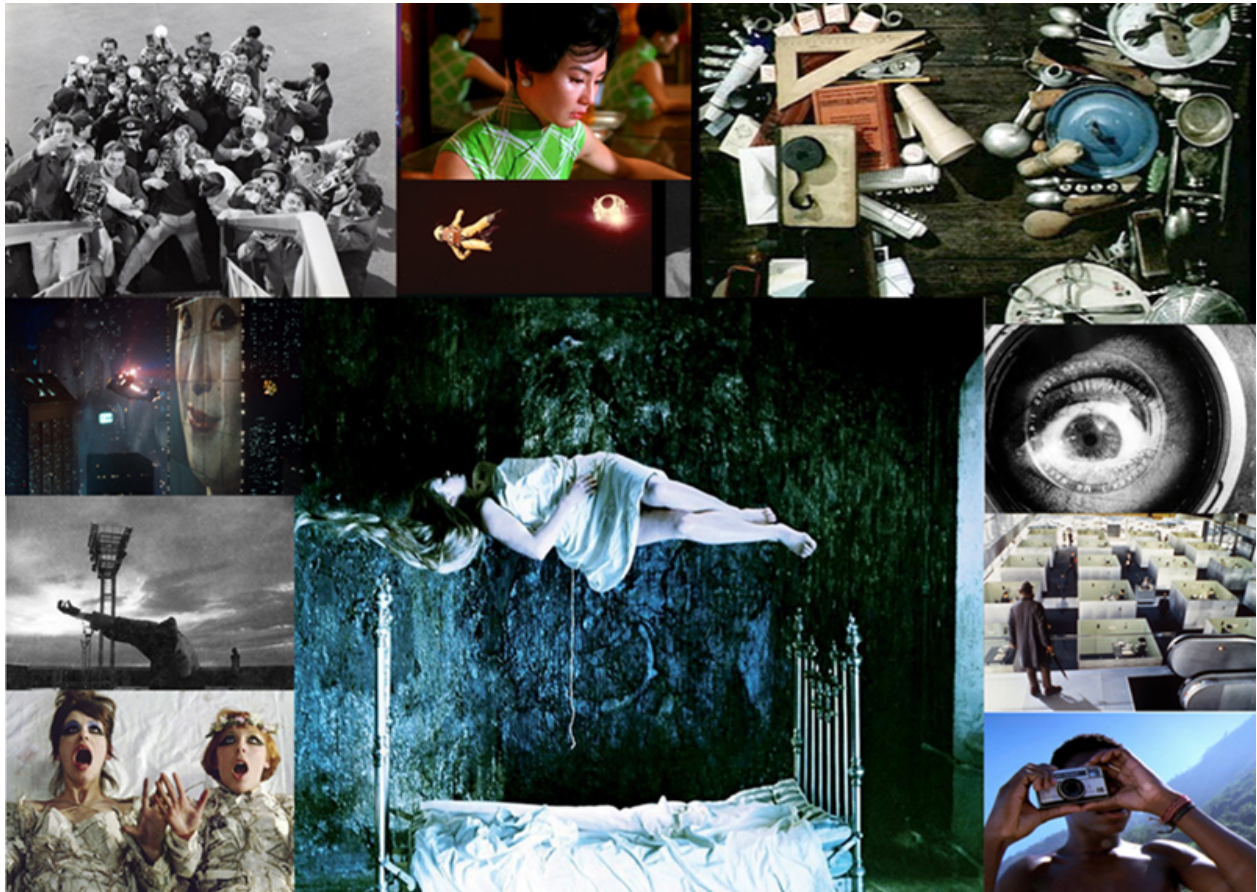


MIT2601B - An Introduction to Video Production, Theory and Practice

Media, Information and Technoculture Programme
Faculty of Information and Media Studies . Western University . Winter 2023



Class: Tuesday 10:30-1:30

Location: FNB room 3090, Lab NCB 2070

Professor: Daniela Snepova

Email: dsneppov@uwo.ca

Office hours: tba and by appointment

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.

Format: Tuesdays 10:30-1:30. Lectures, screenings, and camera/lighting workshops will take place in FNB 3090. Post-production tutorials will take place in the MIT Media Lab, FNB2070. Relevant materials and links will be available on OWL. This will be an experimental lab structure with lectures, discussions, workshops and screenings.

The link to OWL

Participants in this course **are not** permitted to record the sessions or distribute any materials from the course.

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: cameras, audio recording equipment, lighting equipment and Adobe Premiere Pro 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 will be available in the **resources** folder on the class Owl site. The schedule for the readings is online in the class schedule.

Required Materials:

- Adobe creative cloud subscription for PremiereVideo
- On campus you will have access to borrowing production equipment. **If** we end up in another lockdown you will need to have access to a recording device such as a DSLR camera, a good cellphone camera or tablet that can record video and a device that records audio, a zoom audio recorder or cel phone/tablet/DSLR camera with audio capture capabilities. An external microphone would also be helpful. A tripod or other stabilizing device is also recommended. A good network connection and a computer/ laptop.
- External storage device: external HD or USB (64GB minimum USB3) to back up your files
- A pair of headphones (on-ear dj style but without extra base correction that would distort the playback of your audio files) will be helpful for detailed audio editing
- Sketchbook, a selection of pencils, drawing pens useful for for storyboarding and brainstorming
- Active Western UWO e-mail address (communications outside of class will be done via uwo e-mail and OWL)
- Active UWO card (Western One HID Card) for sign out
- A camera lens cleaning kit with a blower, brush, paper

An active imagination, curiosity, a burning desire to experiment and create, ambition and a commitment to your work

Communication: outside of class will be via email, zoom meetings and using the OWL interface. To receive announcements you will need to **regularly check your UWO email accounts**. For quick questions you may email me, please include the course number in the subject heading: MIT2601B. For longer discussions, make an appointment.

Grading and Evaluation:

Student performance will be based on an evaluation of:

1. Attendance, participation in class on-line activities, exercises, active engagement in class discussions and any online discussions and group work assigned.

2. Innovation, ambition and determination in studio work as demonstrated in class projects and assignments. Grades for studio assignments are based on: creativity, conceptual development, technical execution and effort. **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. Assignment and exercise details will be available on OWL. The final grade will be weighted as follows:

Exercises 10%

EX1 La Jetee response photo+ text (due: Jan 17) 5% solo

EX2 Framing shot collection video workshop (due: Jan. 27) 2% -group

EX3 Lighting shot collection video workshop (due: Jan. 27(Friday) 2% -group

EX4 The Macguffin Narrative building exercise - in-class March 21 1% -group

Assignment 1: screentest/portrait

intro shooting and editing project 15% solo

IA 2 minute Warhol screentest shoot - 2 minutes 6% Video Due: Feb. 7

IB 60 seconds of me: Kuleshov edit -1 minute 9% Video Due: Feb 14

Assignment 2: long take vs montage

shooting and editing assignment – 2 minute video - solo or in pairs 30%

include a two page critical paper, double spaced (one per student-individual response), storyboards, script if applicable, production notes.

Due: March 14

Assignment 3: The Uncanny

3-7 minute video can be completed solo or in pairs 35%

Proposal Due - (7%) March 21

Outline, storyboards, script if applicable, production notes, schedule of tasks broken down, (double spaced, one proposal per group working if in pairs- both names need to be on each document submitted.

Final Video: Due - April 4 (28%) include a 2 page critical paper (1 text/per student), double spaced. Include storyboards, production notes **only** if things changed drastically from the proposal.

Attendance/participation: 10% Students are expected to attend each class and participate in workshops, discussions and smaller group meetings. Do not be afraid to ask questions. 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. Inclass exercises fall into this category for grading, as do pop quizzes and reading responses.

Assignment details will be available on Owl. Media files will be submitted digitally to the project folder for each assignment on OWL. OWL has had some difficulty with larger media files (over 500mb), you can try submitting via your dropbox, bring it to class on a drive and we can transfer it. If you miss the day projects are due and you run into uploading issues, upload your project to vimeo or youtube and include the link in the assignment submission. YOU can bring a higher resolution copy to class the next week.

Text and other materials will be submitted to the same area as video files in .pdf or .doc or pages format. **Keep a copy of all final movies** stored outside of the web on a portable drive (in case media accidentally get erased).

All assignments, including digitally deposited projects, **need to have your name in the filename**, as well as the specific assignment, e.g., **Uncanny_janedoe.mov**

Rules to know

- ◆ Attendance is mandatory for all screenings, workshops, reading discussions and lectures. Since some 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 documentation will have a negative impact on your final grade. For UWO Policy on Accommodation For Medical Illness, see: <http://www.uwo.ca/univsec/handbook/appeals/medical.pdf> and <https://studentservices.uwo.ca> under the Medical Documentation heading.
- ◆ 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 need to be uploaded to the assignments area for each project to the class OWL site. Each assignment including digital files must be clearly labeled with the student name, assignment title, 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. Exceptions will be considered under extenuating circumstances with notice **before** the due date.
- ◆ 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.

Software: Our postproduction segment includes learning and editing with Adobe Premiere. You will need to get a subscription/access to Adobe Creative Cloud for the term to access the software if you do not already have a copy of Premiere.

Equipment Access on campus : You will have access to a great selection of equipment available for sign out. There are Sony video cameras and canon DSLRs available through the sign out at FIMS in FNB, details available at: <http://equipmentsupport.fims.uwo.ca> . While the equipment is in your care, you are responsible for it. When you sign out gear, **check** that everything that should be in the kit is there, before leaving the building, otherwise it will be your responsibility to replace it. You will have access to a variety of cameras, tripods, microphones, audio recorders, light kits, reflectors and a portable green screen.

* You must book the **equipment** you need on-line, **48 hours in advance** and you must return the equipment on-time, there are other students waiting for access.

* If there is any abuse of the equipment, or late returns you will lose your sign out privileges.

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 (words, images, sounds) 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.

We'll acknowledge that Western University is located on the traditional lands of the Anishinaabek (Anish-in-a-bek), Haudenosaunee (Ho-den-no-show-nee), Lūnaapéewak (Len-ahpay-wuk) and Attawandaron (Add-a-won-da-run) peoples, on lands connected with the London Township and Sombra Treaties of 1796 and the Dish with One Spoon Covenant Wampum. This land continues to be home to diverse Indigenous peoples (First Nations, Métis and Inuit) whom we recognize as contemporary stewards of the land and vital contributors of our society.

Notes FROM The FIMS Dean's OFFICE:

NOTES FROM THE FIMS DEAN'S OFFICE

Winter 2023

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

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

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

Academic Accommodation

Students with disabilities work with [Accessible Education \(AE\)](#) which provides recommendations for accommodation based on medical documentation or psychological and cognitive testing.

Medical Consideration

Students who have medical grounds for academic consideration 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 (for FIMS students this is [Undergraduate Student Services](#)).

Students are required to provided

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 during 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.**

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 Advisor. Additional information is given in the [Western Academic Calendar](#).

Gender-Based and Sexual Violence

Western [is committed to reducing incidents of gender-based and sexual violence](#) and providing compassionate support to anyone who has gone through these traumatic events. If you have experienced sexual or gender-based violence, you will find information about support services for survivors, including emergency contacts, [here](#). The gender-based violence and survivor support case managers are located in Thames Hall (3114-3127 office suite.) To connect with a case manager or set up an appointment, please contact support@uwo.ca.

Support Services

Students who are in emotional/mental distress should refer to [Health and Wellness](#) for a complete list of supports.

SUPPORT SERVICES - LINKS

[FIMS UGSS](#): *academic advising; career services*

[Psychological Services](#): *Information about accessing mental health supports*

[Medical Services](#): *Student health related services*

[Office of the Registrar](#): *Financial Information, Timetable, Exam Schedules, Academic Calendar Information*

[Academic Support and Engagement](#): *Central Academic Supports, including Writing Centre, Learning Development, Transition and Leadership Supports, and Careers and Experience*

[Accessible Education](#): *Assessment and recommendations for students with disabilities*

[Accessibility Information](#): *Information to help support barrier free access, including floor plans, accessible washroom locations, service disruptions etc.*

[Indigenous Student Services](#): *Includes information about financial support, indigenous self-identification, orientation, and tutor support*

[Western International](#): *Information and support for international students and students seeking to go on exchange*

FIMS Grading Policy

FIMS Undergraduate programs now have the following class average policy:

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%.

Second year required courses (MIT 2000, 2025, 2100, 2200, 2500) are expected to have a course average between 70 and 75%. The third year required (MIT 3100) is expected to have a course average between 72 and 77%.

Elective courses and 4th year seminars have no recommended course averages.

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.