Course: MAS-312

Title: Television Studio Production

Term: Spring 2024

Credit hours: 3

Meeting days/time/location: Wednesdays 10 a.m.-12:45 p.m. in Taylor Education 180 (tv studio)

# Instructor Information

Name: Carey Higgins-Dobney

Email: careyh@uky.edu

Office building and room number: 173 Taylor Education

Cell phone: (503) 432-9438

Office hours: Tuesdays 1:00-2:00 p.m. and by appointment

# Course Description

This course offers an introduction to the basic principles, procedures, and techniques of studio video production from conception to completion. Practical training is offered on how to operate studio switchers, video cameras, audio equipment, and teleprompters. Students will gain experience in producing, scripting, directing, operating studio equipment, and editing.

# Course Prerequisites

There are no prerequisites for this class.

# Required Materials

Readings, videos and media will be provided in Canvas.

There is no textbook for this class.

# Skill and Technology Requirements

You will need regular access to a device that can load Canvas readings & videos, Rundown Creator, email and have the ability to communicate with groupmates during project planning and preproduction. Access to Adobe Suite would also be helpful. There are computer labs on campus with that access, including Blazer Dining 249.

You will also need an external drive for video, audio, graphic and other files. You’ll also want to save your completed projects for portfolio and fond memory purposes!

All studio production equipment will be provided for you in the Taylor Education studio. Field gear can be checked out from the equipment office in Blazer Dining. If you have your own field production gear you would like to use for preproduced project elements, you are welcome to do so.

*For technical assistance, contact ITS Customer Services 24/7 at 859-218-HELP (4357) for urgent needs. For non-urgent matters, choose the option that works best for you at* [*https://techhelpcenter.uky.edu/gethelp*](https://uky.service-now.com/techhelp?id=kb_article&sysparm_article=KB0011425)

*Additional resources include:*

*Distance Learning Programs:*

*Web:* [*http://www.uky.edu/ukonline*](http://www.uky.edu/ukonline)

*Email:* [*distancelearning@uky.edu*](mailto:distancelearning@uky.edu)

*Phone: 859-257-3377*

*Distance Learning Library Services (provides access to UK’s circulating collection):*

*Carla Cantangallo, DL Librarian (*[*carla@uky.edu*](mailto:carla@uky.edu)*)*

*Web:* [*http://libraries.uky.edu/DLLS*](http://libraries.uky.edu/DLLS)

*Phone: 859-218-1240*

*E-mail:* [*dllservice@email.uky.edu*](mailto:dllservice@email.uky.edu)

*Canvas Support Hotline/Chat*

*URL:* [*https://uk.instructure.com*](https://uk.instructure.com) *Click “help” button for 24/7 support.*

# Student Learning Outcomes

After completing this course, students will:

* Be familiar with studio and control room equipment, its use, and operation.
* Be able to provide a professional studio setting for various types of production projects.
* Be able to add to their portfolios of professional work.
* Be ready to use learned techniques, theories, and procedures in a professional industry

studio setting.

# Course Details

## Tentative Course Schedule, Activities and Exams

Here is a brief breakdown of the assignments you will have in this course, their point totals and tentative due dates. More information on all of this is in Canvas and will be talked about in class. As with most things in life, this is subject to change if unusual circumstances arise.

Essentially, there will be 4 production projects you will complete with your peers, each building on the previous projects and lessons. Each project will wrap with a brief reflection.

**Project 1 - Interviews:**

* Due Jan. 19 – interview questions (25 points)
* Due Jan. 24 (in class) – Production of the interviews (75 points)
* Due Jan. 26 (by 11:59pm) – Reflection on the production experience (25 points)

**Project 2 – 30 second spots:**

* Due Feb. 2 – spot script (25 points)
* Due Feb. 6 – spot elements (25 points)
* Due Feb. 14 (in class) – Production of the spots (100 points)
* Due Feb. 16 (by 11:59pm) - Reflection on the production experience (25 points)

**Project 3 – Newscast & Sportscast:**

* Due Feb. 23 – Preliminary rundown (25 points)
* Due March 5 – newscast & sportscast elements (25 points)
* Due March 6 (in class) – Production of the newscasts/sportscasts (200 points).
* Due March 8 (by 11:59pm) - Group participation survey & reflection (25 points)

**Project 4 – Choose Your Own Adventure:**

* Due March 22 – Choose Your Own Adventure written pitch (25 points)
* Due March 27 (in class) – Choose Your Own Adventure verbal pitch to class (25 points)
* Due March 27 (in class) – Choosing projects (25 points)
* Due April 3 (in class) – Project plan (25 points)
* Due April 24 (in class) – Choose Your Own Adventure projects (300 points)
* Due April 24 (by 11:59pm) – Survey on the overall class production experience (25 points).

**1000 points total**

## Grading Scale

This course is based on 1,000 points.

*900-1000 points = A*

*800-899 points = B*

*700-799 points = C*

*600-699 points = D*

*Below 600 = E*

*Late assignments lose a grade (10%) per day they are late unless they are excused.*

## Midterm Grades

*For undergraduates, midterm grades will be posted in myUK by the deadline established by the University Senate and published in the* [*Academic Calendar*](http://www.uky.edu/registrar/content/academic-calendar)*.*

## Attendance Policy/Acceptable Documentation

You are expected to show up to every class session. Television production is a team sport. Each project here requires on every member being in place when expected.

If you are sick, have an emergency or will miss class for another reason, please let me and your project-mates know as soon as possible. You are adults and life happens. Please be responsible for your attendance.

Please do not schedule appointments during class time.

Late work that does not come from an excused absence will be penalized 10% per day it is late.

# Assignment Policies

## Assignment Submissions

All text-based assignments will be turned in on Canvas.

All presentations will be done in person in our classroom.

## Returning Assignments to Students

Feedback and grades will be posted within 2 weeks for projects. If something goes sideways and there will be a delay, I will let you know.

## Late Assignments

Late assignments are penalized one grade (10%) per day they are late unless the absence/lateness is excused. Please contact the instructor as soon as is reasonable if you will be absent or need an assignment extension [due to one of these circumstances](https://www.uky.edu/universitysenate/excused-absences).

## Assignments Due during Prep Week

Your final production project for this course will be take place during the last class period, which is the Wednesday of Prep Week. The final reflection will be due Wednesday of Prep Week. This semester, that is April 24, 2024.

There is no final exam for this course. Wahoo!

# Academic Policy Statements

Here are required [Academic Policy Statements](https://universitysenate.uky.edu/academic-policy-statements) for you to peruse.

# Academic Offenses (Cheating, Plagiarism, and Falsification or Misuse of Academic Records)

There are University rules regarding academic honesty that cover plagiarism, cheating and misuse of academic records. [Rules Regarding Academic Offenses](https://ombud.uky.edu/students/academic-misconduct-process)

# Resources

This campus [has numerous resources that you may find helpful for this and other courses.](https://studentsuccess.uky.edu/student-support-services/academic-support)

There are also a number of other [student-specific resources.](https://studentsuccess.uky.edu/student-support-services) I encourage you to use them if needed.

# Diversity, Equity, and Inclusion

The University of Kentucky is committed to our core values of diversity and inclusion, mutual respect and human dignity, and a sense of community ([Governing Regulations XIV](https://www.uky.edu/regs/gr14)). We acknowledge and respect the seen and unseen diverse identities and experiences of all members of the university community. These identities include but are not limited to those based on race, ethnicity, gender identity and expressions, ideas and perspectives, religious and cultural beliefs, sexual orientation, national origin, age, ability, and socioeconomic status. We are committed to equity and justice and providing a learning and engaging community in which every member is engaged, heard, and valued.

We strive to rectify and change behavior that is inconsistent with our principles and commitment to diversity, equity, and inclusion. If students encounter such behavior in a course, they are encouraged to speak with the instructor of record and/or the Office of Institutional Equity and Equal Opportunity. Students may also contact a faculty member within the department, program director, the director of undergraduate or graduate studies, the department chair, any college administrator, or the dean. All of these individuals are mandatory reporters under University policies.

# Classroom Behavior Policies

This is a class where we explore various media and use various media to access it. Please be respectful in your use of technology during class lectures and discussions. If it’s not relevant to what we are talking about, don’t be using it.

This class also will involve discussions, both online and off, and presentations by your fellow classmates and myself. Please refrain from unnecessary chatter during class time. Act professionally during discussions. Y’all are adults. You know how to behave.

# Course Recordings

The University of Kentucky [Code of Student Conduct](https://www.uky.edu/studentconduct/code-student-conduct) defines Invasion of Privacy as using electronic or other devices to make a photographic, audio, or video record of any person without their prior knowledge or consent when such a recording is likely to cause injury or distress.

Meetings of this course may be recorded. All video and audio recordings of lecturers and class meetings, provided by the instructors, are for educational use by students in this class only. They are available only through the Canvas shell for this course and are not to be copied, shared, or redistributed.

As addressed in the Code of Student Conduct, students are expected to follow appropriate university policies and maintain the security of linkblue accounts used to access recorded class materials. Recordings may not be reproduced, shared with those not enrolled in the class, or uploaded to other online environments.

If the instructor or a University of Kentucky office plans any other uses for the recordings, beyond this class, students identifiable in the recordings will be notified to request consent prior to such use. In anticipation of such cases, students may be asked to complete an “authorization of use” form by a faculty member.

Video and audio recordings by students are not permitted during the class unless the student has received prior permission from the instructor. Any sharing, distribution, and or uploading of these recordings outside of the parameters of the class is prohibited. Students with specific recording accommodations approved by the Disability Resource Center should present their official documentation to the instructor.

# Course Copyright

All original instructor-provided content for this course, which may include handouts, assignments, and lectures, is the intellectual property of the instructor(s). Students enrolled in the course this academic term may use the original instructor-provided content for their learning and completion of course requirements this term, but such content must not be reproduced or sold. Students enrolled in the course this academic term are hereby granted permission to use original instructor-provided content for reasonable educational and professional purposes extending beyond this course and term, such as studying for a comprehensive or qualifying examination in a degree program, preparing for a professional or certification examination, or to assist in fulfilling responsibilities at a job or internship; other uses of original instructor-provided content require written permission from the instructor(s) in advance.