

COMM 4894 – Corporate & Promotional Video Production

COURSE DESCRIPTION: This is an intensive video production course designed for film and video production students. The course will allow students to apply skills in the areas of writing, producing, directing, cinematography, sound design, and editing. This practical application of the video production skill-set will give students a working understanding of how to create content for employers/clients in the future. The course requires extensive "hands-on" work. The class structure is a blend of seminar and workshop style. Students are required to be actively involved and participate in the production of a series of video projects.

COURSE OBJECTIVES:

- To gain knowledge of corporate and promotional video production
- To become proficient in communicating ideas and concepts in a group environment
- To be able to write, plan, and execute promo video productions
- To learn and apply video production skills toward the creation of a video “product”
- To contribute to the full production pipeline during the video production process
- To understand client communication and how to deal with feedback
- To collaborate with others professionally and productively

RECOMMENDED TEXTBOOK:

Sweetow, Stuart. Corporate Video Production: Beyond the Board Room, 2nd Edition. New York, NY: Focal Press, 2016. ISBN-13: 978-113891093

ASSIGNMENTS:

1.) Pitches & Presentations.....	10%
2.) In-Class Workshops & Sample Videos.....	10%
3.) Interview Transcription.....	10%
4.) Client Video Production #1.....	15%
5.) Client Video Production #2	15%
6.) Client Video Production #3.....	15%
7.) Active Participation in Productions & Discussions.....	25%

Grade Scale: A+ (98-100) A (94-97) A- (90-93) B+ (87-89) B (84-86) B- (80-83) C+ (77-79)

C (74-78) C- (70-73) D (60-69) F (59 and below)

Assignment Descriptions

For *Pitches & Presentations*, students will present ideas and concepts for the various Client Video Production Assignments. Each pitch will be accompanied by a visual component, such as a Power Point or Prezi. The pitch process will help students in the communication of their ideas and create an environment of critique and collaboration.

The *Interview Transcription* is a typed, word for word representation of one of the interviews done in class. Your transcription work will always be distributed amongst your classmates in order to understand what you will be working with for a particular video project.

For *In-Class Workshops & Sample Videos*, students will participate in mock production scenarios. The scenarios will include communication and video production challenges that often arise on set. Additionally, the in-class workshops will help in the decision of production responsibilities and team selection.

The *Client Video Productions 1-6*, students will work in groups (two groups of five students each) to produce video content for clients. The resulting work is expected to be handled professionally from project beginning to project completion. The video production client list will be different each semester this class is taught. If no outside clients are available, students will be expected to produce online promotional content internally for the University of Memphis Department of Communication and for the larger College of Communication and Fine Arts. Since the class will be divided into two groups, each Client Video Production will result in two separate videos.

Active Participation in Productions & Discussions is required for a course of this nature. One of the key components of the class is teamwork both in the field and in the classroom. Clear, respectful communication is an absolute necessity for a professional working environment.

Additional information regarding the expectations for each assignment will be discussed in detail during class time.

GENERAL COURSE RULES

ATTENDANCE AND PUNCTUALITY: More than one unexcused absences will cause your overall course grade to drop 2.5% (or a 1/4 of a letter grade) per absence. If you are more than five minutes late to class, you will be counted as absent for that day.

Unless cleared with the instructor, the use of computers and mobile phones in the classroom is considered an absence and will be marked as such for each occurrence.

DUE DATES: Assignments are accepted **ONLY** on the day they are due. In the professional video production world, completed work is delivered on time or you lose your client.

ACADEMIC DISHONESTY: If you pass off the work of another artist or student as your own without proper attribution and communication with the instructor, you will receive an **F** on the specific assignment.

COMMUNICATION: Check your email and eCourseware accounts regularly in an effort to have the latest information regarding class meetings and assignments. THE FASTEST AND MOST RELIABLE METHOD OF CONTACTING THE PROFESSOR IS THROUGH EMAIL.

WEEKLY READING: Stuart Sweetow's Corporate Video Production: Beyond the Board Room is recommended reading for the class. Your ability to consider and discuss the information found in the textbook should increase your knowledge base for the class.

WARNING: R-Rated and unrated audio/visual content will sometimes be screened during class time. By remaining enrolled, you acknowledge and accept this element of the course.

DISABILITY ACCOMMODATION: The Department of Communication and Film cooperates with the Disability Resources for Students (DRS), at 110 Wilder Tower (901-678-2880) to make reasonable accommodations for qualified students (Americans with Disabilities Act and Section 504, Rehabilitation Act). If you qualify, and have not registered with DRS, you are encouraged to do so. If you have a disability for which you will require accommodation under the terms of the Americans with Disabilities Act or Section 504 of the Rehabilitation Act of 1973, please discuss your needs with the professor during the first week of class.

EQUIPMENT AND LABORATORY RULES

LAB RULES FOR ACB 150: Keep the labs clean. No food or drink will be allowed in the recording labs or in the editing lab at any time. One exception is that you may bring and access a capped bottle of water kept on the center table away from the computer workstations. If you are the last person to leave the lab, please close the door behind you.

EQUIPMENT CHECKOUT: You must learn the procedures for borrowing equipment from the film and video equipment room in the west hallway of the basement of the Theater Building. The equipment room is operated by William Johnson, Media Specialist, 901-678-3178.

Learn how to operate the field equipment properly so that you can return it in the condition in which you found it. Department policy is: **"If you break it, you pay for it."**

ADDITIONAL COSTS: *Portable Flash Drive*

Students should purchase their own flash drives (USB or Thunderbolt, formatted for ExFat) for backing up projects in the labs.

Class Schedule:

<u>Week 1, Jan. 23</u>	Class introduction, Video production workshop #1 (crash course)
<u>Week 2, Jan. 30</u>	Post-production workshop #1 Pre-Production for Clients 1 & 2
<u>Week 3, Feb. 6</u>	Record Client Video #1 (Clients 1 & 2)
<u>Week 4, Feb. 13</u>	Edit Client Video #1
<u>Week 5, Feb 20</u>	Edit & Complete Client Video #1
<u>Week 6, Feb 27</u>	Complete Client Video #1 & Pre-Production for Clients 3 & 4
<u>Week 7, Mar. 5</u>	Record Client Video #2 (Clients 3 & 4)
<u>Week 8, Mar. 12</u>	<i>No Class</i>
<u>Week 9, Mar. 19</u>	Edit Client Video #2
<u>Week 10, Mar. 26</u>	Edit & Complete Client Video #2 & Pre-Production for Clients 5 & 6
<u>Week 11, April 2</u>	Record Client Video #3 (Clients 5 & 6)
<u>Week 12, April 9</u>	Edit Client Video #3
<u>Week 12, April 16</u>	Edit Client Video #3
<u>Week 13, April 23</u>	Edit Client Video #3
<u>Week 14, April 30</u>	No Class (Study Day) Focus Fest
<u>Week 15, May 7th</u>	Deliver Client Video #3 (Screening of all Client videos)