

Digital Video

Arts I

(aka Beginning Video)
The Manual



"The rehearsal went about the way you'd expect a rehearsal to go if you were covering three volcanoes all exploding at the same time and you didn't expect any of it. So from time to time if I say we take you now by camera to the snapping crocodiles in Adventureland and instead someone pushes the wrong button and we catch Irene Dunn adjusting her bustle on the Mark Twain, don't be too surprised, it's all in fun and that's what we're here for."

Art Linkletter, July 17, 1955
Disneyland opening day, live broadcast

Main Entry: **in·teg·ri·ty**, from <http://www.m-w.com/dictionary/integrity>

Pronunciation: in-'te-gr&-tE

Function: *noun*

Etymology: Middle English *integrite*, from Middle French & Latin; Middle French *integrité*, from Latin *integritat-*, *integritas*, from *integr-*, *integer* entire

1 : firm adherence to a code of especially moral or artistic values : **INCORRUPTIBILITY**

2 : an unimpaired condition : **SOUNDNESS**

3 : the quality or state of being complete or undivided : **COMPLETENESS**

synonym see HONESTY

Mission Valley ROP

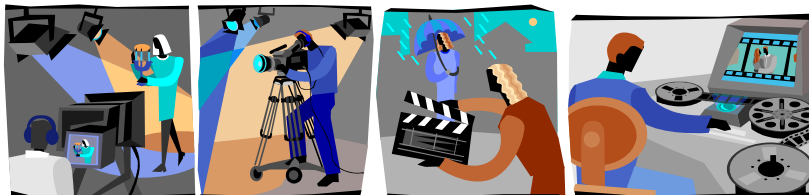
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Pages 10 thru 16 need to be returned to Ms. Feist by 2/5/10

Attendance and Participation

- Mission Valley ROP's mission is to prepare students for employment, and career preparation via post-secondary educational opportunities. Just as in business and industry, where employees are expected to show up on time every day, Mission Valley ROP students are expected to be on time for classes every day. **Lack of attendance or punctuality may mean dismissal from the class.**
- **Participation** in this class will influence your grade, as may tardies and absences. *When you are tardy, you may miss crucial information and assignments.* Your participation grade may be influenced by your ability to follow school and class rules, participation in class discussions, and contribution to video projects.
- **Excused absences** Make up assignments may be requested by students with excused absences only, such as medical, legal or bereavement circumstances. Failure to complete make up assignments will adversely affect your grade. If you are tardy or miss a Mission Valley ROP class multiple times, you will lose units of credit and your grade may suffer. Be advised that credits are earned by attendance only and cannot be made up.
- **Truancies** (cuts) may not be made up. Any truancy on the day of a quiz, exam, or assignment automatically merits a zero on that assignment. If you do not want a zero, do not cut class.
- **Variable Credit** is practiced with this ROP class. Lack of attendance = lack of units.
- **If you are absent** it is up to you to request any work / information / notes you may have missed.

Behavior

- Stay focused
- Practice common courtesies
- Begin and end on time
- Practice common sense
- Social hour is after school
- Work with integrity
- Use approved electronics only when allowed
- Respect others and their property
- Do not videotape/photograph the teacher
- When working in small groups, speak quietly
- Rolling chairs must be used with discretion
- Remain quiet during a video or presentation

Attitude counts toward your grade, as does attendance and class participation. Just as you cannot choose who your company employs, you will not always choose who you work with in this class. Not participating negatively affects other students in this class which isn't fair to them.

It is the nature of video and film production to 'hurry up and wait'. How you 'wait' is part of your participation grade. Use the down time productively, for example:

- begin pre-production for another project
- use an editing computer to experiment with special effects
- create Livetype graphics, or help other students with theirs
- NO FRIENDS VISITING and no computer games!



Copyright Laws & Cheating

We do not use the work of others in this class without the proper permissions. Any student caught cheating on an exam or copying work (including movie reviews) from other students (or off the internet) will be given a behavior contract and a failing grade on that assignment. Any subsequent incident will result in immediate termination from his/her Mission Valley ROP program, a failing grade, and loss of credits.

Dress Code

Proper attire is expected of Mission Valley ROP students. Pajamas, slippers, sweat pants, or clothing that is too revealing or a distraction should not be worn. Appropriate undergarments must be worn at all times. Clothing must be clean, neat, in good repair and must convey professionalism. Clothing which covers the head and eyes for fashion purposes will not be allowed ie: hats, caps, hoodies, do-rags, skull caps, bandannas, sunglasses, etc. Applying makeup must be done outside of class with the single exception of costume makeup for a video scene. **NO HATS MAY BE WORN IN THE BUILDING.** Please avoid applying perfume or cologne before or during class.

Equipment Rules

We respect the equipment here. If school provided equipment breaks or is stolen, then it is gone *poof* no replacements and you will have to use your own. Do not bang cameras on any equipment nor will you twirl it by a cable or wire, etc. Only tender loving care. AND USE THE LENS CAP!

In order to use the school cameras you will need an agreement of liability signed by a parent/guardian. Overnight check out is available by appointment, and may not be available during class. Advanced video has priority for check out over the long holiday break(s).

- You may check out equipment provided your parent-signed agreement allows it.
- All equipment will be returned and checked in on the date it is due.
- Failure to return equipment on time may result in a permanent loss of check-out privileges.
- Equipment may not be checked out during class until the teacher gives leave to do so.

Cameras are checked out in pre-packed kits including tripods. Not by individual item.

Tripods are available for check out by students who own a camera but no tripod.

When using the school computers...

- Do not remove the mouse or keyboard of any classroom computers. Doing so will be considered an attempt to steal school property.
- When you save your project to a computer, be sure to follow the posted guidelines for where to save and how to name it. Inappropriately named files will be deleted.
- You may only use school computers for class / school related purposes.

If the equipment doesn't work or is broken, say so! Recount what you were doing and what it was that doesn't work. 'This camera doesn't work' is not an adequate description. Otherwise the next student to check out that camera will have the same problem. And it might have been something I could have easily fixed...

Emergencies & Lockdowns

Earthquake – Move away from the windows and duck & cover under a desk. If it's a desk with a computer on it, make sure you're tucked in enough so if the computer falls it will not hit you. Remain quiet so you can listen for further instructions. Evacuation may or may not be called for.

Fire/Evacuations - All students will immediately, quickly and QUIETLY evacuate the building. If exiting from room 201/203 use the stairs nearest Stevenson Blvd. The class will meet and roll will be taken in the back half of the parking lot, second row in from Stevenson Blvd. Look for your instructor. You will stay in this area unless instructed otherwise by your teacher or an administrator

Lockdown – Immediately move away from all windows and doors. Remain quiet so you and those around you can listen for instructions. If you are in the restroom, or another room at the time of a lockdown, remain there unless it is unsafe. If you are in the lobby then move to Student Services or the Board Room. If you are in the hallways, duck into a nearby classroom if you can, otherwise hide where you can. All doors will automatically lock and you may NOT open them to let others in until an "all clear" is called.

In all cases, notify your teacher of any sort of injury and do not use your cell phone unless given clearance to do so by an administrator or your instructor.

Food and Drink

No food (including candy) or drinks (with the exception of water in clear plastic bottles) will be allowed in MVRP buildings, including classroom, lobby, hallway, and restrooms. The Student Lounge is the only room where food or drinks other than water may be consumed. Students violating this policy will receive one warning. Any subsequent incident may result in termination from the ROP program. Students are encouraged to eat breakfast before school and snack at brunch.

Grading

Grading is on a standard scale. If you are 1% shy of the next higher grade and you have missed an assignment, or have attendance problems, I will not round up. Participation and attitude will also be a factor in this decision.

A = 100-90 B = 89-80 C = 79-70 D = 69-60 F = 59-below



Participation	35%
Tests & Quizzes	13%
Video Projects	30%
Movie Critiques	9%
<u>Other Classwork</u>	<u>13%</u>
Total:	100%



How each area of a production is graded... For each video project you will receive a check list of all the required elements and points assigned to that element. In some cases, you will be asked to fill out this checklist yourself and turn it in, or ask a peer to grade your work for you using the checklist. Rubrics give you an idea of how to you will earn points for each element. You can find them online at: www.penguindaze.com/rubrics.html

Homework

- Place homework in the 'in' box on the desk. PLEASE do not hand it to the teacher. Typed homework may be e-mailed – but please paste into the body of the e-mail or send in the .rtf or .doc format. Not the new .docx.
- Late work, when accepted, will be at a loss of one full grade per day late, with the exception required by IEPs and excused absences. **Limit: one week late.**
- Make-up work is not given to students with unexcused absences. If you have an excused absence, be sure to ask for missed assignments/handouts on the day of your return. Make-up packets are provided only by request.
- Use 8.5 x 11" paper for homework, with any fuzzy edges removed before turning in.
- You may e-mail most homework assignments to your instructor.

Illegal Substances (see smoking)

Just a few Tips to a better grade

- Watch television / films and pick them apart, form opinions
- E-mail your homework, or turn it in early
- Change camera angle often and keep it steady!
- Recreate "Natural Eye" (camera shots that recreate what we see)
- Use only your best footage (if it's awful, don't use it!)
- Turn in every homework assignment!



Kudos

A Certificate of Completion will be awarded for a those achieving a grade of 70% or higher in this class, no more than 3 tardies, have received a passing grade on their final video & portfolio and who have demonstrated a good work ethic (i.e. No behavior issues). The Student of the Year award may be awarded to a student who exhibits professional behavior and work ethic, takes the initiative to work with and help others, and who has successfully completed all assignments.

Leaving during class (Off-Campus Release):

- When circumstances require a student to be released from class early at the parent's request, photo identification will be required by Mission Valley ROP to facilitate release of the minor child to the parent's custody.
- If parent/guardian cannot come to the ROP Center, a signed note from parent/guardian to the instructor and/or front desk stating the date, time, reason for release, and valid signature. The note must contain a phone number to verify with the parent/guardian the reason for leaving campus.
- If a signed note is not presented to proper personnel and a parent/guardian cannot be present to check out the student, a phone call from parent is required.
- Once on campus, students may not leave Mission Valley ROP campus during school hours without proper authorization, such as that listed above.
- Remember, if a student pick up happens during class, be clear if it will be at ROP or Kennedy

Murphy's Law for Video

- ✘ If everything seems to be going well, you have obviously overlooked something.
- ✘ Nothing is as easy as it looks, and everything takes longer than you think, so start now.
- ✘ Whenever you set out to do something, something else must be done first.
- ✘ When broken equipment is demonstrated for the teacher, it will work perfectly.
- ✘ The perfect song for your project is copyrighted and illegal to use.

Net·work·ing – as defined by: <http://www.m-w.com/cgi-bin/dictionary>

1 : the exchange of information or services among individuals, groups, or institutions; *specifically* : **the cultivation of productive relationships for employment or business.**

2 : the establishment or use of a computer network.

Outline for Digital Video Arts 1 at Kennedy

Week: *(subject to change)*

- 1 Introduction, history of TV, basic job positions
- 2 Scripting, composition, the production process
- 3 Storyboarding, camera use, coordinating people & equipment
- 4 Introduction to editing, silent movies, hero's journey storytelling
- 5 Non-linear editing (text and audio), Garageband, interviewing techniques
- 6 Film Editing techniques (a/b rolling), lighting, documentary videos
- 7 Chroma key, television markets, affiliate vs O&O, documentaries
- 8 Careers in television, timecode, student presentations
- 9 **Midterm**, applying and interviewing for jobs
- 10 Film treatments, writing for TV news, film study
- 11 Control room assignments (tv job duties), production switchers
- 12 Practice in the tv studio, Kuleshov Effect
- 13 Media formats, TV aspect ratios, start final videos
- 14 Budgeting, dealing with clients, film study
- 15 Historic film moments and new technologies, Final project production
- 16 Final project production, resumes
- 17 Evaluating production problems, project post-production, movie openings
- 18 Post-production wrap-up, portfolios, sports movie formulas
- 19 Burning DVDs, B-Movies



Parking

- High school students who wish to park on the ROP campus must purchase an annual \$10 parking permit, which allows parking in the Mission Valley ROP Center parking area. The parking permit must be displayed at all times. Students must not park in staff or visitor spaces and/or block aisles.
- Students must sign a Mission Valley ROP parking permit application and agreement.
- Replacement permits are \$10.
- Non-Kennedy high school students are not allowed to park in the Kennedy High School lot.
- Failure to adhere to these policies will result in denial of parking privileges and/or ticketed/towing.

Quick, start planning your Final Video! This project is your chance to show off what you have learned in this class and create a festival entry. You pick the subject and genre. You are the writer/director/producer and will 'hire' a crew to assist you. In return, you will be required to crew for others. This is a true test of video production skills, management, networking, and artistic expression. If you do not complete a final video, you will not receive a certificate of completion for the class.

Rules for Videotaping outside the classroom

- 1) You may not leave the ROP campus to videotape during class.
- 2) YOU MUST BE QUIET!
- 3) Ask for a hall pass and fill it out completely before asking for an instructor signature
- 4) This class is not about getting your friends out of their classes for fun. In the rare opportunity that I let you ask an ROP teacher to use a student during class, you must have written permission from their instructor at least a full day before the scheduled shoot. Any other interviews needed must be done during lunch, before, or after school.
- 5) If a teacher or administrator asks you to leave, do not put up a fight. Pack your equipment and return to class QUIETLY!
- 6) Do not videotape anyone (student/teacher/administrator, etc) who does not wish to be videotaped! This includes Ms. Feist. Really, don't go there.
- 7) Return to class by the expiration time on your hall pass.

Smoking / Illegal Substances

The use of tobacco, alcohol and drugs by minors is against the law. Students found in violation will be reported to law enforcement, dropped from his/her Mission Valley ROP program, and returned to his/her home school for further disciplinary action. Disciplinary action may include expulsion from school.

Tardies

Students must arrive on time to class. Talking on a cell phone or having personal conversation outside the class is unproductive and will be considered a tardy. Tardiness reduces instructional time and is disruptive to the classroom. Tardies may result in a student being placed on contract, earning a lower grade, being dropped from the class, and will prevent the student from receiving a course certificate and earning full credits for the course.

Umore (that's Italian for Humor)

I have a tremendous sense of humor. If you're not sure if I'm serious or kidding, ask me. However, I do not have a sense of humor about videos supporting drug use, alcoholism, gangs or violence. Profanity and weapons in a video as well as the classroom are not permitted.

Video Groups

Most projects will be completed in groups. This is an exercise in working with others you may not know or may not like, as a reflection of actual job market experience. You may not request to be grouped with your friends. Participation within assigned groups is required and 'sitting this one out' will seriously lower your grade. Grading group projects will be a collective effort. Each group member will write both a self-evaluation and their view of who contributed to the group and in what way, as well as who inhibited the group in its efforts. The critique by others will effect your grade, so it is especially important to work as a team and share responsibility and BE HONEST!!

Work Ethic

Developing a solid work ethic is a major goal of the program and is particularly important in the field of video production where you are often the only person with your job duties. Grades will be determined in part by these standards:

- Regularly present and on-time
- Works well independently or in a team
- Responsible for equipment and assignments and follows through on tasks
- Cooperative and productive behavior
- Pays attention to directions and asks questions if they are not understood

X-tra Credit

Extra Credit may be offered from time to time to those students who have completed all assignments to date. If you not do your homework, you may not make up for it with extra credit.

浴室 (Bathroom policy)

We will begin class with a policy of: one pass is available. When group work has begun (and the demonstration is over) one person at a time may excuse his/herself with the pass to use the restrooms. Restroom breaks should be kept short as others are likely waiting. Please note, there are security cameras outside the bathroom door as well as in other parts of the building including some classrooms.

Note: MVROP has security cameras and they are recorded.



The Handbook Agreement

Name: _____ Class time: _____

If the **student** requests reminders about assignment due-dates, please legibly and clearly print the student's e-mail address here:

If the **parent/guardian** requests reminders about assignment due-dates, or wishes to receive e-mail notification of a low grade, please legibly print the parent/guardian e-mail address they should be sent to here:

If the parent/guardian may be willing to do any of the following, please check the appropriate line below:

_____ Arrange for a guest speaker in the field of television and video production

_____ Volunteer to staff our annual multimedia festival on the evening of May 14th.

We, the undersigned, have reviewed all policies and rules contained in this handbook and are aware of the requirements it sets forth. The student agrees to abide by all rules and procedures. Consequences for not complying may result in being placed on contract, or will be removed from the class. Equipment checkout is a privilege and we understand it may be revoked should the rules of the class not be followed.

Student Signature

Parent Signature

Date

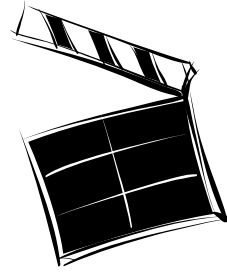
Want to access a student's grade online?

Grades are only accessible with a password, and are not posted online until a password has been requested. To request a password you can write it on this form, or e-mail your request (with the student's name in the subject line) to bfeist@mvrop.org.

- Grades online are accessed via the course website: www.penguindaze.com
- You will need to know the student's last name (as listed on the course roster) and will not have access to other students grades.
- Grades online will bear only the student's school ID number, not their name.
- Passwords must be between 6 and 24 characters, no spaces or symbols.
- Passwords may be a combination of numbers and letters.

If you choose, you can write your chosen password here: _____

The system is not perfect. If you have problems, or notice something is missing (wrong term posted, etc) please let me know immediately.



MVROP EQUIPMENT CHECKOUT LIABILITY FORM

Terms & Conditions

Digital Video Arts students and their parents/guardians are liable for the loss, and/or damage of video equipment, when they have checked it out for classroom, campus or for off campus use. Most of the equipment was purchased new within the past year and it is in excellent condition. Depending on what the students check-out for their project, the cost of the equipment is estimated to be between \$1,000 - \$3,500. The cost of equipment used in the classroom ranges from \$2,500 - \$11,000. Most of the HD cameras are *new* for the Fall 09 semester, the others having been used one semester. Older SD cameras are available as well.

Equipment Check-Out: Terms and Conditions

1. Students must use school equipment for approved class projects only.
2. Students must use the equipment with responsibility, care, and professionalism.
3. Students must return equipment on time, on check-in date or check-out privileges will be revoked. If a student will be absent for any reason on the date equipment is due, arrangements must be made for the equipment to be dropped off at MVROP. At the very least, call.
4. Students are responsible for returning equipment in the same conditions it was checked-out, and note any issues the camera may be having. (many can be fixed)
5. Students, parents/guardians will pay for replacement of equipment lost or damaged by their student.

In order for students to check-out video equipment, students, parents/guardians must accept the terms and conditions. This contract may be applied to students seeking use of video equipment for school projects, but enrolled in another class. Please check the appropriate line, sign and return. If no check is made, the overnight category will be assumed.

_____ Authorize student for **overnight** and school time equipment checkouts

_____ Authorize student for equipment checkouts **only during class time**

_____ Do **not** check out equipment to my student; we will provide our own

We accept liability for the equipment the student listed below chooses to check out, and will do everything we can to respect due dates and return equipment in its original condition.

Print Student Name

Student Signature

Class period

Parent/Guardian signature

Date

Movie Filter

Digital Video Arts I

Parents and guardians,

Throughout the course of the semester the class will be shown a number of films to demonstrate the various elements of the production process (ie. editing, cinematography, story structure, etc). Listed below are the planned films rated PG-13 and above. Written assignments may accompany these films.

No student will be penalized should parental consent be withheld. An alternate assignment will be given in its place. Additional clips may be viewed in class of films chosen by the students themselves. Students are asked to keep their presentations (and the videos they create) appropriate. For the films listed below, please review their rating and note those films you do not choose to give consent to:

- "**Battleship Potempkin**" (UR) 1925 Odessa steps, most famous edited sequence (Kuleshov effect)
- "**Bourne Supremacy**" (PG-13) 2004 - first 10 min to demo how action films hook you in quickly
- "**Brazil**" (R) 1985 – 2 minutes of gun battle shown to the class while studying Kuleshov editing
- "**Naked Gun 33 1/3**" (PG-13) 1991 – first 5 min of movie shown on Kuleshov day
- "**Apocalypse Now**" (R) 1979 – first 10 minutes (no killing is seen in this clip)
- "**Austin Powers: Goldmember**" (PG-13) 2002 – opening sequence and clip of "captions"
- "**Broadcast News**" (R) 1987 – 10 min of clips that take place entirely in the news room / studio
- "**Edward Scissorhands**" (PG-13) 1990 – full movie shown for those who finish projects early
- "**Get Smart**" (PG-13) 2007 - full movie shown in discussion of action films
- "**Happy Gilmore**" (PG-13) 1995 - full movie shown for those who finish projects early
- "**Laura Croft: Tomb Raider**" (PG-13) 2001 – swinging from bungee cords, & scene with father
- "**Mr. Deeds**" (PG-13) 2002 – short clip
- "**Moulin Rouge**" (PG-13) 2000 – opening sequence and DVD menu
- "**Notting Hill**" (PG-13) 1999 - short clip in beginning of movie of orange juice being spilled
- "**Peggy Sue Got Married**" (PG-13) 1986 – short clip during initial school reunion scene
- "**Superman**" (PG-13) 1978 – short clip shown during storyboard lesson
- "**Titanic**" (PG-13) 1997 – short clip during the formal dinner scene do demo mistakes in films
- "**Untouchables**" (R) 1997 – train station w/baby carriage scene shown while studying Kuleshov editing
- "**Walking Tall**" (PG-13) 2004 – short clip
- "**Waynes World**" (PG-13) 1992 – opening sequence and clips of shooting in the 'real' studio
- "**Wimbledon**" (PG-13) 2004 – "Ball Control" special feature on the DVD

More information may be found at: <http://www.mpa.org/FilmRatings.asp>

I give consent for my student to view all films listed above, with the exception of those films that I have crossed out.

Student Name (please print)

Class period

Parent/Guardian Signature

Date

MEDIA RELEASE CONTRACT

Dear Parents/Guardians:

Mission Valley ROP is proud of the many accomplishments of our students and staff. Often, such accomplishments draw the attention of newspapers, television stations, our MVROP student video crew or other media who visit our schools to photograph, film and/or interview students during various activities. In addition we often use pictures of our students in Mission Valley ROP publications. In consideration, please indicate whether or not your child can be photographed, filmed or interviewed by the news media or student video crew for Mission Valley ROP publications, web productions, or educational videos.

Please complete and return this form to your child's ROP class by Friday, February 5, 2010.

By checking the "I give permission box" you are allowing your child to be photographed, filmed, or interviewed during school and classroom activities by members of the news media and student video crew. Additionally, your child's photograph and/or words (in print and/or aural) can be used in Mission Valley ROP publications and web productions. When we feature student photos on our internet site we do not include names. Please note, this form does not include classroom displays or yearbook photos. If you do not want your child in a yearbook, contact your child's home school principal.

If you have any questions, please feel free to contact me at the phone number listed below.

Thank you,
Allison Aldinger
Public Relations Administrator
(510) 657-1865 ext. 15141

Media Release Refusal – School Year 2009 – 2010

I GIVE PERMISSION for my child to be photographed, filmed, or interviewed by the news media or student video crew for any reason. In addition, I give permission for Mission Valley ROP to use my child's photograph and/or words (in print and/or aural) in Mission Valley ROP publications and web productions.

I DO NOT GIVE PERMISSION for my child to be photographed, filmed, or interviewed by the news media or student video crew for any reason. Nor do I give permission for Mission Valley ROP to use my child's photograph or words in Mission Valley ROP publications and web productions.

Student is to return this form to their ROP class instructor by Friday, February 5, 2010.

Student's Name: _____ Grade Level: _____

ROP Teacher: Ms. Feist ROP Class: Digital Video Arts

Parent/Guardian Signature: _____ Date: _____