

English 108: Accelerated First-Year Composition

Instructor Information

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 Office Hours: Mon. 2-3 pm
 Tues. 10:30-11:30 am

Course Information

Fall 2011
 Tues/Thurs 9-10:15 am
 Elec Eng. 234
<http://108.rhetorike.org/donunger2/>

Unit 3: Film Production—Assignment Sheet

This Unit introduces you to film production. The goal of this Unit is three-fold. First, to familiarize you with composing in a medium other than writing/word processing. Second, to provide you with an experience where you compose collaboratively. Third, to produce a final composition for a community partner.

This project provides us with some things we don't often have in first-year composition, a purpose and an audience.

Purpose

The purpose of Unit 3 is to create a 3-5 minute video introduction for our community partner, the Cancer, Culture, and Community program at Purdue University. There are three groups producing videos in this class. A reedited version of the film combining elements from all three videos will be used on 3 November 2011 to introduce special CCC event.

Audience

The audience for this event will be Purdue students, faculty, and staff, and members of the Lafayette and West Lafayette communities who have registered to donate bone marrow through the CCC's and DKMS' Bone Marrow Registry, or who are considering doing so. In other words, an iteration of your work will be viewed by hundreds of students.

Group Work

You will be assigned to a group of 6 or 7 students to work on this project together. You'll be allowed to work together during class time later in the Unit, but you'll also have to meet outside of class. **If a member does not do the work s/he has agreed to do, s/he will be removed from the group and will have to complete the project on her/his own.**

Film, Images and Sound

As per the description in the Production Team list, each group will shoot 1 interview with some related to the CCC and the Bone Marrow Registry. Your role in this interview depends on your role in the production team. I will oversee each interview. Additionally, I have already shot three interviews and gathered some footage from CCC events. You will all have access to this footage. Finally, you will all have access to still photography from CCC events and promotional materials as well as music that you may use in your films.

Editing

During this section, we will learn basic storyboarding and screenwriting to help you work on your videos. You will also be taught how edit digital video using iMovie. You can use your own video cameras

and tripods or borrow them from the reference desk at Hicks Library. If you borrow one from Hicks, they are on loan for three days only, so you'll have to shoot and capture the footage to a hard drive during that time.

To check out a video camera and/or a tripod from the DLC, you can go to this link:

<https://www.dlc.purdue.edu/equipment.cfm> or call 765-494-3751.

Cameras and tripod numbers are limited at Hicks, so you need to reserve them right away.

I will provide DV tapes for the cameras!

If you change cameras for whatever reason, **do not** use the same tape but a new one. Groups that have used the same tape on different cameras in the past have lost half their footage, usually the one they filmed with the first camera.

I understand that not all students own Mac computers—which are needed to run iMovie. The DLC has a number of Macs that students can reserve in order to edit their footage. Students with regular Macs will be able to download the footage directly into their computer using the firewire cable that comes with the cameras. Students with MacBook Pros, however, will need to reserve a Mac at the DLC in order to download the footage since MacBook Pros do not have a firewire port.

In order to reserve Mac computers at the DLC, please go here:

<https://www.dlc.purdue.edu/computer/index.cfm>. You will be asked to log in using your Purdue ID, then you will go to "Select Operating System" and choose Mac. You will also go to "Search by Computer Name" and choose Macs 1 through 5. Only these five computers have the firewire port required to download footage. Footage is downloaded in real time, so that if you film for an hour, it will take you an hour to download it. Make sure you allow yourself plenty of time to download the footage, since sometimes it takes a while to get a handle of the process.

NOTE: You *must* reserve a computer and do so in advance or there may be no computers available when you go to download your footage.

Once you have downloaded the footage, you want to save it into an external hard drive (whether or not you are using your own computer, since video footage takes up a lot of space). If someone in your group owns an external hard drive, please use that one. If not, I have a hard drive you can use. I would prefer to be present when you capture footage as the process is problematic and can be extremely time consuming.

You will save your project on the external hard drive and keep it there till after you have received the graded final result from me.

If you have your own Mac, you can use it to edit the footage once you have it in the hard drive. If you don't have your own Mac, you can reserve a Mac at the DLC and work on editing your film there. The staff at the DLC is somewhat knowledgeable about iMovie and may be able to answer your questions as you work. Whether or not you decide to work on your own computer, you could do your editing at the DLC so you can take advantage of the staff's guidance.

I will provide you with templates for releases, which you will ask every one of your subjects to sign before you film them. These release forms are posted to the course website in the Unit 3 folder under

“Projects.” You will turn in scans of the releases along with the rest of the assignment and keep the originals for yourselves. **(NOTE: Each team’s Producer is responsible for keeping releases and getting them signed by interview subjects.)**

Once you have finished your video, you will create a free account on vimeo.com by going to either <http://vimeo.com/join> or http://upload.youtube.com/my_videos_upload and you will post your video on vimeo or YouTube.

Presentations

Two group members will present the video during our screening day on **1 November 2011**. The Director will speak before we watch the video and will discuss the composition of the film.

Question and Answer Session

The whole group will answer questions from classmates about the video. You will be evaluated on your ability to reply in a coherent and knowledgeable manner.

Grading

A “C” project should:

- Meet all requirements of the assignment.
- Provide appropriate description so that an audience can understand the situations and issues involved.
- Present a story or narrative arc in the film.
- Control surface errors.
- Demonstrate an understanding of film elements such as editing, framing, mise-en-scène and lighting.

A “B” project should do everything a “C” paper does but should also:

- Show evidence that possible audience objections have been anticipated and responded to.
- Create filmic images that correspond with the topic being explored.
- Craft an entertaining and informative video.

An “A” project should do everything a “B” paper does but should also:

- Show visual and stylistic flair.
- Have a clear organizational strategy based on audience needs.
- Use B-roll in an original and pertinent manner.
- Create a video that produces a strong (intended) reaction in the audience such as laughter, compassion, admiration, etc.

Unit 3: Film Production—Calendar

Date	Location	
10-06-11	EENG 234	<p>Introduction to Unit 3 Discuss CCC; show preview of <i>More to Live For</i>.</p> <hr/> <p>Homework: Explore, read, and take notes on the following websites: Cancer, Culture, and Community: http://www.purdue.edu/discoverypark/oncological/programs/ccc.php</p> <p><i>More to Live For</i>: http://m2l4.nbsworldwide.com/Home.aspx</p> <p>On storyboarding: http://accad.osu.edu/womenandtech/Storyboard%20Resource/</p>
10-13-11	EENG 234	<p>Talking like a filmmaker Discuss Unit 3 Assignment sheet & calendar; set up production teams; discuss storyboarding; sign up for <i>More to Live For</i> viewing.</p> <hr/> <p>Homework: Watch or read and take notes on the following videos:</p> <p>On Interviewing: http://www.dvworkshops.com/newsletters/docinterview.html</p> <p>On B Roll: http://youtu.be/SltFvB0Upb8</p> <p>On the Rule of Thirds: http://youtu.be/myxiMMa2u_g</p> <p>On Lighting a Scene: http://youtu.be/FLKfUTAxrA</p> <p>http://youtu.be/LFM8bHuYmhg</p> <p>On White Balancing: http://youtu.be/c9mDACdNQL8</p>
10-18-11	EENG 234	<p>Seeing like a filmmaker CCC visit; discuss videos about rule of thirds, lighting, white balancing, etc.; constructing interview questions and conducting interviews.</p> <hr/> <p>Homework: Complete interview questions as a group. The Producer should email me a .doc file of your questions prior to class on 20 October.</p> <p><i>More to Live For</i> Viewings—schedule tbd.</p>

<p>10-20-11 Interview questions due; Begin to film interviews</p>	<p>SC 183</p>	<p>Composing like a filmmaker iMovie tutorial lead by ITaP</p> <p>Homework: The Producer will be in contact with me about setting up your interview over the next week. Each group is responsible for interviewing 1 subject. These interviews will be coordinated between me and a CCC rep. The Producer is responsible for finding out when s/he, the Director, and the DPs can get together to conduct your team's interview.</p> <p>In addition to running the camera at the interviews. DPs are responsible for transferring footage to the class hard drive, so this footage can be used by the editors. This must be done at the DLC, and the instructor must be present. That means the Producer must coordinate the time for these sessions and sign up for one of the workstations in the DLC.</p> <p>Interviews should be scheduled sometime between 10/20 and 10/25. Producers, Directors, and at least one of the DPs must attend interviews. The interview including set up time should only take about an hour.</p> <p>The DP who does not attend the interview must be responsible for capturing the footage from the DV cassette to iMovie. This is a bit time consuming, but very easy. I MUST be present when you capture the footage. Make sure the producer arranges this with me.</p> <p>Note: See the production team assignment sheet for more detailed information regarding the role each team member must play for the project to be successful.</p>
<p>10-25-11 Interviews filmed; DPs capture footage to hard drive at the DLC; Editors must begin editing!</p>	<p>HEAV 227</p>	<p>Production day 1 We have reserved Mac Labs, but teams may want to work in the DLC where there are other tech advisors. We should decide this before class and reserve three work stations if need be.</p> <p>Spend class time reviewing footage and discussing what to use in the final films. This includes choosing still images, segments from interviews, music, etc.</p> <p>Homework: All interviews must be filmed and captured to iMovie before the 25th!</p> <p>The Editors need to have a very clear plan of action for constructing the films. Without an exact plan of action, editing could take hours and hours. Keep in mind that you will have a hand in assigning your team members their grade for this project. Don't screw over your team members by abandoning them with a lion's share of the responsibility!</p>
<p>10-27-11 Editors will be super busy here</p>	<p>HEAV 227</p>	<p>Production day 2 We have reserved Mac Labs, but teams may want to work in the DLC where there are other tech advisors. We should decide this before class and reserve three work stations if need be.</p>

		Homework: Rough cuts of your final film are due at the beginning of class on 1 November. We will spend the 3 rd production day critiquing the films in order to coordinate a final 5-minute version of the film. What will we include from each film?
11-01-11	HEAV 227	<p>Production day 3 Rough cut of films due, viewing with a CCC rep</p> <p>Homework: Relax! You just had a grueling month of class, but the end of the semester is in sight!</p> <p>I will edit the final cut of the film for the November 3rd showing based on our discussion in this class session. (Yay! No sleep for me!)</p>
11-03-11		<p>No class More rest</p> <p>Homework: Attend the <i>More to Live For</i> screening and reception on 3 November 2011 at 7:30 pm in Fowler Hall (<i>aka</i> our movie premiere!). There's also a reception after the event (at 9:00 pm) in the Stewart Center, but you are only required to attend the screening/reception that begins at 7:30 pm.</p>

Other Resources

Camera Guide: <http://www.camcorderanswers.com/manuals/canon-hv20.pdf>

iMovie 9 Basics: <http://www.thepeopleschannel.org/imovie09.pdf>