1. Individual meetings – 10 points- 80 Points
   a. Show up – 5 points
   b. Making progress 1 to 5 points
   c. What have you done- what is next and how can I help
2. First submission- looking for technical quality- 75 points.
   a. 5-point deduction for every unacceptable practice as described by Mr. Weaver handout included
   b. Must be 10 or 15 minutes- or it will not be accepted at all.
3. Mentor review- 50 points- written report. - S-U rubric to be provided
4. Final submission with implementation of instructor and mentor suggestions-50 points. S-U

<table>
<thead>
<tr>
<th>Name</th>
<th>First submission due date</th>
<th>Final Submission due date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cleckley, Terrell Marquise</td>
<td>November 5 class period</td>
<td>December 3 class Period</td>
</tr>
<tr>
<td>Basalla, Mackenzie Ann</td>
<td>November 5 class period</td>
<td>December 3 class Period</td>
</tr>
<tr>
<td>Craig, Madeleine Cleo</td>
<td>November 5 class period</td>
<td>December 3 class Period</td>
</tr>
<tr>
<td>Canty, Benjamin Robert</td>
<td>November 7 class period</td>
<td>December 5 class Period</td>
</tr>
<tr>
<td>Helvin, Tyler Thomas</td>
<td>November 7 class period</td>
<td>December 5 class Period</td>
</tr>
<tr>
<td>Hall, Carter Steven</td>
<td>November 7 class period</td>
<td>December 5 class Period</td>
</tr>
<tr>
<td>Bondi, Emily A</td>
<td>November 9 class period</td>
<td>December 7 class Period</td>
</tr>
<tr>
<td>Duerring, Christen Lee</td>
<td>November 9 class period</td>
<td>December 7 class Period</td>
</tr>
<tr>
<td>Braun, Katarina Minis</td>
<td>November 9 class period</td>
<td>December 7 class Period</td>
</tr>
<tr>
<td>Turner, Lucas Alan</td>
<td>November 12 class period</td>
<td>December 13 FinalsPeriod</td>
</tr>
<tr>
<td>Somora, Molly Elisabeth</td>
<td>November 12 class period</td>
<td>December 13 FinalsPeriod</td>
</tr>
<tr>
<td>Ammons, Kayla Nicole</td>
<td>November 12 class period</td>
<td>December 13 FinalsPeriod</td>
</tr>
<tr>
<td>Secrist, Emily Lauren</td>
<td>November 12 class period</td>
<td>December 13 FinalsPeriod</td>
</tr>
</tbody>
</table>

URAC spring presentations encouraged
Public viewing TBA
Best Practices in Video Production

In the Field (shooting and recording audio)

Video recording settings! Video - use high resolution 1080p HD (29.99 30fps) 720p format has a resolution of 1280x720 or an aspect ratio of 16:9 (widescreen tv).

Shoot steady shots- if it’s too shaky, it’s unacceptable. Always try to use a tripod. Handheld work requires you to be up close to the subject or action. No zooming. You zoom by getting the camera and your body as close as you can to the subject.

Focus your shots. Any shot out where the subject is out of focus fails to meet professional practices. Always review your shots in the field.

Avoid unnecessary pans and zooms. If a zoom or pan is used, and cannot be justified, then you’re wasting the time it takes to let the camera movement play out on screen. If you do use a pan or zoom, you must begin where the cam movement begins and allow it to come to a complete stop.

Shoot plenty of b-roll.

- Get angles.
- Be creative.
- Get plenty of reaction shots.
- Get plenty of cutaways.
- Shoot all elements of a sequence so you can edit a continuous flow of action.
- Listen to the interviews and know your story. Get the shots that will let you SHOW your story.
- Or tell the story you shoot.

Framing - have a clean background and frame your objects in easy view. For portrait style video, have the objects lit well with a contrasting background (bright or dark); upper torso shot is recommended. Embrace the closeup for interviews and reaction shots

Apply Rule of Thirds. Eyes of subjects go on the top third line. For wider shots, the heads are on the top third line. Avoid too much head room or empty space. Apply Rule of Thirds when it comes to talking or walking room.

Avoid shooting profile shots in interviews. Show both eyes on a subject in interviews.
Practice good lighting technique- You want clean, balanced lighting.

Apply the three-point lighting triangle. If you only have one light available, use it as the key light.

- Always use a light.
- Create interesting lighting with the backlight. Avoid shooting into windows. Close binds.
- Move interview subjects away from always. Have some room between the subject and the background.
- If you’re outside, use the correct filter for outdoor conditions. This will mean a neutral density filter on DSLR cameras.
- Always use the sun as a key light.
- Avoid shooting into bright backgrounds and hot gray or white skies.
- Make sure the subject of a shot or interviews are brighter than the backgrounds.

Good audio recorded in the field with the correct microphone positioned for the situation.

Unacceptable errors include:

- Any audio distortion or error corrupts your production. The audience will hear it and notice it. The professionals will know not accept it. Unacceptable audio levels.
  - Distorted audio (dirty, muffled, messy audio edits).
  - Distracting background noise, hums, hisses, etc.
  - Low audio (interviews where you have failed to properly mic the subject. You can’t just depend on the camera’s condenser mic or a shotgun mic on the camera. Use a lav or properly positioned microphone).
  - Overmodulated audio. Levels are too high, and the sound is splattered.

**Best practices in post-production/video editing**

Audio: It works extremely well if you only listen to it as a radio story; effective bursts or environmental sound as bites helped make points or change location or activities; editing advanced the story; used it as bridges; managed well under reporter’s track and when cover shots are used over bites. Blended audio effectively with correct levels; audio is normalized and demonstrated consistent levels between reporter track, bites and nat sound bursts; audio edits were clean and free of pops or hiccups; nat sound was effective while the main track was audible.

- ERRORS that will require you to fix the problems immediately include and put your deadline at risk include: Uneven sound across the production, this includes natural sound burst or natural sound under, music under, etc.
- All main track audio must be leveled out so bites, voice over, interviews, burst, etc. are evented out and adjusted to match levels.
- Nat sound or music under must also be adjusted so it does not overwhelm the main audio tracks.
Sequencing: Compelling, well-paced sequences that flow flawlessly and match up to the audio: script and interviews; telling the story you shot; you took advantage of television being an intimate medium with appropriate use of close-ups; avoided jump cuts and created a seamless flow of action; helped the audience make eye contact during interviews; free of continuity errors.

Creativity: Use of compelling action sequences; demonstrated a style with angles and audio in effective and unusual ways; demonstrated good pacing and rhythm that is appropriate for the story and audience; used close-ups and reaction shots well.

Graphics/CGs: Graphics appear on screen effectively and for an appropriate amount of time; positions based on Rule of Thirds and safe area; have a proper contrast in size, shape, color, and don’t bleed into the background or video; accurate information; and proper spelling and grammar are required.

Overall impact: The project is clean and well-edited with no jump cuts, no gaps and excellent pacing. All audio levels are even. The message or story is clear and focused with a beginning, middle, and end. It’s credible, sourced, and worthy of a demo reel.

RECAP OF UNACCEPTABLE ERRORS- These mistakes will alert the experts that you are a beginner. These mistakes will severely hurt your chances of impressing professionals with your demo reel.

- WE SHOULD NEVER SEE subjects visibly holding microphones for themselves.
- Shaky, out of focus, unusable video or unnecessary zooms or pans.
- Blue or orange video indicating improper white-balance or filter choice.
- Underexposed shots (video levels are too dark).
- Overexposed shots- dark video (video levels are too bright).
- A failure to include pad at the beginning or end (proper pad is :03 at the beginning & end) of a final production.
- Continuity problems or unjustifiable jump cuts (breaking in continuity of action, violation of the line of action (180-degree rule), etc.
- Flash Frame(s) in editing or other obvious continuity flaws.
- Factual errors in information, script, reporting, etc.
- Misspelling in CGs and graphics.
- Mispronunciation in the reporter or voice over track.
- Ineffective, unreadable, mispositioned graphics.
- Mishap in reporter/announcer track (use of a bungled/botched take).
- Copyright violation.
- Failing to attribute information or credit work from other people.
- Misrepresenting individuals, facts, violating laws (Wiretapping Law, trespassing, etc.) or violating privacy
- Missed deadline.