

ESM 441

Intro to Environmental Media Production

Bren School of Environmental Science & Management

Description: This course is designed to give students the basic skills needed to conceptualize, capture, edit, and deliver short-form video content with an environmental theme.

Basic elements of cinematography, lighting, sound and editing are covered. Through lectures and practical demonstrations of production equipment and techniques, students will gain the skills necessary to produce a short film.

Dates & Times: Tuesdays & Thursdays 2:00pm - 3:15pm

First Class: November 1st, 2018

Last Class: December 6th, 2018

Locations: Room 1510; Bren Media Lab; Kurr Hall

Instructor of Record: Steve Gaines / Michael Hanrahan

Email: hanrahan2012@gmail.com

Phone: 805-453-6912

Office Location: Media Lab

Office Hours: Tuesdays, 3:30pm – 5pm and by appointment

Course Text: Environmental Media Production, Custom Reader

Assignments and Grades:

Pirate Story	Individual Assignment	–	10 points
Editing	Individual Assignment	–	20 points
Basic Camera Handling	Individual Assignment	–	30 points
Interview with a Scientist	Production Team	–	<u>40 points</u>
TOTAL			100 points

There is no final exam in ESM 441. The final project is the ‘Interview.’

Production Teams: Two or more person teams for the final assignment (INTERVIEW WITH A SCIENTIST). Team up with someone from the class by Week 5.

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Required Class Materials

- Class Reader (approx. \$40)

Recommended Class Materials: External hard drive with at least 500 GB storage. (Lacie Rugged Triple External Hard Drive, 1TB)

Presentation of Assignments

- Video assignments will be handed in using an online client review software called WIPSTER (www.wipster.com).
- All submitted documents for review must be typed and professionally presented.
- A missed deadline or incomplete work will result in the loss of one letter grade.

Attendance

If you miss a class, you likely missed something important and it will be difficult to catch up. If you do need to miss a class, please notify me ahead of time with your explanation. I do understand that life emergencies do come up. It is your responsibility to get the notes from that class and / or hand in assignments due on that day.

CLASS SCHEDULE

CLASS 1

2:00pm - 3:15pm

Lecture: Introduction; course overview; calendar review

Location: Room 1510

Assignment: Reading "Filming Vocabulary & Technique"
Write "Pirate Story"

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CLASS 2

2:00pm - 3:15pm

Lecture: Phases of Production; Deconstructing film

Location: Room 1510

Assignment: Basic Camera Handling

Due: "Pirate Story"

CLASS 3

2:00pm - 3:15pm

Camera DEMO: Set up; Movement; Technique

Location: Bren Media Lab

Assignment: Editing

CLASS 4

2:00pm - 3:15pm

Adobe Premier Demo I

Location: Digital Editing Lab, 1st floor Kerr Hall

Assignment: Interview with a Scientist

CLASS 5

2:00pm - 3:15pm

Adobe Premier Demo II

Location: Digital Editing Lab, 1st floor Kurr Hall

CLASS 6

2:00pm - 3:15pm

Sound DEMO

Location: Bren Media Lab

Due: Editing

CLASS 7

2:00pm - 3:15pm

Lighting DEMO

Location: Bren Media Lab

Due: Basic Camera Handling

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CLASS 8

2:00pm - 3:15pm

Art of the Interview

Location: Bren Media Lab

CLASS 9

2:00pm - 3:15pm

Client Management

Location: Room 1510

CLASS 10

2:00pm - 3:15pm

Review and critique Interview

Location: Bren Media Lab

Due: Interview with a Scientist

ASSIGNMENTS

ASSIGNMENT ONE Pirate Story

Using film language taken from the FILM VOCABULARY AND TECHNIQUE section of your Reader, provide a narrative from the perspective of Pirate Captain Bill and his crew of delinquents as they navigate the treacherous waters off the Channel Islands in the 1600's.

Length: 2-3 pages, typed, double spaced

Grade (0-100) will be based on your correct use of film vocabulary and your creative storytelling.

ASSIGNMENT TWO Editing 101

Your assignment is to edit together a minimum of 6 shots from the stock video material you will be provided. Apply graphic titles and a music soundtrack of your choice to the edited sequence.

Your finished assignment will be no more than 2 minutes.

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Grade (0-100) will be based upon successful execution of:

- clip selection
- cuts only editing
- importing and editing music files
- the creation of graphic titles
- exporting final edit

You will need:

Stock video (provided by instructor)

Adobe Premier software and computer

Music (CD, MP3, etc.)

Special Instructions:

Audio levels should be at correct setting (-6dB).

ASSIGNMENT THREE Basic Camera Handling (BCH)

This assignment introduces you to the techniques and camera movements that you will utilize in future assignments. It's important to master these core moves as they are the basis for all good films.

Special Instructions:

Proper exposure, framing, composition, and white balance.

Shot on location using available ambient light.

Presented in the order found here with the correct shot # and the title of the shot at the start of each move.

You will need:

Camera

Tripod

Flash media card

Adobe Premier software and computer

Music

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Include a music soundtrack of your choice.

Use graphic titles to label each shot clearly with **Shot #** and description.

Grade (0-100) will be based upon successful execution of the following 10 shots:

Shot #1: Rack Focus / Depth of Field

Focus on an object in the foreground (or background) and then smoothly change the focus to bring another subject (in the background or foreground) into focus.

Camera must be on a tripod.

Shot #2: Pan

Pan the camera, moving from one subject at the start of the move to another subject at the end of the shot. Hold three (3) seconds at the beginning and end of the pan. Make the move as smooth as possible.

Camera must be on a tripod.

Shot #4: Tilt

Using the tripod handle, tilt the camera up or down from a compelling subject at the “top” and “bottom” of the move.

Camera must be on a tripod.

Shot #5: Hand Held

Follow a living subject (person, dog, cat, etc.) with camera at eye level of the subject, moving as steady and smoothly as possible. Limit shake of camera—bend knees.

Tripod NOT required or recommended.

CONTINUITY SEQUENCE (hold each shot for 4 seconds)

Shot #6: Establisher or Wide Shot

A very wide angle shot that will be used as your “establishing shot” in a movie. Sets the scene.

Camera must be on a tripod.

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Shot #7: Long shot

Long shot is “tighter” than a Wide Shot or Establisher, but still includes the complete subject and key elements of the scene. Camera must be on a tripod.

Shot #8: Medium Shot

Medium shot is “tighter” than a Long Shot and usually includes the upper torso (from the waistline up) of a human subject. Camera must be on a tripod.

Shot #9: Close Up

Close up is very tight on a subject, typically framing the face. Camera must be on a tripod.

Shot #10: Interview shot... RULE OF THIRDS

Shoot a medium shot placing a human subject in the 1/3, avoiding the center of the frame. Camera must be on a tripod.

ASSIGNMENT FOUR Interview with a Scientist

This assignment encourages you to refine your technique for capturing an excellent interview. In this final assignment, you will be utilizing all of your production skills: camera handling; sound recording; lighting; and editing.

LIGHTING

- Light an interior space (office, lab, etc.) with lighting kit; proper exposure on subject.

or

- Set up exterior interview location using bounce cards / reflectors / silks

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- Interviewee's face should have one of the following lighting patterns:

Rembrandt

Loop

Split

Paramount

What You Will Need:

Camera

Tripod

Light Kit / Reflectors

Microphone

Flash media card

Adobe Premier software

Music

EDITING

- "A Roll / B Roll" mix
- Include a music soundtrack of your choice

Grade (0-100) will be based upon successful execution of a successful video interview of a scientist and appropriate B roll that compliments the interview.

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Strategic Environmental Communication and Media Focus

Introduction to Environmental Media Production						
ESM 441 - Room 1510						
Instructor: Michael Hanrahan						
FALL 2018						
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Week 1	10/29	10/30	10/31	11/1	11/2	11/3
		NO CLASS		2:00pm - 3:15pm Lecture: Introduction; course overview; calendar Location: Room 1510 Assigned: Pirate Story; Reader "Film Vocab & Technique"		
Week 2	11/5	11/6	11/7	11/8	11/9	11/10
		2:00pm - 3:15pm Lecture: Phases of Production; Deconstructing film Location: Room 1510 Assigned: Basic Camera Handling Due: Pirate Story		2:00pm - 3:15pm Camera DEMO: Set up; Movement; & Technique Location: Bren Media Lab Assigned: Editing		
Week 3	11/12	11/13	11/14	11/15	11/16	11/17
		2:00pm - 3:15pm Adobe Premier DEMO I Location: Digital Editing Lab, 1st floor Kerr Hall Assigned: Interview with a scientist		2:00pm - 3:15pm Adobe Premier DEMO II Location: Digital Editing Lab, 1st floor Kerr Hall		
Week 4	11/19	11/20	11/21	11/22	11/23	11/24
		2:00pm - 3:15pm Sound DEMO Location: Bren Media Lab Due: Editing		THANKSGIVING HOLIDAY		
Week 5	11/26	11/27	11/28	11/29	11/30	12/1
		2:00pm - 3:15pm Lighting DEMO Location: Bren Media Lab Due: Basic Camera Handling		2:00pm - 3:15pm Art of the Interview DEMO Location: Bren Media Lab		
Week 6	12/3	12/4	12/5	12/6	12/7	12/8
		2:00pm - 3:15pm Lecture: Client Management Location: Room 1510		2:00pm - 3:15pm Review and Critique of INTERVIEW Location: Bren Media Lab Due: Interview With A Scientist		