be planned, shot, and edited within a week. Emphasis is placed upon the use of recorded of audio and video footage; use of found footage is discouraged. Editing will be conducted during lab sessions, with hands-on troubleshooting and assistance provided by the instructor. All videos will be screened during a final showcase with invited judges and media professionals.

EXPECTATIONS

This is an intensive hands-on production course. The course meets from 9:00 a.m. to 5:00 p.m., and students are expected to attend all lecture and lab sessions. Effective time-management and the ability to meet deadlines are critical components of media production. Projects are to be completed in a timely manner according to the program schedule. The short format focuses an intensive and condensed timetable. Complete all projects and exercises to the best of your ability by the time they are due. Late projects will not be tolerated.

Students should arrive prepared to work with media technologies in addition to contributing to lectures and discussions. Be prepared to experiment with production equipment, make mistakes, and learn from those mistakes. The course is geared toward learning; students *are not* expected to master production. *No previous technical knowledge is required*. Production assignments offer the opportunity to learn new techniques and develop skills. Group critiques will focus our work and allow the class to develop as a group. Critique sessions emphasize active listening and constructive feedback; they are not the place to pursue individual agendas or grudges.

WEEK 1: Audio and Video Development
During the first week, participants develop audio and video skills such as recording techniques and basic editing. The course uses discussion and lab exercises to build a foundation for continued media production work. Topical lectures address story boarding, shot composition, camera settings, audio techniques, documentary and shooting styles, and narrative construction. The production lab emphasizes skill development with camera settings, recording choices, microphones, and editing software. Production begins on the second day of class. Students produce a two-minute video, which they edit, remix, and develop throughout the week to meet high quality production standards.

TUESDAY	*Morning:* Introduction, Shot Composition and Storyboarding lecture *Afternoon Lab:* Hands-on Camera Demos and Project 1 Storyboards
WEDNESDAY	*Morning:* Shoot Project 1: Exploration of Place using a storyboard *Afternoon Lab:* Screening and discussion of Project 1, additional shooting
THURSDAY	*Morning:* Audio concepts lecture, discussion, and listening *Afternoon Lab:* Microphone demos, recording sound effects
FRIDAY	*Morning:* Lecture and screening of documentary styles *Afternoon Lab:* Editing interface (FCP), importing video, re-edit Project 1

WEEK 2: Digital Editing and Filmmaking

Week 2 applies the skills learned in Week 1 toward the production of a longer, more polished piece. The course is structured as a media production workshop, in which students develop hands-on familiarity with video shooting, audio recording, the digitization and standardization of footage, and Adobe Premiere Pro CC editing software. Production work is combined with discussions and group review sessions, as the instructor guides participants through the stages of planning, shooting, and editing projects with professional equipment. The production schedule ensures that projects receive critical feedback to incorporate and strengthen the final production.

TUESDAY	*Morning:* Editing concepts lecture and discussion, Camera Movement *Afternoon Lab:* Pitches and consultations for longer projects
WEDNESDAY	*Morning Lab:* Research, shooting and working on projects *Afternoon Lab:* Review footage, Additional shooting
THURSDAY	*Morning:* Project development and timelines, Production planning *Afternoon Lab:* Shooting the Basic Sequence, A-roll and B-Roll planning
FRIDAY	*Morning:* Group Critiques, Finalizing Projects, Project Troubleshooting *Afternoon Lab:* Finalizing Projects, Project exporting

WEEK 3: Final Screening

Week 3 is dedicated to screening the final videos, evaluating the course, and suggestions for further skill development and future production projects.

TUESDAY	Media Festival - video screenings with invited guests, reception
WEDNESDAY	*Morning:* Closing Discussion (extended project planning, developing skills) *Afternoon:* Course Evaluations and Assessment of Skills Learned