TVRA 2420 Sight, Sound & Motion
Basic Media Production Theories and Techniques
Section TVRA. 2420 - EW6 Course # 17906
Wednesdays 6:30 PM -9:15 PM
3 hours; 3 credits
Spring Semester 2015
V1

Instructor Matthew Clarke, MFA
Office Whitehead Hall, Room 405
Class E-mail tvra2420@gmail.com
Phone (917) 941-5057
Office Hours Wednesdays 5:45-6:15 PM (by appointment only)
Class meets Wednesdays 6:30 PM -9:15 PM
Classroom Whitehead 205
Prerequisite TVRA 1165 or permission of the chairperson
Required Texts Course pack at Far Better Copies.
TVRA 2420 /EW6 Clarke

Recommended Sight, Sound, and Motion by Herbert Zettl
ISBN-10: 1133307353
6th or 7th Edition

Diana Hacker, A Writer’s Reference (New York: Bedford/St. Martins, 2007). This is a required text for all TV/Radio classes, so please retain it. You should consult this book concerning all style and grammar questions in your writing for this course. You may also use Andrea Lunsford, Easy Writer: A Pocket Reference, if you have already bought it.

Required Materials Point and shoot digital camera or cellphone camera
USB Flash drive

UNDERGRADUATE PROGRAMS COLLEGE BULLETIN COURSE DESCRIPTION
3 hours; 3 credits.
Application of basic production theories and techniques: Relationship between the tools of language of sight, sound and motion and the theories that have evolved around them. Practice in the use of tools with a view to strengthening the basis for aesthetic judgment on matters of aural/visual/kinetic communication.

DESIRED COURSE OUTCOMES
• Students will deepen aesthetic understanding and appreciation of media art through watching and analyzing numerous clips from world and American television, mainstream and alternative films and video art projects (Department Objective 3)
• Students will learn to engage with television, film and radio as a critical viewer rather than as a passive consumer, from a technical as well as from an ideological point of view. (DO3,DO8)
• Students will become familiar with the foundations of electronic media production, including image composition and camera techniques, story structure and directing mise-en-scene, sound design and production, basic lighting techniques and editing strategies (DO3, DO5)
• Students will be able to “read” visual text of any genre and explain why it was composed and shot in a certain way and how its composition and image system reinforces its message and targets a certain audience (DO3,DO8)
• Students will create a digital essay, a slide show of 12-18 digital stills that will tell the story that the students will write. (DO3,DO5)
• Students will create a Project Proposal and Project Portfolio for an original Video, Television, Radio or Multimedia program that they will be able to produce in one of the production classes offered by the Department: 3841, 3851, 3861, 3871 (DO5, DO8)

OUTCOME ASSESSMENT
• Your visual “reading skills” will be evaluated through short production essays about films screened in class that you will be posting on the class BLOG on Blackboard.
• Your ability to apply the techniques that you learn in class will be evaluated through your Visual Essay – each student will shoot twelve-eighteen digital stills that tell a story and will present them in class as a slide show with music of their choice
• Your comprehension of reading assignments and lectures as well as your knowledge of media production vocabulary will be measured through several Exams on Shot Composition and Lighting and on Editing and Sound
• Your comprehension of Visual Language will be measured through a Presentation of a clip from a mainstream TV program or film, which you will analyze in class and present in class.
• Your ability to synthesis course material with your individual research and producing skills will be evaluated via your Final Project – each student will present in class & submit a Project Proposal, including detailed description of the project’s purpose, structure (script and storyboard), audience analysis, facility and equipment requirements, outline of visual treatment strategies and tentative production schedule.

ASSIGNMENTS & STUDENT EVALUATION CRITERIA:
• Writing Assignments: Visual Literacy - Students will write six short essays about films and television programs and post them on the blog.
• Journal - Weekly entries in relation to your own visual and aesthetic observations. Collected twice during the semester
• Visual Essay – each student will shoot 12-18 digital pictures that will tell a story.
• Exams/Quizzes – there will be 2 comprehensive Exams on the Course Pack material and material presented in class. Quizzes on assigned readings.
• Presentation – Each student will select a short film or TV program clip and present in class a 5 minute presentation on one of the following topics: Frame Composition, Lighting, Continuity (Mise-En-Scene), Editing/Montage or Sound Design
• Final Project – developed Project Proposal, including detailed description of the project’s purpose, structure (treatment or script and storyboard), audience analysis, facility and equipment requirements, outline of visual treatment strategies and production schedule and an Elevator pitch and logline.
• Project Portfolio - Throughout the semester students will be compiling a research folder, containing newspaper and magazine clippings, photographs, essays, articles, pictures and notes related to their final project.

GRADED ASSIGNMENTS:
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<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
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<tbody>
<tr>
<td>Attendance/Participation</td>
<td>200</td>
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<tr>
<td>Visual Essay-Slides</td>
<td>200</td>
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<tr>
<td>Visual Literacy, Blogs &amp; Journal (8)</td>
<td>200</td>
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<tr>
<td>Quizzes/Exams (2-4)</td>
<td>100</td>
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<tr>
<td>Presentation &amp; short film analysis</td>
<td>100</td>
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<tr>
<td>Final Project/Portfolio/Presentation</td>
<td>200</td>
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<td>Total</td>
<td>1000</td>
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COURSE REQUIREMENTS AND EXPECTATIONS
• This is a class where students are expected to critique each others work. Thoughtful feedback is essential to improving your own work and the work of your classmates. I will be grading your participation based on how helpful I think your comments and questions are to the development of your fellow classmates work. It is important to be critical but also respectful of the person and the goals of their work.
• You must have an active e-mail account. Some assignments may be distributed via e-mail only.
• We will be using BlackBoard to distribute course materials, post blogs, clips, photos etc.

1. Class Participation and Appropriate Classroom Behavior
Class participation is required and counts for 10 percent of your grade!
Be prepared for class. Although the atmosphere of this class may sometimes appear to be casual and unconventional, your full attention is required at all times.

In this class, I expect all students to observe the courtesies expected of all Brooklyn College students. Any classroom behavior that interferes with my ability to teach, or the ability of other students to learn, is inappropriate and unacceptable. Inappropriate behaviors include but are not limited to:

- Talking to a classmate during lecture;
- Showing disrespect toward a classmate or the professor;
- Using inappropriate language or non-verbal communication;
- Using electronic devices (including a laptop, cell phone, etc.) for non-academic purposes

This is a learning environment and you are expected to behave responsibly and respectfully towards me and your classmates. Students whose actions detract from the learning of any other person in the class will be asked to stop the behaviors. Students who continue to be disruptive may be barred from the class, resulting in failing the course.

Learning is a collaborative process. In order to produce a successful course, everyone involved must participate fully. Please consider whether or not you are committed to attending each class and completing all the work that this class requires.

2. Class Attendance

TVRA 2420 strictly follows the Brooklyn College policy on attendance, which states: Class attendance is recorded each session. Students are expected to attend all scheduled session of every class for which they register. If the instructor is late, students should remain for 15 minutes before consulting the department office for instructions.

Attendance will be taken at the start of every class. Please read assigned chapters before class. Not all material will be covered in class, due to time constraints but you are responsible for the material. Students are expected to attend all classes and to be on time! Absence does not excuse a student from the responsibility for class work or assignments that are missed.

Students late for class will lose participation points and may be excluded from the room. Repeat absences or lateness that affects student performance will be reflected in the final grade and could lead to a failing grade for the course. This class meets approximately 14 times. Missing more than 2 classes, excused or unexcused, may result in a C grade or lower. Missing more than 4 classes, excused or unexcused, may result in an F. Arriving late to class (or leaving early) three times equals one absence.

Do not skip class if you haven’t completed your assignment(s).

If you miss a class, first consult with a fellow classmate about what was covered in class as well as any homework that was assigned; if you still have questions, please contact me. I’ll try my best to get back to you within 24 hours.

3. Assignments

Pop Quizzes:
A Quiz may be given within the first 5 minutes of class on the assigned readings.
No make-up or late quizzes will be given.

Out of Class Work
Out of Class Work consists primarily of reading, writing, limited production assignments and screenings. Written Assignments should be typed and double-spaced unless otherwise indicated.

With your name, assignment title and page number in the header of each page.
Submitted thru Blackboard as a WORD Document. I do not accept late work or emailed work.
4. **Exams**

The first comprehensive exam is scheduled for **3/25/2015**
The second exam is scheduled for **4/22/2015**  No make-up exams will be given.

In an effort to help you better understand how you will be graded in this class, below are
the grade breakdowns and the grade ranges for this class.

A, A-  Excellent  (900 – 1000)
B+, B, B-  Good  (800 – 899)
C+, C, C-  Satisfactory  (700 – 799)
D+, D  Minimally passing  (600 – 690)
F  Failing  (0 – 599)

Students often ask me what constitutes an “A” in my class. For clarification, please consult the definitions below.

**Definition of Grades**

A:  Awarded to work which **far exceeds** minimum expectations, not only doing all that is required,
but doing it with superior skill, creativity, and thoroughness.

B:  Awarded to work, which is clearly above average, not only doing what is required, but also doing
it very well and demonstrating substantial competence.

C:  Awarded to work which is average; it meets the minimum requirements, but does not demonstrate
a grasp of the material beyond the rudimentary.

D:  Awarded to work, which is passing, but below average competency for college students. A
significant amount of work is missing, or work shows little effort or thought and has many errors.

F:  Awarded to work, which does not meet the minimum requirements of the course, and/or
demonstrates a general lack of understanding and effort.

5. **Questions, Concerns**

Please do not wait until the last minute if something concerns you. Feel free to call me, email me or make an
appointment to meet after class if you have questions, problems, comments or suggestions at any time
throughout the course of the semester. We can also arrange to meet by appointment during my regular
office hours. Wednesdays 5:45 PM to 6:15 PM

If you have a disability that requires special attention, please let me know and I’ll be glad to accommodate
you.

**UNIVERSITY’S POLICY ON ACADEMIC INTEGRITY:**
The faculty and administration of Brooklyn College support an environment free from cheating and
plagiarism. Each student is responsible for being aware of what constitutes cheating and plagiarism and for
avoiding both. The complete text of the CUNY Academic Integrity Policy and the Brooklyn College procedure
for implementing that policy can be found at this site: http://www.brooklyn.cuny.edu/bc/policies. If a
faculty member suspects a violation of academic integrity and, upon investigation, confirms that violation, or
if the student admits the violation, the faculty member MUST report the violation

**TVR DEPARTMENT E-GROUP**

All TVR Majors should join the department listserv by sending a blank message
to: bctvr-majors-subscribe@yahoogroups.com. This listserv will send around information about scholarships,
internships, guest speakers, events, and other items of interest to Television and Radio majors.
Students who are nearing graduation should join the department’s jobs listserv by sending a blank message
to: TVR_Jobs-subscribe@yahoogroups.com.
# Course Calendar

**TVRA 2420 SIGHT SOUND & MOTION**  
**As of 1/27/2015**  
**Subject to Change**

Meets: WEDNESDAY 6:30 pm to 9:15 pm  
Whitehead Hall Room 205

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Activity</th>
<th>Assignments</th>
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</table>
Introduction. Media and Art, Media and Business; Mainstream, Independent, Non-Profit How to watch a film. | Syllabus Quiz on Black Board  
Assignment 1:  
5 ideas for your Production Proposal Final Project  
Observation Journal, Blog -Post photo  
Course Pack READ: Documentary Storytelling CH2, Mckee on Genre, Directing the Documentary CH 11, Art of Technique  
Handout: How to watch a film |
| 2    | 2/4   | Story, Structure, Characters, Plot, Image System,                        | Syllabus Quiz on Black Board Due  
Watch ‘The Black Hole, and answer the query.  
Work on 5 ideas for Production Project.  
Visual Literacy Assignments Starts  
Observations, Angles and Shots (Blog Post / Photo / Discussion) |
| 3    | 2/11  | Screening and analysis of a Narrative Film.                              | Observation Journal- Post photo Due  
Essay Questions On Film Screened (submit thru BB)  
Work on 5 ideas for Production Project  
Observation Journal, Blog -Post photo |
| *    | 2/17  | * Last day to drop without the grade of 'W'                                | Last day to drop without the grade of 'W' |
| 2/18 | NO CLASS | School is on MONDAY Schedule                                              | Essay Questions On Film (submit thru BB) DUE  
Work on: Observation Journal, Blog -Post photo  
Clip Analysis “When I Was Young” – |
| 4    | 2/25  | Present your 5 Ideas to class.                                           | 5 ideas for Production Project Due  
Clip Analysis “When I Was Young” Due  
Observation Journal- Post photo Due  
Read: Zettl Chapter 7, 8 The Two Dimensional Field  
Zettl Chapter 9, Three- Dimensional Field  
Handout : Types of Shots |
| 5    | 3/4   | The Two Dimensional Field Three- Dimensional Field                        | Clip Analysis “When I Was Young” Due  
Write Summary of Final Project (1 page)  
Read : Chapter 10 Three Dimensional Field, Zettl Chapter 11 Building Screen Space  
“Creating Shots”, Shots Handout |
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<tr>
<th></th>
<th>Date</th>
<th>Activity</th>
<th>Due Date</th>
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<tbody>
<tr>
<td>6</td>
<td>3/11</td>
<td>Shot Composition. Lens Language. FEMO, Camera Angles: Building a scene.</td>
<td>1 Page Final Project Due</td>
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<td>Read: Zettl Lighting / Chapter 3, “What does lighting involve”, Lighting Handout</td>
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<td>7</td>
<td>3/18</td>
<td>Lighting Demonstration TBD Discuss Lighting.</td>
<td>Collect Journals via BB</td>
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<td>Visual Literacy - Movie 1 Due</td>
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<td>Clip Analysis “Lighting” – (Blog Post / Discussion )</td>
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<td>8</td>
<td>3/25</td>
<td>Shots and Lighting Exam Camera Angles and Camera Movement, Storyboard.</td>
<td>Storyboard Assignment</td>
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<td>Read: Zettl, The Syntax of Continuity Editing, Chapter 17, Editing Handout</td>
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<td>9</td>
<td>4/1</td>
<td>From Script to Mise-en-Scene Editing Continuity, Time, Editing. Montage.</td>
<td>Storyboard Assignment Due</td>
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<td>“Listening to Sounds” Assignment</td>
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<td>Blog Post / Discussion</td>
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<td>Listen to podcasts/radio programs</td>
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<td>4/8</td>
<td>NO CLASS Spring Recess.</td>
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<td>4/8</td>
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<td>10</td>
<td>4/15</td>
<td>Sound Demonstration TBD Pre-production, Shooting, Post-production: Roles and responsibilities. Script Breakdown /Schedule /Budgets</td>
<td>Visual Literacy - Movie 2 Due</td>
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<td>“Listening” Assignment Due</td>
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<td>Read: Documentary Handout</td>
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<td>Research: Film Distribution websites</td>
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<td>Marketing research</td>
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<td>11</td>
<td>4/22</td>
<td>Editing, Sound, Production Exam Documentary Forms cinema-verite, narrative, Documentary Film Screening</td>
<td>Essay Questions On Film</td>
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<td>Make Presentation 60 sec. clip QT or WMV movie on a Flash Drive</td>
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<td>12</td>
<td>4/29</td>
<td>5 Min. Presentations: Analyze clip for form and aesthetics present to class.</td>
<td>5 min. Presentation Due</td>
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<td>Bring 60 sec Clip QT or WMV movie on a Flash Drive</td>
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<td>Essay Questions On Film Due</td>
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<td>Evaluate Presentations</td>
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<td>13</td>
<td>5/6</td>
<td>Visual Essays Screening.</td>
<td>Visual Essays Due</td>
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<td>Visual Literacy - Movie 3 Due</td>
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<td>Collect Journals via BB</td>
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<td>14</td>
<td>5/13</td>
<td>Final Project Presentations “The Elevator Pitch”</td>
<td>Final Projects Due</td>
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<td>Project Portfolios Due</td>
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<td>EXAMS</td>
<td>5/20</td>
<td>Final Project Presentations Continue.</td>
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**COURSE CALENDAR IS SUBJECT TO CHANGE: I WILL ISSUE A REVISED CALENDAR AS THE SEMESTER PROGRESSES**