STUDY ABROAD IN SOUTH KOREA:
Media Production and Cultural Studies Summer 2016 (Session II)

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Program Dates: July 7, 2015 - July 27, 2015
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Brooklyn College's Study Abroad in Korea will provide students the opportunity to work in a great range of production techniques and tools of the medium, including, electronic media production theory, shooting on-location, computers, graphics, audio and post production. Studying aboard in Korea will give students a new canvas to produce their films in a Korean setting. Students will not only explore the diversity of Korea but also be able to document and create a story of their experience.

Programs Bulletin Course Descriptions

TVRA 3841: Multimedia Design and Production - 3 Credit Hrs (Undergraduate)

TVRA 7736: Television Program Directing - 3 Credit Hrs (Graduate)

1 hour lecture, 4 hours laboratory; 3 credits

This course will be offered annually during the July intercession II. CUNY students can earn 3 credits for this one of a kind 21-day course. This course will offer a significant mixture of lectures, television production, field trips, and sightseeing, and documentary production in South Korea. Students will learn about Korean history, religions, cultures, and cinemas, with excursions to major cultural, religious and historical sites.

Prerequisite: TVR 2265 & TVR2420; or ENGL 2402 for Broadcast Journalism majors and permission of the chairperson. Prerequisite or co-requisite: TVRA 2616 or 3728.

Please Note: The TVRA Department Chair, Prof. Stuart MacLelland, will give you permission to take the course and will waive the prerequisites. However, he asks that you (especially if you are from other campuses) email him at smaclell@brooklyn.cuny.edu, just so they have a paper trail that he waived the prerequisites.

Department Objectives addressed in this course:
DO3. Students will be able to understand the basic aesthetic and technical principles of electronic media productions, and their broader social implications.
DO4. Students will be able to use proficiently and creatively the basic equipment and software

necessary to translate ideas into electronic media programs in the areas of multimedia, single camera, and documentary productions.

DO6. Students will learn the workings of the full range of the communication industry, from independent and community to corporate and network productions.

DO7. Students will learn to use basic industry managerial tools, techniques, and practices.

Method of Assessment
Class Participation and In-Class Assignments will primarily allow for assessment of Outcomes 3, 4, and 7.

The Proposals, Treatments, and Response Papers will primarily allow for assessment of Outcome 3 and 6.

Students will learn how to critique and analyze visual language through screening and this critique and analysis will primarily allow for assessment of Outcome 3 and 4.

Course Objectives
This course is designed to familiarize you with the technical and aesthetic elements necessary in producing documentary film.

> *The exercises and demonstrations are designed for you to solve production problems and achieve specific goals.

> *Through lectures and demonstrations students will be introduced to the equipment and techniques used in documentary production, laboratory exercises and student projects will provide the opportunity for hands-on, practical application of the ideas discussed.

> *This course will provide you with the opportunity to work in a great range of production techniques and tools of the medium, including, electronic media production theory, computers, graphics, audio and post production.

Class Format
Fifteen (15) class sessions will be scheduled, with each session lasting for approximately 3 hours. Most sessions will take place in physical classroom settings, but some will take place on-location at historical sites in the Korean cities.

If you are a CUNY student, a Blackboard account has been reserved for you. Before using it, you must first set the account up. You need to create an account in Blackboard at http://portal.cuny.edu. You are required to complete the above process one week before departure for Korea.

The schedule of class meetings and the locations may not be announced until the group's arrival in Korea and may be subject to change, sometimes with short notice. Due to the condensed

nature of this course, the class may also meet on weekend and evenings when necessary. The instructor reserves the right to make necessary adjustments in the class schedule and evaluation in response to the changing situation during the course of the program in Korea.

Recommended Textbooks

Korean History and Culture

Oberdorfer, Don (2001) <u>The Two Koreas: Revised And Updated A Contemporary History</u>

Eckert, Carter J., et al. (1990) <u>Korea Old and New: A History.</u> Seoul: Published for the Korea Institute, Harvard University by Ilchokak; Cambridge, Mass.: Harvard University Press.

Kim, Do Kyun, and Kim, Min-Sun (2011) <u>Hallyu: Influence of Korean Popular Culture in Asia</u> Seoul National University Press, 2011

Production:

Bernard, Sheila Curran (2010) <u>Documentary Storytelling: Creative Nonfiction on Screen;</u> Focal Press

Braverman, Barry (2010). <u>Video Shooter: Storytelling with HD Cameras</u>. Burlington, MA: Focal Press

Jordan, L (2011) <u>Final Cut Pro X: Making the Transition.</u> Berkeley, California: Peachpit Press.

Kenworthy, Chris (2006). <u>Digital Video Production Cookbook</u>. Sebastpool, CA: O'Reilly Media.

Rosenthal, Alan (2007) <u>Writing, Directing, and Producing Documentary Films and Videos, Fourth Edition;</u> Southern Illinois University Press

Recommended Equipment:
- 32 GB SDHC memory card
- 1TB firewire   OR   USB3 external hard drive
- DSLR camera   OR   Small HD Video camera
- Macbook   OR   PC laptop
  (with Final Cut Pro X)   (with Premiere)

Graded Assignments:

Attendance and participation	40%
Video Diaries/Studio tour reflections	15%
Montage	10%
Midterm Project	15%
Final Project	20%

Assignments

All class projects are collaborative in nature, however the work that you complete has to be your own. In-class projects not listed on the syllabus may be assigned.

Video Diaries: The Video Diaries will be a way for you to document your experiences throughout the trip, and will supplement your final project. After our trips to MBC Studios and various Documentary Companies, students will also be required to write a brief reflection on their discoveries during the tours.

Montage: Introduce a location, topic, or story using techniques we have discussed in class. For this project no sound will be used (video only), and will be ultimately edited to music in post.

Mid-Term Project: Write/produce a 5-7 minute documentary that will compare and contrast a topic of your choice (e.g. Subway Systems in America vs. in Korea) You will work in groups. This project in divided into two parts. You will shoot the American part before we leave for Korea. When you arrive in Korea, you will shoot the Korean footage in collaboration with Korean Artist. This is essentially a rough cut of your Final Project.

Final Project: This is a continuation of your American vs. Korean project, this means shooting more footage (if necessary), adding voiceover, more b-roll, better graphics (lower thirds and titles), etc.

Course Requirements and Expectations
1. Attendance is mandatory. It is imperative that you attend class. Each absence will lower your grade by half a letter grade. More than three absences or excessive lateness could result in an "F" or "WU" grade.
2. Preproduction is essential to the success of every project. You are expected to spend a great deal of time outside of class working on their projects.
3. Deadlines are deadlines. Projects that are turned in late will result in a grade reduction from the grade the project would have received.
4. Projects that are not submitted result in a zero.
5. The midterm and final exam must be taken on the sates scheduled. There will be no make-up exams.
6. Pre-Production is essential. Students are expected to spend a great deal of time outside class preparing their projects.
7. Students are expected to submit fully researched typed scripts properly formatted to industry standards. Treatments must be typed and double-spaced.
8. Teamwork is essential to producing well-organized, creative programs. You will be expected to put as much effort into crewing for your colleagues' projects as you would expect of them for yours. You must work in two different crew positions in addition to producing, directing, and editing your own projects.
9. Absolutely no eating, drinking, or gum chewing in the studio or editing suite
10. As this course is part of the study abroad program, Attendance and participation will account for 40% of the grade. All students are advised that their behavior and attitude during the program will affect their final grade for the course.

Date	Topic		Assignments

Class 1	*Lecture*: Course Format and Objectives, Production Fundamentals, and Recording Media		
Class 2	*Lecture*: Camera Basics Introduction to the camera and Final Cut Pro	F-stop, shutter speed, frame rate, white balance, etc	
Class 3	*Lecture*: Introduction to Final Cut Pro X, Video workflow, ingesting and viewing footage, storage, and editing overview with Final Cut Pro *Lab:* Basic editing of montage	Scene assembly	*Due*: Montage raw footage due.
Class 4	**Screening: Montage projects.** *Lecture*: Basic Lighting Theory. *Lab*: Interview lighting.	Field lighting	*Due:* Montage
Class 5	*Lecture*: Audio, microphones and sound sync. *Lab*: Sound recording using shotgun, lavelier, handheld and wireless.	On-location sound	
Class 6	*Lecture*: Introduction to Korean History, Overview of Korean Culture; What is Korean Wave? Why is it a Korean popular culture phenomenon?		
Class 7	*Lecture*: Shooting and editing for Storytelling. Introduction to mid-term. *Lab:* Editing with still images (Ken Burns Style).	B-roll	
Class 8	*Lecture*: Continuity and advanced editing. *Lab*: Shooting for continuity.		

Class 9	*Lecture:* Titles and text. *Lab:* Using titles and creating a credit sequence		*Due:* Mid-Term Project rough cut
Class 10	**Screening: Mid-term projects** *Lecture*: Color correction fundamentals.		*Due:* Mid-Term Project
Class 11	*Lecture:* Shooting and Editing for Slow & Fast Pace *Lab*: Shooting for Slow and Fast Pace		
Class 12	*Lecture*: Fine Editing for Final Cut Pro. *Lab*: Adjusting frames per second.		
Class 13	**Screening: Rough Cut of Final Projects and Critique** *Lecture*: Visual Effects: Designing and Using Television Graphics. *Demonstration*: Chroma Key Effect	Overview of Graphics	*Due:* Rough Cut for Final Project
Class 14	*Lecture:* Using Compressor and Exporting with FCP X *Lab*: Distribution and compression.		
Class 15	**Screening: Final Projects**		*Due:* Final Project (5-7 minutes)

* This syllabus is subject to change at the discretion of the professor.