

***MIT2601A-001 Motion: An Introduction to Video Production, Theory and Practice***  
Media, Information and Technoculture Programme  
Faculty of Information and Media Studies . Western University . Fall 2018

**Class: Wed. 10:30-1:30 Location: lecture TBA, Lab FNB room 2070**

**Professor: Daniela Snepkova . Office: FNB 4087**

**Office hours: Tues. 1:30-2:30 pm and by appointment**

**Ext: 88509 . Email: dsneppov@uwo.ca**

This is an introductory course in moving image production that engages students in the creation of digital video. Historical and theoretical approaches to moving images will be explored. Through the integration of lectures, screenings and studio assignments, students will acquire the critical and technical skills needed to produce short, creative digital video projects. The course critically examines video work as popular culture, as political tool and as art form.

Workshops and both solo and group studio assignments will develop basic skills in preproduction planning, working with cameras, composition, lighting, audio recording, and non-linear editing, while screenings, reading discussions and lectures will explore video's unique technical and aesthetic qualities, and history. Course work includes the production of both group and individual assignments.

**Objectives:**

1. To introduce students to the basic pre-production, production, and post-production techniques and processes involved in creating digital video media.
2. To familiarize students with the equipment and software used to create video projects including: video cameras, audio recording equipment, lighting equipment and Adobe Premier application.
3. To introduce students to the aesthetics of video and how they contribute to our experience of audio-visual culture.
4. To examine theoretical concepts related to the study of moving images, and to develop analytic skills that will enable students to better understand and articulate how meaning is created and structured through audio-visual practices.
5. To outline the historical development of moving image techniques and technologies, their social and economic contexts, and the relationships between their aesthetic and political values.

**Readings:** Required Readings, course schedule, assignment details and other information is available in the **resources** folder on Owl. Quizzes on the readings will be given occasionally without prior announcement, so come to class prepared.

**Required Materials:**

- Adobe subscription for Premiere
- External storage device: external HD (mac compatible)
- SD card for cameras - class 10, fast write speed, 16GB min. 32GB better
- A pair of headphones (on-ear dj style but without extra base correction that would distort the playback of your audio files)
- Sketchbook, a selection of pencils, drawing pens
- A camera lens cleaning kit with a blower, brush, paper

- Active Western U e-mail address (communications outside of class will be done via uwo e-mail and web-ct/OWL)
- Active UWO card (Western One HID Card) for access to the lab
- **An active imagination, curiosity, a burning desire to experiment and create**

### **Grading and Evaluation:**

Student performance will be based on an evaluation of:

1. Attendance, participation in class activities, exercises, active engagement in class discussions and any online discussions assigned. To fully participate **turn off your phones.**

2. Innovation, ambition and determination in studio work as demonstrated in class projects and assignments. Grades for studio assignments are based on 3 categories: creativity, conceptual development, and technical execution. **Read each assignment's objectives carefully,** since grading is based on achievement of the objectives.

3. A demonstrated understanding of relevant issues and theoretical concerns introduced in the class, and the ability to integrate them successfully into studio work and written assignments.

Assessment of student progress is an on-going process based on the evaluation of work presented during class as well as contribution to the class discussions and group activities. Students are required to complete all readings and assignments. Attendance and participation in class discussions and critiques are required components. The final grade will be weighted as follows:

**Assignment 1: *LIGHT- Group Video*** intro shooting and editing project 8%

**Colour Group Video Due:** Oct 17 - submit a 1 page critical paper, double spaced hard copy (one per group), include planning notes/sketches, include the names of each group member. Grade each group member's contribution in class on due date-forms will be supplied.

**Assignment 2: *long take vs montage*** editing assignment – pairs 27%

**Due:** Nov 7 - include a two page critical paper (Hard copy), double spaced (one per group), sketches, storyboards, production notes.

**Assignment 3: *Uncanny*** 4-7 minute video 35% can be completed solo or in pairs

Proposal: **Due** – Nov 14 (8%)

Final Video: **Due** - Dec 5 (27%) include a 2 page critical paper (Hard copy - 1 text/per student), double spaced, storyboards, production notes

**Exercises 17%** *EX1. La Jetee response photo* (due: Sept. 19), *EX2. Development of story from day 1* (due: Sept. 26), *EX3A Natural Lighting photo*, *EX3B Artificial Lighting photo* (due: Sept.17), *EX4 lapse in time* (due: Oct. 24), *EX5 Sound FX Audio clip* (due: Nov. 14) – details on OWL

**Attendance/participation: 13%** Students are expected to attend each class and participate in workshops and discussions. Students are expected to work outside of class time to complete assignments. Creative projects often take much longer than written ones, so leave lots of time, and start early. You may run into unexpected technical issues. In-class exercises fall into this category for grading, as do pop quizzes.

**Assignment** details will be handed out in class and will also be available on Owl. Media files will be submitted digitally to the project folder for each assignment on OWL, but OWL has difficulty with media files over 800mb, so you can hand in video assignments in class if files are too large. Text and other materials will be submitted as digital files unless otherwise specified. Keep a copy of all final movies stored outside of the lab on a portable drive (in case lab drives accidentally get erased).

**All assignments, including digitally deposited projects, need to have your name clearly identifiable, as well as the assignment specified, e.g., Alterego\_janedoe.mov**

### **Rules to know**

- Attendance is mandatory for all screenings, workshops, reading discussions and lectures. Since many of the "hands on" projects will be in groups, you are responsible for keeping in contact with your group outside of class time in order to complete all required assignments.
- Missing class time without proper medical documentation will have a negative impact on your final grade. Students should also note that individual instructors are not permitted to receive documentation directly from a student, whether in support of an application for accommodation on medical grounds, or for other reasons. All documentation must be submitted to the Academic Counseling office of a student's home Faculty. For UWO Policy on Accommodation For Medical Illness, see: <http://www.uwo.ca/univsec/handbook/appeals/medical.pdf> (downloadable Student Medical Certificate - SMC): <https://studentservices.uwo.ca> under the Medical Documentation heading.
- Being consistently late for class will be penalized. If you are more than 20 minutes late for class, you will be marked as absent.
- **Refrain from using cell phones or email during class time;** we only have 3 hours each week.
- **All assignments must be completed; failure to do so will result in an automatic F for the course.**
- Assignments and papers not directly handed to me or to the class OWL site must be dropped in the FIMS Drop box outside the main office in the FNB. Each assignment must be clearly labeled with: instructor name, student name, assignment, course title and number. Digital files must have your name on them eg. .JDoe\_alterego.mov, otherwise they will not be graded.
- Late assignments will lose **5 points** for each day late. Assignments more than **7 days** late will not be accepted.

Keep a copy of all submitted projects/papers. Back up all of your digital projects—and do so often. In case of lost materials, **you** are responsible for providing a replacement.

**ACADEMIC INTEGRITY: DO NOT** hand in work you created in or for another class, or work done by someone else: words, ideas, images, and sounds. This is considered plagiarism, a serious scholastic offense resulting in an F on the assignment or course or in expulsion. For more information see the University's document on plagiarism in the undergraduate student handbook. If you use any material you did not create you are responsible for citing it appropriately in the credits for media work or in the bibliography for written work. In the case of a media work this means you must acknowledge all stills, video/film clips and audio including music. For broadcast, you would need to get signed contracts and releases for all material included and the people who appear on screen.

**Computer Access:** Our postproduction segment will be held in the FIMS Mac lab in FNB2070 using Adobe Premiere software on the Macintosh platform. FIMS does not supply the software so an Adobe account for Premiere is necessary. Access hours to the lab after class time will be posted online. You are not allowed to bring anyone into the lab who is not registered in a course currently held in the lab.

**Equipment:** For sign out, there are Sony Nex VG30 video cameras that need to be well taken care

of and canon DSLRs. You have access only after our workshops have been completed. Sign-out access is through the FNB sign out office - hours to be announced. While they are in your care, you are responsible for them. When you sign them out, check that everything that should be in the kit is there, otherwise it will be your responsibility to replace it. You will also have access to a variety of tripods, microphones, audio recorders, 2 light kits, reflectors and a portable green screen.

\*If there is any abuse of the equipment you will lose your privileges.

# NOTES FROM THE FIMS DEAN'S OFFICE

Fall 2018

## Rights and Responsibilities

The conditions governing a student's ability to pursue their undergraduate education at Western are ratified by Senate and can be found on the Academic Policies section of the University Secretariat:

[http://www.uwo.ca/univsec/academic\\_policies/rights\\_responsibilities.html](http://www.uwo.ca/univsec/academic_policies/rights_responsibilities.html)

## Statement on Academic Offences

Scholastic offences are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offence, at the following Web site:

[http://www.uwo.ca/univsec/pdf/academic\\_policies/appeals/scholastic\\_discipline\\_undergrad.pdf](http://www.uwo.ca/univsec/pdf/academic_policies/appeals/scholastic_discipline_undergrad.pdf)

## Plagiarism

Students must write their essays and assignments in their own words. Whenever students take an idea, or a passage from another author, they must acknowledge their debt both by using quotation marks where appropriate and by proper referencing such as footnotes or citations. Plagiarism is a major academic offence.

All required papers may be subject to submission for textual similarity review to the commercial plagiarism detection software Turnitin under license to the University for the detection of plagiarism. All papers submitted for such checking will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system.

## Accommodation Policies

Students with disabilities work with Services for Students with Disabilities (SSD) which provides recommendations for accommodation based on medical documentation or psychological and cognitive testing. The accommodation policy can be found here:

[http://www.uwo.ca/univsec/pdf/academic\\_policies/appeals/accommodation\\_disabilities.pdf](http://www.uwo.ca/univsec/pdf/academic_policies/appeals/accommodation_disabilities.pdf)

## Medical Consideration

Students seeking academic consideration on medical grounds for any missed tests, exams, participation components and/or assignments worth **10% or more of their final grade** must apply to the Academic Counselling

office of their home Faculty and provide documentation in the form of a [Student Medical Certificate](#). It will be the Dean's Office that will determine if consideration is warranted.

For work worth **less than 10% of the final grade**, the instructor will consider requests for academic consideration on medical grounds made in a timely manner in writing or by appointment in office hours. Such requests need not be accompanied by documentation. The instructor may decide to require documentation be submitted to the appropriate Academic Counselling office.

Students should also note that individual instructors are not permitted to receive documentation directly from a student, whether in support of an application for consideration on medical grounds, or for other reasons. **All documentation must be submitted to the Academic Counselling office of a student's home Faculty.**

For Western University policy on consideration for medical illness, see:

[http://www.uwo.ca/univsec/pdf/academic\\_policies/appeals/accommodation\\_illness.pdf](http://www.uwo.ca/univsec/pdf/academic_policies/appeals/accommodation_illness.pdf) and for the Student Medical Certificate (SMC), see:

[http://www.uwo.ca/univsec/pdf/academic\\_policies/appeals/medicalform.pdf](http://www.uwo.ca/univsec/pdf/academic_policies/appeals/medicalform.pdf)

## Compassionate Accommodation

Academic accommodation (extensions, makeup tests and exams, additional assignments etc.) may be given to students on compassionate grounds. The situations for which compassionate accommodation can be given must be serious, including significant events such as death in the immediate family, trauma (fire, robbery, harassment, muggings, car accidents, etc.) or emergency situations. Documentation is required.

If a member of your immediate family is seriously ill, obtain a medical certificate from the family member's physician and submit the documentation to your Academic Counsellor. If you have been involved in a severe accident, fire or some other exceptional crisis, obtain a copy of the police report or be prepared to provide the necessary documentation upon request. Generally, for deaths within a student's immediate family (parents, guardians, caregivers, siblings, spouses), bereavement leave is granted, upon provision of documentation. For deaths within a student's extended family, academic accommodation is given for one to three days, upon provision of documentation. Students seeking additional bereavement leave should contact their Academic Counsellors with valid documentation.

## Religious Accommodation

Students should consult the University's list of recognized religious holidays, and should give reasonable notice in writing, prior to the holiday, to the Instructor and an Academic Counsellor if their course requirements will be affected by a religious observance. Additional information is given in the [Western Academic Calendar](#).

## FIMS Undergraduate Grading Policy

The MIT, MPI and MTP programs now have the following class average policy:

- Normally, first year courses required for entry into an MIT or MPI module (MIT 1020E and MIT 1025F/G) are expected to have a course average between 68-72%.
- Normally, second year required courses (MIT 2000, 2100, 2200, 2500) are expected to have a course average between 70 and 75%.
- Normally, third year required courses (MIT 3000, 3100) are expected to have a course average between 72 and 77%.

**Elective courses and 4<sup>th</sup> year seminars have no recommended course averages.**

## Support Services

Students who are in emotional/mental distress should refer to Mental Health@Western for a complete list of options about how to obtain help.

<http://www.uwo.ca/uwocom/mentalhealth/>

## SUPPORT SERVICES – LINKS

Office of the Registrar:

[www.registrar.uwo.ca](http://www.registrar.uwo.ca)

Student Development Centre:

[www.sdc.uwo.ca](http://www.sdc.uwo.ca)

Psychological Services:

[www.sdc.uwo.ca/psych](http://www.sdc.uwo.ca/psych)

Services for Students with Disabilities:

[www.sdc.uwo.ca/ssd](http://www.sdc.uwo.ca/ssd)

Accessibility Information:

[www.accessibility.uwo.ca/](http://www.accessibility.uwo.ca/)

Writing Support Centre:

[www.sdc.uwo.ca/writing](http://www.sdc.uwo.ca/writing)

Learning Skills Services:

[www.sdc.uwo.ca/learning](http://www.sdc.uwo.ca/learning)

Indigenous Services:

<http://indigenous.uwo.ca/>

International and Exchange Student Centre: [www.sdc.uwo.ca/int](http://www.sdc.uwo.ca/int)

Career Centre at Western:

[www.success.uwo.ca/careers/](http://www.success.uwo.ca/careers/)

## Appendix A: Suggested Grade Ranges in MIT, MPI and MTP

### Guidelines to the MIT Grade Range

These guidelines are benchmarks, and are not to be followed as rigid regulations. They will be adjusted as appropriate to take into account the level of the course and any specific instructions given by a professor. As well, competency in English language usage (including spelling and grammar) may be taken into account in the assignment of grades by individual instructors. Note that the 70-79 grade range is broken into two divisions, as this is the grade range into which a large number of students fall.

#### 90-100 (Outstanding, A+)

The report shows sparkling originality and exhibits a high degree of critical analysis of the topic. Sophisticated synthesis and analysis of the theoretical and conceptual dimensions of the topic are demonstrated. Mastery of complex material and ideas is immediately evident. The topic is treated with sensitivity and subtlety of thought. The quality of the writing and background research is exemplary.

#### 80-89 (Excellent, A)

The report shows originality and exhibits a high degree of critical analysis of the topic; it gets to the heart of the matter with comments and/or questions. It is clearly focused and logically organized. The quality of writing makes the report immediately understandable. Mastery of complex material and ideas is demonstrated. The report is of appropriate length, while preserving the priorities and emphasis of the material, so that the result is meaningful, not simplistic.

#### 75-79 (Very Good, B+)

The report shows above average analysis, critical thinking and independent thought. Claims are supported by ample evidence and the components of the topic are well-researched and presented. The topic is addressed in reasonable depth and/or breadth and covers material appropriate to the course. The analysis is organized around focal points and the argument is easily followed. The report demonstrates an above average ability to write in an intelligible style and to condense material meaningfully and with a concern for priorities of that material.

#### 70-74 (Good, B)

The report shows an attempt at analysis and critical thinking. Claims are supported by reasonable evidence. The topic is addressed in some depth and/or breadth, with references to the appropriate literature and course material. The analysis is organized around focal points. The report is generally well written and well argued.

#### 60-69 (Competent, C)

The report demonstrates adequate comprehension of the topic. The report is on topic and is a reasonable summary of material covered in the course, but goes no further. Facts are stated accurately; the quality of writing is sufficiently intelligible with enough elaboration and enough connections made between ideas to permit a reader to understand the point of the report.

#### 50-59 (Marginal, D)

The report shows less than adequate comprehension of the topic and of the material covered by the course. The report is a less than adequate summary of sources and/or is considerably off-topic. Facts are stated inaccurately or ambiguously; the writing style is difficult to follow; there is insufficient elaboration to permit reader's comprehension of relations among ideas; little judgment is shown in selecting detail for inclusion in the report.

#### Below 50 (Unacceptable, F)

The report demonstrates a failure to comprehend the topic. The material is disorganized and unintelligible. The report clearly does not meet the minimal requirements of the assignment.

## Appendix B: Guidelines of Academic Appeals for FIMS Students

### Grounds for Appeal:

The Faculty of Information and Media Studies does not view the appeals process as an opportunity for students to solicit a second opinion on a grade assigned to a particular piece of work. Appeals must pertain to the final grade in a course, and will only be entertained if sufficient grounds for appeal can be met, including: medical or compassionate circumstances, a defect in the evaluation process, bias, inaccuracy or unfairness.

### Stages in the Appeals Process:

**The first stage of the process is a discussion of the disputed grade with the appropriate Teaching Assistant (if applicable), and subsequently, the course Instructor.** For grades assigned to individual assignments, essays, lab reports, projects and tests completed throughout the term, the student first must appeal to the Teaching Assistant or Instructor of the course, within three weeks of the date on which the Instructor or Teaching Assistant returned the assignments to the class. The Appeals Committee will not hear any further appeals about the final grade in any course unless this first step has been taken.

**If completion of the first stage has not resolved the matter, the student may appeal the final grade in the course to the FIMS Appeals Committee.** Appeals of final grades must be **within the time frame indicated in the Undergraduate Calendar.** It is the student's responsibility to ensure that the appeal is submitted within the deadline. The student shall submit a formal letter to the FIMS Appeals Committee outlining the grounds for the appeal, the remedy sought and relevant materials including the information about when and with whom (Teaching Assistant and/or Instructor) the student met, as described in Stage 1. If the appeal involves a request for work to be regraded, the original marked work and a clean copy (if possible) must be included. If the appeal is commenced once the deadline has passed, it will not be considered either by the Appeals Committee or by the Associate Dean.

### **The FIMS Appeals Committee has the discretion to determine whether the grounds for appeal have been met.**

If the Committee deems that the reasons for the appeal are not legitimate, the Associate Dean will be informed. The appeal will be terminated and the student will be informed.

### **If the Committee decides that the grounds for appeal have been met, the following steps will be taken:**

1. the course Instructor will be shown the appeal letter and offered an opportunity to make a written response;
2. if work is to be regraded, a reader will be appointed who is competent in the area in question and was not involved in the assignment of the original mark. The reader will consider the work in question and will arrive at an independent evaluation. If there is a large discrepancy between the original mark and the regraded mark, a second reader may be appointed by the Committee. **If the appointed reader(s) arrive at a grade within five marks of the original, the original grade will stand.**

### **The FIMS Appeals Committee will review the evidence and will make a recommendation on the case to the Associate Dean Undergraduate.**

The Associate Dean Undergraduate will consider the recommendation from the Appeals Committee, and will make a decision. The student and the instructor will be notified promptly and in writing by the Associate Dean of the decision and of the change in grade, if any. Within the Faculty of Information and Media Studies, the Associate Dean's decision on the matter is final.

Further appeals are possible under certain circumstances to the Senate Review Board Academic (for Undergraduate students) or to the Faculty of Graduate Studies (for Graduate students) but the student should carefully consult the guidelines regarding such Appeals.