

**EHRD 465
Spring, 2009**

Video Production for Training and Development

Course Syllabus

Instructor

Rodney L. Zent, Ph.D.

***Executive Director, Educational Broadcast Services / TTVN
General Manager, KAMU-TV/FM***

Texas A&M University

Course Description:

The technologies of the computer and of video continue to merge. Anyone managing technology in a school, college, corporate training division, or other related technology facility must have a thorough understanding of these technologies to make sound management decisions. This course provides the student with the fundamental concepts required to put together a video production. It utilizes the facilities of KAMU-TV and TTVN and uses a hands on approach to immerse students with no prior video experience into a fast paced learning environment that takes them through the basic stages of video production, and culminates in a professional program series broadcast on KAMU-TV. With this knowledge, students will be armed with the basic background required to make sound decisions regarding the implementation of video and the related production process in facilities they will ultimately manage. The instructor has 30 years of experience managing video and computer networks.

Prerequisites: Junior or Senior classification

Reference Text: *Television Production Handbook 6th Edition* by Herbert Zettle

* Advanced portions of this text will be used in EHRD 466. Not required for purchase.

Learning Outcomes:

Upon completion of the course, the students will be able to perform the following skills:
Write a program Proposal

Function as a television director and direct a two television programs
Operate the video switcher while directing the program
Operate in a professional manner a studio television camera
Operate in a professional manner a studio audio board
Operate in a professional manner a video tape recorder
Operate in a professional manner a video character generator
Plan a 30 minute program, choose and schedule guests, and produce the show.

Program Assignments:

The program series is the major project of the course. The experience is designed to take students through the basic video production process. By actually producing two video programs, students will learn the basic requirements of video production. This knowledge will enable them to better manage video units within the technology areas they will be managing after graduation.

During the semester, students will be divided into 5 production groups. Each group will produce two programs. One program will be in the lettered series, and one program will be in the numbered series. Each person in the group will produce a segment for each of the two shows.

Program Lettered Series (A-E)

This series of programs is designed to add to the student's producing and directing experience. It is a preparatory series that will enable the student to do a highly professional job on the subsequent Program Numbered series, which will be broadcast to the general community. The Program Lettered series programs may be broadcast to a closed circuit audience depending on the quality of the production. These programs will be coded and streamed on the Internet. If the quality and production value is acceptable the programs will be broadcast on KAMU.

Each production group will:

- Select a common program host.
- Prepare an appropriate set
- Prepare closing CG Credits
- Assign crew members

Each student in the production group will:

- Produce and direct a 9 minute segment that includes 2 guests

Evaluation will be based on:

- Selection of Content
- Preparation of host and guest
- Directing ability
- Studio technical considerations

Program Numbered Series

This Program Series will be broadcast to the local community either via Cable 18 or KAMU-TV 15 / DT 12-1. It should represent an example of the best work the student can do. Each student should arrange to have a DVD of this program made to keep as a resume DVD. Each production group will produce one program in the series.

Each production group will:

- Prepare the appropriate set.
- Select a common program host.
- Prepare Closing Credits

- Make a class presentation as to the nature of the show, crew assignments, etc. In essence the group will hold a production conference. This will be done during the class before the lab in which the production is scheduled.

Each student will:

- Produce and direct a 9 minute program segment including 2 guests

Evaluation will be based on

- Content selection
- Content Treatment
- Directing Ability
- Professional development (improvement from Lettered series program)
- Overall production quality.

Production Experience Assignments with KAMU

Each student may participate in a number of KAMU-TV on-air productions throughout the semester as a part of their professional development. Reference to the numbers of hours of production experience required can be found under the Grading section of the syllabus. Each student will arrange with on or more of KAMU-TV's full-time staff those programs he/she will work on throughout the semester. This should be done within the first two weeks of the semester. TV Magazine is a regularly weekly scheduled program. Additionally, there are a number of special programs, instructional projects, remotes, fundraising drives, television auction, etc.

If possible, a work schedule for most of the semester should be set up by the end of the second week in the semester. However, work on unscheduled shows may be set up during the semester. At a minimum, each schedule must be done for one week at a time and must be confirmed by the student and the appropriate staff member by Wednesday at 5pm of the week preceding the production date.

Upon completion of each production, the student will record the work on the Work Record. The staff Producer/Director must sign each record item to validate the work was completed satisfactorily. Students will be treated as professionals, and will thus be asked to perform as such. It is imperative that students show up for any production they have signed up for. The staff will be depending on them. If a student does not report as scheduled a **penalty will be assessed** by subtracting the number of hours the student should have worked on that production from the number of hours he has worked during the semester.

Mid Terms Grades will be based on completing at least 50% of the required hours or submitting a draft proposal for the paper (alternate assignment below).

KAMU Contact for Production Scheduling:

Sandra Harris, Senior Producer

845-5611

sharris@kamu.tamu.edu

Alternate Assignment:

In the event that a student feels he/she already has significant production experience, or has a schedule that will not enable him/her to participate in the KAMU productions during the semester, the student may complete a term paper of not less than 5 pages in lieu of actual production experience. The focus of this paper will be on television production within the functions of a technology manager. A one page proposal for the term paper must be submitted by mid-term. The instructor must approve the selection of the alternate assignment and the topic of the paper by this date.

Production Group Assignments

Group	Name	E-mail	Program A-E Topic	Program 1-5 Topic
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GROUP A 1				
Segment 1				
Segment 2				
Segment 3				

GROUP B 2				
Segment 1				
Segment 2				
Segment 3				

GROUP C 3				
Segment 1				
Segment 2				
Segment 3				

GROUP D 4				
Segment 1				
Segment 2				
Segment 3				

GROUP E 5				
Segment 1				
Segment 2				
Segment 3				

SCHOLASTIC MISCONDUCT/ACADEMIC DISHONESTY

All materials generated for this class (which may include but are not limited to syllabi and in-class materials) are copyrighted. You do not have the right to copy such materials unless the instructor expressly grants permission. As commonly defined, plagiarism consists of passing off as one's own the ideas, words, writing, etc., which belong to another. In accordance with this definition, you are committing plagiarism if you copy the work of another person and turn it in as your own, even if you should have permission of that person. Plagiarism is one of the worst academic violations, for the plagiarist destroys trust among others. If you have any questions regarding plagiarism, please consult the latest issue of the Texas A&M University Student Rules, under the section "Scholastic Dishonesty."

PLAGIARISM STATEMENT:

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COPYRIGHT STATEMENT:

The materials used in this course are copyrighted. These materials include but are not limited to syllabi, quizzes, exams, lab problems, in-class materials, review sheets, and additional problem sets. Because these materials are copyrighted, you do not have the right to copy the handouts, unless permission is expressly granted.

ACADEMIC INTEGRITY STATEMENT AND POLICY AND AGGIE HONOR CODE

Scholastic misconduct is defined broadly as "any act that violates the rights of another student in academic work or that involves misrepresentation of your own work." The handouts used in this course are copyrighted. By "handouts" I mean all materials generated for this class, which include but are not limited to syllabi, quizzes, exams, lab problems, in-class materials, review sheets, and additional problem sets. Because these materials are copyrighted, you do not have the right to copy the handouts, unless I expressly grant permission. As commonly defined, plagiarism consists of passing off as one's own the ideas, words, writings, etc., which belong to another. In accordance with this definition, you are committing plagiarism if you copy the work of another person and turn it in as your own, even if you should have the permission of that person. Plagiarism is one of the worst academic sins, for the plagiarist destroys the trust among colleagues without which research cannot be safely communicated.

Texas A&M University students are responsible for authenticating all work submitted to an instructor. If asked, students must be able to produce proof that the item submitted is indeed the work of that student. Students must keep appropriate records at all times. The inability to authenticate one's work, should the instructor request it, is sufficient grounds to initiate an academic dishonesty case.

**"An Aggie does not lie, cheat, or steal
nor tolerate those who do."**

The Aggie Code of Honor is an effort to unify the aims of all Texas A&M men and women toward a high code of ethics and personal dignity. For most, living under this code will be no problem, as it asks nothing of a person that is beyond reason. It only calls for honesty and integrity, characteristics that Aggies have

always exemplified. The Aggie Code of Honor functions as a symbol to all Aggies, promoting understanding and loyalty to truth and confidence in each other.

If you have any questions regarding plagiarism, please consult the latest issue of the Texas A&M University Student Rules, Part 1, Section 20 which can be found on line at <http://student-rules.tamu.edu>. Any suspected instances of scholastic dishonesty will be investigated and resolved according to the procedures outlined in the new Aggie Honor System (<http://www.tamu.edu/aggiehonor/>).

AMERICANS WITH DISABILITIES ACT (ADA) POLICY STATEMENT

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please contact the Department of Student Life, Services for Students with Disabilities, located at 126 John J. Koldus building, 979-845-1637, e-mail at: ssd@studentlife.tamu.edu. Due to emergency evacuation requirements within the department, if you feel accommodations will be needed, the department requires you to fill out a disability information form and provide a class schedule for the current semester. This form will be supplied to the instructor and placed in the students file for easy accessibility in case an emergency should arise. The forms are available in the main office, 511 Harrington Tower.

SEXUAL HARASSMENT

Texas A&M is committed to the fundamental principles of academic freedom, equality of opportunity and human dignity. To fulfill its multiple missions as an institution of higher learning, Texas A&M encourages a climate that values and nurtures collegiality, diversity, pluralism and the uniqueness of the individual within our state, nation and world. All decisions and actions involving students and employees should be based on applicable law and individual merit.

Texas A&M University, in accordance with applicable federal and state law, prohibits discrimination, including harassment, on the basis of race, color, national or ethnic origin, religion, sex, disability, age, sexual orientation, or veteran status.

Individuals who believe they have experienced harassment or discrimination prohibited by this statement are encouraged to contact the appropriate offices within their respective units. Students should contact the Office of the Dean of Student Life at 845-3113, or visit student rules at <http://rules.tamu.edu/rules/300/340199ml.htm> for more detail information to file a sexual harassment complaint. You may also contact the College of Education and Human Development at 979-845-5311 or the Department at 979-845-2716.