

Communication & Theatre Arts

CMAT 336 Advanced Television Production

Spring 2007 sec 001 Wed 2:00 p – 4:50 p CH 167

prerequisite: cmat 131, 134, 136, 236

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office hours: Tue/Thu 2:00 – 3:00p & also, by appointment

COURSE DESCRIPTION

This advanced level production course is designed to give you experience in writing, designing and producing programs in the studio environment. You will hone your skills (including planning, writing, rehearsing, directing, sound design, lighting design, set design, graphics, camera, video switcher) in producing video programs and will also explore a variety of aesthetic and theoretical concerns applicable to any television/film production. Different approaches to program production will be discussed and utilized in the production process. You will propose production projects and work in teams to write, design, produce and direct them. Emphasis is placed on program proposals, writing, producing, directing and use of digital technology in production and post-production.

REQUIRED TEXT

Zettl, H. (2005). Sight sound motion: Applied media aesthetics (4th ed.). Belmont:Wadsworth.

COURSE REQUIREMENTS

In this class you will be making television programs. Along with production, a major part of what you are learning is how to work effectively in a group, as this is how production work is routinely organized. Your participation in the production group is vital to the outcome of each project and hence attendance at all lectures and production is mandatory. Unexcused absences and tardiness during studio days will be significantly reflected in your final grade.

5 points will be deducted for each unexcused instance of tardiness and 10 points will be deducted for each unexcused absence. All written work must be typed unless otherwise specified. Late assignments will lose 50% off the total grade for each day over the deadline.

GRADE POINTS

EXAM	100
VIDEO PROJECTS	400

TOTAL POINTS	500

GRADE RANGE

A = 500 – 450 B = 449 – 400 C = 399 – 350 D = 349 – 300 F = < 300

This course supports Writing Across the Curriculum;
The assignments in the syllabus are used to help meet the goals of WAC.

- class schedule advanced television production spring 07 sharma
- W Jan 31 Orientation; logistics. Assign Treatments Screen "From Script to Screen"
READING: SSM 1 Applied media Aesthetics
- W Feb 07 TV basics; principles of studio production. Exercise 1. Treatments Due
READING: SSM 2, 3 Light
- W 14 Set Design- principles and concepts of space, volume & depth.
Light Design- function and composition of light.
Audio Design- Dynamics of sound; Sound-Picture combinations.
READING3: SSM 4, 5 Color
- W 21 Pre Prod 1
READING4: SSM 6, 7 Area, Screen Area
- W 28 Shoot 1
READING5: SSM 8, 9 Screen Forces, Depth and Volume
- W Mar 07 Critique 1 Pre-production 2.
READING6: SSM 10, 11 Screen Volume, Visualization
- W 14 Shoot 2.
READING: SSM 12, 13 Time, Motion
- W 21 *spring break*
- W 28 Critique 2 Pre-production 3, 4 Scripts/Designs DUE
READING: SSM 14 Timing, Principal Motion
- W Apr 04 Shoot 3.
READING: SSM 15 Continuity Editing
- W 11 Shoot 4
READING: SSM 16 Complexity Editing
- W 18 Critique 3, 4. Pre-production 5, 6. Scripts/Designs DUE
READING: SSM 17 Sound
- W 25 Shoot 5
READING: SSM 18 Sound Picture Combination
- W May 02 Shoot 6
READING: SSM Epilogue
- W 09 Critique 5, 6. feedback. Evaluations.

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EXERCISE 1

This short exercise will familiarize you with the various production roles during a shoot. You will perform all the listed roles at least once, thereby gaining a little insight on specific positions.

THE TREATMENT

Once you know which project you are producing, your next step is to write a treatment for it. Include also your target audience and the outlet (network, cable, etc.). Your treatment has to be approved by the Executive Producer before you start any production work. If you do not submit a treatment by the deadline, you will not be producing anything.

PROJECT 1: INDUCTIVE SEQUENCING

Using the principles of induction, produce a short dramatic piece (5m min) for an organizational/corporate (non-broadcast) video to train employees or inform them about a specific product or an issue. The objective is to inform and educate your target audience and at the same time be entertaining.

PROJECT 2: LIGHT AND COLOR

Using the aesthetics of light and color as principal elements, produce a short dramatic scene (5m min). The objective is to significantly give meaning to the elements in the drama using light and color.

PROJECT 3: SOUND PICTURE COMBINATION

Using the element of sound to contradict the visual elements, create a short dramatic piece (5m min). The objective is to use sound as an aesthetic element to add to the visual.

PROJECT 4: MOTION

Using only secondary and tertiary motions (if used, primary motion should be minimal) create a short dramatic piece (5m min). The objective is to advance the storyline in the scene using the two type of motion.

PROJECT 5: VISUALIZATION

Using the techniques of visualization, create a short dramatic piece (5m min). The objective is to use the power of the television medium to create an entertaining and involving drama.

PROJECT 6: VECTORS

Using the forces of vectors in screen directions, create a short dramatic piece (5m min). The objective is to use vectors to show conflict, neutrality and affection and create an entertaining and involving drama.