

Spring 2024	
<b>Meeting days:</b> Tuesdays, Thursdays	<b>Instructor title and name:</b> Nathan Gibbs Associate Professor of Media Communication
<b>Meeting times:</b> 11 a.m. – 12:15 p.m.	<b>Office Phone:</b> (619) 849-2415
<b>Meeting location:</b> Ryan Learning Center 108	<b>Email:</b> <a href="mailto:nathangibbs@pointloma.edu">nathangibbs@pointloma.edu</a>
<b>Final Exam:</b> May 2, 10:30 - 1 p.m.	<b>Office location and hours:</b> Cabrillo 205 MWF 9:30 – 12:30 p.m. and by appointment.

## PLNU MISSION

### To Teach ~ To Shape ~ To Send

Point Loma Nazarene University exists to provide higher education in a vital Christian community where minds are engaged and challenged, character is modeled and formed, and service is an expression of faith. Being of Wesleyan heritage, we strive to be a learning community where grace is foundational, truth is pursued, and holiness is a way of life.

## COURSE DESCRIPTION

Fundamentals of studio and field TV and film production. This includes basic technical and creative aspects of camera, lighting, sound, graphics, producing, directing, and editing. Group projects are viewed and critiqued by peers and the instructor for consideration of being included on the Point TV YouTube channel.

## PROGRAM LEARNING OUTCOMES

By the end of this course, you should be able to:

Outcome	Assessment
Demonstrate understanding of studio and field camera operation and audio production, video switching, graphics, teleprompter operation, lighting, make-up, basic engineering, camera and performer/actor staging, studio and field directing, scriptwriting and script breakdowns, digital-non-linear editing (Adobe Premiere software), and the writer-producer and performer roles in television/film production.	Production Competencies Production Observation Participation
Understand video and audio signal monitoring and processing.	Quizzes Final Exam
Effectively use television production language and processes, and practice the unique demands and challenges of the production process.	Film Project Television Program “How To” Video

## REQUIRED TEXT

- *Television Production Handbook*, 12th ed., 2015. Zettl.

## REQUIRED MATERIALS

- 64+ GB SD Card: Each student needs to purchase their own SD card and case for recording production competencies and their group projects. Minimum Specs: SDXC memory card with UHS Speed Class 3 (V30 or higher).
- Two-pocket folder for 8 x 11.5-inch paper

## RECOMMENDED MATERIALS

- 4+ TB external hard drive (for student projects throughout your PLNU career)
- Headphones (you may use studio's headsets but a purchasing your own is recommended)

## COURSE CREDIT HOUR INFORMATION

In the interest of providing sufficient time to accomplish the stated Course Learning Outcomes, this class meets the PLNU credit hour policy for a 3-unit class delivered over 15 weeks. It is anticipated that students will spend a minimum of 37.5 participation hours per credit hour on their coursework. For this course, students will spend an estimated 112.5 total hours meeting the course learning outcomes. The time estimations are provided in the Canvas modules.

## ASSESSMENTS AND GRADING

The following grading scale represents the minimum total percentage required to receive a given final grade:

A	A-	B+	B	B-	C+	C	C-	D+	D	D-
93	90	87	83	80	77	73	70	67	63	60

## FINAL EXAMINATION POLICY

Successful completion of this class requires taking the final examination on its scheduled day. The final examination schedule is posted on the [Traditional Undergraduate Records: Final Exam Schedules](#) site. If you find yourself scheduled for three (3) or more final examinations on the same day, you are authorized to contact each professor to arrange a different time for one of those exams. However, unless you have three (3) or more exams on the same day, no requests for alternative final examinations will be granted.

## CONTENT WARNING

I acknowledge that each of you comes to PLNU with your own unique life experiences. This contributes to the way you perceive various types of information. In this course, all of the class content, including that which may be intellectually or emotionally challenging, has been intentionally curated to achieve the learning goals for this course. The decision to include such material is not taken lightly. If you encounter a topic that is intellectually challenging for you, it can manifest in feelings of discomfort and

upset. In response, I encourage you to come talk to me or your friends or family about it. Class topics are discussed for the sole purpose of expanding your intellectual engagement in the area of Media Communication, and I will support you throughout your learning in this course.

## **INCOMPLETES AND LATE ASSIGNMENTS**

All assignments are to be submitted/turned in by the deadline associated with each assignment in Canvas. Some assignments may be completed late for reduced credit. Incompletes will only be assigned in extremely unusual circumstances.

## **SPIRITUAL CARE**

Please be aware PLNU strives to be a place where you grow as whole persons. To this end, we provide resources for our students to encounter God and grow in their Christian faith.

If students have questions, a desire to meet with the chaplain or have prayer requests you can contact your professor or the [Office of Spiritual Life and Formation](#).

## **STATE AUTHORIZATION**

State authorization is a formal determination by a state that Point Loma Nazarene University is approved to conduct activities regulated by that state. In certain states outside California, Point Loma Nazarene University is not authorized to enroll online (distance education) students. If a student moves to another state after admission to the program and/or enrollment in an online course, continuation within the program and/or course will depend on whether Point Loma Nazarene University is authorized to offer distance education courses in that state. It is the student's responsibility to notify the institution of any change in his or her physical location. Refer to the map on [State Authorization](#) to view which states allow online (distance education) outside of California.

## **PLNU COPYRIGHT POLICY**

Point Loma Nazarene University, as a non-profit educational institution, is entitled by law to use materials protected by the US Copyright Act for classroom education. Any use of those materials outside the class may violate the law.

## **PLNU ACADEMIC HONESTY POLICY**

Students should demonstrate academic honesty by doing original work and by giving appropriate credit to the ideas of others. Academic dishonesty is the act of presenting information, ideas, and/or concepts as one's own when in reality they are the results of another person's creativity and effort. A faculty member who believes a situation involving academic dishonesty has been detected may assign a failing grade for that assignment or examination, or, depending on the seriousness of the offense, for the course. Faculty should follow and students may appeal using the procedure in the university Catalog. See [Academic Policies](#) for definitions of kinds of academic dishonesty and for further policy information.

## **ARTIFICIAL INTELLIGENCE (AI) POLICY**

You are allowed to use Artificial Intelligence (AI) tools (e.g, ChatGPT, iA Writer, Marmot, Botowski) to generate ideas, but you are not allowed to use AI tools to generate content (text, video, audio, images)

that will end up in any work submitted to be graded for this course. If you have any doubts about using AI, please gain permission from the instructor.

## **PLNU ACADEMIC ACCOMMODATIONS POLICY**

PLNU is committed to providing equal opportunity for participation in all its programs, services, and activities. Students with disabilities may request course-related accommodations by contacting the Educational Access Center (EAC), located in the Bond Academic Center ([EAC@pointloma.edu](mailto:EAC@pointloma.edu) or 619-849-2486). Once a student's eligibility for an accommodation has been determined, the EAC will issue an academic accommodation plan ("AP") to all faculty who teach courses in which the student is enrolled each semester.

PLNU highly recommends that students speak with their professors during the first two weeks of each semester/term about the implementation of their AP in that particular course and/or if they do not wish to utilize some or all of the elements of their AP in that course.

Students who need accommodations for a disability should contact the EAC as early as possible (i.e., ideally before the beginning of the semester) to assure appropriate accommodations can be provided. It is the student's responsibility to make the first contact with the EAC.

## **LANGUAGE AND BELONGING**

Point Loma Nazarene University faculty are committed to helping create a safe and hospitable learning environment for all students. As Christian scholars we are keenly aware of the power of language and believe in treating others with dignity. As such, it is important that our language be equitable, inclusive, and prejudice free. Inclusive/Bias-free language is the standard outlined by all major academic style guides, including MLA, APA, and Chicago, and it is the expected norm in university-level work. Good writing and speaking do not use unsubstantiated or irrelevant generalizations about personal qualities such as age, disability, economic class, ethnicity, marital status, parentage, political or religious beliefs, race, gender, sex, or sexual orientation. Inclusive language also avoids using stereotypes or terminology that demeans persons or groups based on age, disability, class, ethnicity, gender, race, language, or national origin. Respectful use of language is particularly important when referring to those outside of the religious and lifestyle commitments of those in the PLNU community. By working toward precision and clarity of language, we mark ourselves as serious and respectful scholars, and we model the Christ-like quality of hospitality.

You may report an incident(s) using the [Bias Incident Reporting Form](#).

## **SEXUAL MISCONDUCT AND DISCRIMINATION**

In support of a safe learning environment, if you (or someone you know) have experienced any form of sexual discrimination or misconduct, including sexual assault, dating or domestic violence, or stalking, know that accommodations and resources are available through the Title IX Office at [pointloma.edu/Title-IX](http://pointloma.edu/Title-IX). Please be aware that under Title IX of the Education Amendments of 1972, faculty and staff are required to disclose information about such misconduct to the Title IX Office.

If you wish to speak to a confidential employee who does not have this reporting responsibility, you can contact Counseling Services at [counselingservices@pointloma.edu](mailto:counselingservices@pointloma.edu) or find a list of campus pastors at [pointloma.edu/title-ix](http://pointloma.edu/title-ix).

## PLNU ATTENDANCE AND PARTICIPATION POLICY

Regular and punctual attendance at all class sessions is considered essential to optimum academic achievement. If the student is absent for more than 10 percent of class sessions, the faculty member will issue a written warning of de-enrollment. If the absences exceed 20 percent, the student may be de-enrolled without notice until the university withdrawal date or, after that date, receive an “F” grade.

## USE OF TECHNOLOGY

Problems with technology do not relieve you of the responsibility of participating, turning in your assignments, or completing your class work.

## LOMA WRITING CENTER

The Loma Writing Center exists to help all members of the PLNU community cultivate transferable writing skills to engage their academic, professional, personal, and spiritual communities. We work toward this goal by conducting one-on-one consultation sessions, supporting writing education across the PLNU community, and participating in ongoing writing center research.

Getting feedback from the Loma Writing Center while you’re in the process of working on an assignment is a great way to improve the quality of your writing and develop as a writer. You are encouraged to talk with a trained writing consultant about getting started on an assignment, organizing your ideas, finding and citing sources, revising, editing for grammar and polishing final drafts, and more. For information about how to make in-person or online appointments, see [Loma Writing Center webpage](#) or visit the Loma Writer Center on the first floor of the Ryan Library, room 221.

## COURSE POLICIES: EQUIPMENT AND FACILITIES

**Check-Out/Check-In Hours of Operation:** Editing Bay and PLNU Studio equipment hours are posted on the PLNU TV & Film bulletin board by the studio door. These hours fit within the library hours with certain exceptions: Friday access may be limited to a couple of hours in the afternoon.

**PLNU Studio:** Camcorders, microphones, lighting kits, and other equipment are available for check-out at the PLNU studio. Unfortunately, we do not have enough equipment for everyone to use simultaneously so be sure to plan ahead. Eating and drinking is prohibited in the control room, edit bays, and on the studio floor. Students are required to clean-up, strike all equipment, and leave it on the studio floor for TAs to return to their proper places after labs and project sessions. If you bring items with you to the facility, be sure to bring them with you when you depart. The studio and edit bays need to be kept neat and clean.

**Equipment Guidelines for Professional Projects:** Students may not use equipment for professional production purposes without notifying the instructor. This includes getting paid by third parties for production services using university equipment or selling partial or completed projects to third parties. If a student desires to use university equipment for professional projects and wants to rent the equipment, they may do so by properly going through the request process with the instructor and studio media operations manager. Additionally, if a student takes on a professional project, and the project was referred to the student by university personnel or the instructor, then the project client must agree to a financial donation to the university above and beyond payment to the student. This amount must be negotiated by the client and the instructor.

**Equipment Policy:** Students who do not abide by equipment and facility policies will be penalized including a decrease in course participation grades, substantial late fee charges, and up to loss of equipment use privileges. The student who checks out equipment is responsible for the care of equipment. If equipment is lost or damaged, the student who checks out the equipment is responsible. See check out policy for further information.

**Technical Assistants:** You will be working with TA's (Technical Assistants) for your Production Competencies. Additionally, you will be working with the Point TV management team and students in COM 4025: Advanced Television Production. TA's and Point TV Leader names are posted on the bulletin board outside of the TV studio.

## **COURSE POLICIES: RECORDING PERMISSION PROCESS**

Please note: If these policies are not followed students will incur loss of equipment privileges.

**Shooting Indoors:** If you wish to shoot inside a building, including dormitories, you must secure permission in advance, that is to say, before you are on your way to the shoot. Please contact the Department of Communication Studies Office Assistant to acquire the phone numbers of the various building managers on campus to get permission. Ideally, it is best to request permission a week or more in advance unless a breaking story requires immediacy and/or spontaneity.

**Shooting Outdoors:** PLNU Public Safety requires that PLNU students shooting outdoors on campus have both their student ID on hand and faculty/university authorization. For the latter, if you are shooting for this course please screenshot the first page of our COM 2043 syllabus on your phone so that you have both this course's information and your instructor's information available for Public Safety. Note: if you are filming in or around the Fermanian Business Center please call and get permission in advance.

**Press Pass:** Additionally, by week five (5) of the semester the camera operator for class projects must wear a Dept. of Communication Studies "Press Pass" lanyard. Please go to the Dept. of Communication Studies office to acquire your "Press Pass" lanyard and personalize it as required.

**Recording off Campus:** Students are responsible for obtaining permission for all off-campus shoots. This means that if you are setting up a tripod and/or lighting and any extensive sound systems with crew and talent in public or private areas, you are responsible for getting permission to shoot--depending on which entity (the city, county, state, or federal government) "owns"/is responsible for that property. If you are shooting indoors on private property, you must get permission from the property owner. This can often require that you show that you have liability insurance which PLNU provides for student shoots. Be sure to contact the PLNU accounting office regarding insurance forms. Two helpful links are below:

San Diego city filming information:

[https://www.sandiego.gov/sites/default/files/filming\\_production\\_guide.pdf](https://www.sandiego.gov/sites/default/files/filming_production_guide.pdf)

Note: these San Diego city filming rules have been altered by the pandemic:

<https://www.sandiego.gov/specialevents-filming/filming>

**Trademark Policy:** If you a shoot video with a logo (i.e., a soft drink brand) prominently displayed in the picture and the logo/product is not being presented in a way intended by the manufacturer or it is shown in a negative light, the owner is more likely to take action against the filmmaker displaying it. In the case of PLNU specifically, students must get permission from the school to use their copyrighted identifiers.

Note:

- Buildings that can be seen from public areas can be filmed for any purpose.
- Public domain works (such as 19th century paintings or medieval manuscripts) are free for use.
- In answer to a common (but not intellectual property-related) question, documentarians don't need photo releases from individuals who are filmed in parks, streets or other public places where they have no expectation of privacy. If you single out an individual for special attention, you may need a release.
- Where a sound or image has been captured incidentally and without pre-arrangement, as part of an unstaged scene, it is permissible to use it, to a reasonable extent, as part of the final version of the video.
- A statement about the use of copyrighted music: there are plenty of free sites--or even better find a student to write something original that goes with the film (if so, they should write up an agreement in advance of the film's completion)—do note that film competitions will not accept films that violate copyright policy.

While fictional films differ in important ways from documentaries, please see and familiarize yourself with the Documentary Filmmakers' Statement of Best Practices in Fair Use:

<https://cmsimpact.org/code/documentary-filmmakers-statement-of-best-practices-in-fair-use/>

**Copyright Release:** The PLNU Dept of Communication Studies owns the copyright to all student video and film projects created as individual or group projects. This includes projects created by the use of student's personal equipment and/or the university's equipment in regular production courses and independent practicum course credit projects. The department has the right to make copies of student video and film projects in order to display them on the Point TV website, Facebook, Instagram, the YouTube channel, and faculty and/or student conferences and conventions for educational and program promotion purposes.

## ASSIGNMENTS AT-A-GLANCE

See Canvas for deadlines and assignment details.

*Film Project (250 points):* The final project for the semester is to complete video project using news, documentary or film techniques. The Pitch Proposal is 50 points or 5% of the final grade. The First Cut is 50 points or 5% of the final grade. The Final Cut is 150 points or 15% of the final grade. These phases of the project will collectively be assessed for a total of 25% of the final grade.

*Participation (150 points):* Each week, 10 points will be given for a combination of attendance, group participation, setting up equipment in class and packing it for storage after use. Participation points will collectively make up 15% of the final grade.

*Chapter Quizzes (150 points):* Open-book reading quizzes will be conducted outside of class across chapters in *Television Production Handbook*, 12th ed., 2015. Zettl. Fifteen quizzes will be assessed for a total of 15% of the final grade.

*Production Competencies (150 points):* Fifteen different skills will be demonstrated through completing competency checklists. Completed competencies make up 15% of the final grade. All competencies must be completed to receive a passing grade.

*Television Program (100 points):* The final studio production involves the entire class and will feature hosts interviewing producers of the film projects. Students will serve in various roles to produce a live-to-tape studio production. The final outcome will be assessed for a total of 10% of the final grade.

*Final Exam (100 points):* A cumulative final exam covering material from chapter quizzes will be assessed for a total of 10% of the final grade.

*"How To" Reel (50 points):* Students will produce a 60-second vertical video using the genre conventions of Instagram, YouTube or TikTok demonstrating a five-step process. The project will be assessed for a total of 5% of the final grade.

*Production Observation (50 points):* Students will observe a production outside of class including PTV Newscasts or other student film productions. Completion credit will total 5% of the final grade.