

MST 271 Intro to Media Production

Prof. Kevin Wells
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Brown 220

Spring 2023 / Carmichael 002
Section 2: Thursday 9:30am-12:00pm
Section 3: Thursday 12:30pm-3:00pm

Student Learning Outcomes

Through successful completion of this course, students will learn to:

- Properly operate media production and post production equipment.
- Demonstrate basic competence in acquiring and editing moving image and sound media.
- Apply technical principles to execute a concept with a desired aesthetic.
- Develop a solid theoretical, aesthetic, and technical understanding of film style.

Course Philosophy

This course is designed to help you learn the fundamentals of filmmaking. This involves developing an understanding of production and post-production gear (how to operate and troubleshoot), while also examining specific works to develop a framework for analysis. You will shoot a lot of footage and work on a variety of exercises. You will also collaborate and learn to work together. If we engage at the technical, conceptual, and practical level in the course of one semester, we will have a better understanding by the end of the term.

Office Hours

I am available this semester to meet via Zoom to answer questions, review cuts, troubleshoot, offer advice, etc... I do ask that you make an appointment in advance via [Calendly](#). The appointments are in 20 minute time slots. It's quick and easy to fill out.

[Prof. Wells Zoom Office Hours](#) (Waiting Room enabled)

Required Materials

Access to a camera and computer are required for this course. The department will provide 1:1 camera access for the semester and 24/7 edit lab access in Carmichael. In addition, you are required to order the following items:

- Portable external hard drive: I recommend the [Seagate Portable 2TB External Hard Drive](#). You can get the 1TB version for less money, but the 2TB is a much better deal. You can find these locally as well at Target, Best Buy, etc...
- Tripod: a basic/cheap tripod, like this [Neewer Portable Tripod](#) is fine.
- Headphones (only if you're using the edit lab)
- Heat resistant gloves

Readings

- Schroepfel, Tom. The Bare Bones Camera Course for Film and Video. 3rd ed.
* The e-book is available for free in the Jackson Library catalog.

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Course Methods and Tools

The course will feature both synchronous and asynchronous instruction. A typical week will include the following:

- Weekly in-person class meeting
- Asynchronous lecture and instructional videos
- Filming/editing assignments
- Supplemental readings

We will meet in person at Carmichael 002. If a temporary shift to remote learning is needed, we will use Zoom for synchronous class meetings.

All tasks for the course will be in the Modules section of Canvas. There is a module for every week, and you are expected to review each item thoroughly. You can also review the breakdown of assignments and grading weights via the Syllabus tab in Canvas.

Course communication will be through email and Canvas. I will post weekly announcements in Canvas, which should go directly to your university email address. It is your responsibility to routinely check your university email address.

Film assignments will be submitted through our [Shared drive on Google Drive](#). You can only upload and download items – deleting is not enabled. If you need me to delete a file for you, rename the file with “delete me” or something similar in the name. You will also submit the Google Drive link in Canvas.

Your assignment feedback will be shared via Canvas.

This course will require a substantial amount of time each week, and you will need to utilize effective time management skills to complete the assignments in a timely fashion.

Assignments

Assignment	Description	Points
Exercise 1	Basic Camera	7.5
Exercise 2	Lens-DOF	7.5
Exercise 3	5x5	7.5
Exercise 4	Scene Construction	7.5
Exercise 5	Editing - Interview/Broll	7.5
Exercise 6	Interview Lighting & Sound	7.5
Group Presentation	Technical	5.5
Film Response, Reflection	Writing	5
Quizzes (6)	Based on lectures	12

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Final Project	Collaborative Documentary	17.5
Final Exam	Based on lectures	15

*Please note that you need a C or better for the course to count toward your major or minor.

Deadlines

Assignments are due as indicated on Canvas. In the case of a personal or family emergency, we may agree on an extension. Otherwise, late assignments will be penalized ½ letter grade for each day late. If you submit a revision for late work, any late penalties will carry over.

Media makers are frequently on hard deadlines. To successfully deliver a final video, you must have a correctly formatted digital file that plays back properly for its intended purpose. If the project does not meet the following standards, it is considered late:

- Is it in the correct format?
- Is it in the correct folder on Google Drive?
- Does it follow the proper naming convention?
- Does it play all the way through with picture and sound?
- Was the link submitted in Canvas?

Attendance Policy

The knowledge and skills you will gain in this course highly depend on your participation in class learning activities. Because of that, I expect you to attend all class sessions. I plan to track class attendance to help me understand how and when students are engaging in the course.

You are allowed one unexcused absence without penalty. The second unexcused absence will result in a ½ letter grade reduction. The third unexcused absence will result in failing the course. If you are experiencing a personal/family emergency or have another valid reason for missing, you must contact me by email in advance of the absence. Documentation may be requested.

Punctuality is expected. Two tardies (and/or early departures) will count as one unexcused absence.

Electronic Device Policy

The use of electronic devices during class is permissible only for course related tasks.

Academic Honor Code

All students are expected to know and abide by the UNCG Academic Integrity Policy. In keeping with the code and general common sense, academic dishonesty in any form will not be tolerated. If you violate the policy, consequences may include: failure of the assignment, failure of the course, or expulsion from the university. Familiarize yourself with the policy at: <http://sa.uncg.edu/dean/academic-integrity/>

Health and Wellness

Your health impacts your learning. Throughout your time in college, you may experience a range of health issues that can cause barriers to your learning. These might include physical ailments, illnesses, strained relationships, anxiety, high levels of stress, alcohol/drug problems, feeling down, or loss of motivation. Student Health Services and The Counseling Center can help with these or other issues you may be experiencing. You can learn about the free, confidential mental health services available on campus by

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calling 336-334-5874, visiting the website at <https://shs.uncg.edu/> or visiting the Anna M. Gove Student Health Center at 107 Gray Drive. Help is always available.

Academic Accommodations

The University of North Carolina at Greensboro respects and welcomes students of all backgrounds and abilities. If you feel you will encounter any barriers to full participation in this course due to the impact of a disability, please contact the Office of Accessibility Resources and Services (OARS). The OARS staff can meet with you to discuss the barriers you are experiencing and explain the eligibility process for establishing academic accommodations. You can learn more about OARS by visiting their website at <https://ods.uncg.edu/> or by calling 336-334-544 or visiting them in Suite 215, EUC.

COVID-19 Statement

As we return for spring 2023, please uphold UNCG's culture of care to limit the spread of covid-19 and other airborne illnesses. These actions include, but are not limited to:

- Engaging in proper hand-washing hygiene.
- Self-monitoring for symptoms of COVID-19.
- Staying home when ill.
- Complying with directions from health care providers or public health officials to quarantine or isolate if ill or exposed to someone who is ill.
- Completing a [self-report](#) when experiencing COVID-19 symptoms, testing positive for COVID-19, or being identified as a close contact of someone who has tested positive.
- Following the [CDC's exposure guidelines](#) when exposed to someone who has tested positive for covid-19
- Staying informed about the University's policies and announcements via the [COVID-19](#) website.

Department Listserv

MST undergraduate majors are automatically signed up for the Departmental listserv. Be sure to check your UNCG email. If you are not receiving emails from the listserv, let me know.

Course Schedule

Refer to the Modules and Syllabus sections in Canvas for all weekly tasks and assignment deadlines.