

Department of English & Writing Studies  
Film Studies Program**Film Aesthetics**  
**Film Studies 2270F (001)**

Fall 2017

**Instructor:** Greg De Souza**Course Location:** Thurs AHB 3B04 | Fri AHB 3B02**Office hours:** Fridays 11:30-1:30 pm  
IGAB ON47**Course Date/Time:** Thurs 12:30-2:30 pm |  
Fri 1:30-4:30 pm**Antirequisite(s):** The former Film Studies 170F/G**Prerequisite(s):** At least 60% in [Film Studies 1020E](#) or permission of the Department.

Unless you have either the requisites for this course or written special permission from your Dean to enroll in it, you may be removed from this course and it will be deleted from your record. This decision may not be appealed. You will receive no adjustment to your fees in the event that you are dropped from a course for failing to have the necessary prerequisites.

Course Description

This course offers a hands-on introduction to digital video production, exploring fundamentals of narrative filmmaking. Students will work through a series of collaborative studio projects aimed at developing knowledge and technical proficiency regarding: pre-production planning and scripting, composition and visual communication, manual camera control, colour grading, lighting, audio recording and sound design, as well as editing and stylization in post-production.

Studio production and experimentation will be complemented by online technical demonstrations, lectures, readings, discussions, and viewings aimed at developing critical response skills, conceptual foundations, and language appropriate for image evaluation and analysis. These will provide students with versatile tools and approaches through which ideas about filmmaking may be explored, and developed, culminating in a video production project. No prior experience with digital technology and/or video production is required, as this is an introductory course intended to prepare students for further study and exploration in the Film Aesthetics stream.

**Objectives:**

Upon completing the course, you will be able to:

- Effectively use a DV camera in manual shooting mode to focus, white balance, adjust exposure and audio levels;
- Apply conventions of shot framing, movement, sequencing and continuity;
- Effectively use the Premiere Pro CS6 Non-linear editing software;
- Demonstrate an understanding of basic approaches to studio and outdoor reflective lighting;
- Effectively select and use appropriate technology for audio capture and sound design;
- Effectively use primary and secondary colour grading tools for colour design;
- Critically evaluate how meaning is generated through the organization and manipulation of sound and image, over time;

- Actively and constructively engage in critiques of peer's work, and integrate feedback to further develop their own work;
- Use the terminology of video production to articulate ideas and intents in a clear, effective, and professional manner.

### Course Materials

- Required Text: available at the Book store -*How to Shoot Video that Doesn't Suck* by Steve Stockman ISBN: 978-0-7611-6323-7
- SDHC or SDXC card class 10. A Micro SD card in an adapter will also work. You can purchase these when needed from the Arts and Humanities Technical Services Sign Out or any electronics store. A 32GB card will be adequate.
- A laptop computer and external hard drive (recommended minimum: 500GB) Headphones with 1/8" plug (preferably not ear buds) would be an asset.
- Instructional videos and other supplementary material will be posted on OWL.

### Methods of Evaluation

The grade for the course will be arrived at as follows:

#### **Assignments:**

Assignments are designed to incorporate ideas and approaches learned both in class and through independent research, practice and experimentation. Students are encouraged to challenge themselves to explore, personalize, and expand on the creative potential of these skill sets. Note that there is no final written exam.

Student performance will be evaluated in terms of technical proficiency, conceptual focus, synthesis, and work ethic. Successful projects will clearly demonstrate knowledge in four key areas:

- **preproduction** - research/planning,
- **production**, - capture of video/audio, and experimentation,
- **post production** effective editing including synchronizing audio and video, and color grading.
- **distribution** exporting video using an appropriate codec for YouTube and use on social media.

A penalty of **5%** may be deducted from assignments submitted late, or those not presented in the required format. It is the student's responsibility to remain informed as to submission details and requirements. Assignments without official documentation will not be accepted after grades have been released. By communicating with the instructor before missing a due date you can avoid this penalty.

#### Value of Assignments

- Mini Assignments Portfolio 30%(best 5/6)
- Culminating Project 1 20%
- Culminating Project 2 30%
  
- Quizzes/Personal Learning 15%
- Participation 5%

A student must receive a passing grade for both term work and the final examination in order to receive a passing grade for the course. This applies to all courses in all programs offered by the department. Students whose term and final exam grades average 50% or above, even though one of the two is a failure, shall receive a default grade of 48%. **Please note:** The department of English & Writing Studies does not release final grades. All undergraduate grade reports will be available online from the Office of the Registrar.

Students are fully responsible for looking at and being familiar with the information posted on the department website at <http://www.uwo.ca/english/undergraduate/Student%20Information.html>.

**Timetable:**

WESTERN UNIVERSITY|FACULTY OF ARTS & HUMANITIES|DEPARTMENT OF FILM STUDIES|FILM 2270F|

**2270F - ASSIGNMENTS**

GREG DE SOUZA | INSTRUCTOR

TASK	DUE DATE
<p><b>Culminating Project 1 – work with a partner or two –each producing their own video</b></p> <p>Option 1: Who are you? How did you get here? Where are you going?                      Option 2: Canada 150: Define your Canada. Where has Canada come from, what is it now, and where is it going based on your experience. (people, land, activity, history, ideas, emotions)</p> <p><b>This video must be a minute or less.</b></p> <ul style="list-style-type: none"> <li>• Deconstruct a story board of a 1 minute sample commercial  <a href="https://www.youtube.com/watch?v=Dd1FNPx_YN4">https://www.youtube.com/watch?v=Dd1FNPx_YN4</a></li> <li>• <a href="https://www.youtube.com/watch?v=tPWblgh52wl">https://www.youtube.com/watch?v=tPWblgh52wl</a></li> <li>• <a href="https://www.youtube.com/watch?v=qdPXQLrueRg">https://www.youtube.com/watch?v=qdPXQLrueRg</a></li> <li>• <a href="https://www.youtube.com/watch?v=QINv6rebyTU">https://www.youtube.com/watch?v=QINv6rebyTU</a></li> <li>• <a href="https://www.youtube.com/watch?v=r-uEfcdmcqQ">https://www.youtube.com/watch?v=r-uEfcdmcqQ</a></li> <li>• Create a story board or shot list for the project <b>due Sept. 15</b></li> <li>• Describe the shots you will employ. Ex. establishing shot, close up, medium, long shots etc</li> <li>• Record the audio and video <b>with a partner/s</b>.</li> <li>• You may include personal photos/home videos, or recordings.</li> <li>• The images and music should be primary in communicating your thoughts and feelings</li> <li>• You may include sound effects or royalty free music.</li> <li>• Edit with Adobe Premiere Pro.</li> </ul>	<p>October 27</p>
<p><b>Mini Assignment 1 – Rule of Thirds</b> – work with a partner or two to shoot – edit and produce individual videos.</p>	<p>September 22</p>

TASK	DUE DATE
<p>Record a landscape of nature, an architectural scene and a portrait to illustrate the “rule of thirds” Reframe each shot moving from one angle to another while maintaining the rule of thirds. Tell a story in these three shots.</p> <p>Tip: Hold the beginning and end of each shot for 5 seconds.</p> <p>Tip: Create transition shots by tilting/panning to the sky, a solid object like a tree, pillar or wall or the ground. Consider how the direction of these transitions will flow one to another.</p>	
<p><b>Mini Assignment 2 – Sync Audio and video</b> – work with partners to capture - produce your own individual video.</p> <p>Capture your own short reading of a poem, paragraph, cereal box or perform a song. Use a digital record to capture the audio. Sync video and audio. Add broll to illustrate your story. For example cut to close ups of the book or an image that illustrates your performance.</p> <p>Tip: Mark your film and audio with two claps.</p> <p>Tip: To sync the file, watch your audio meters. Step back one step and mark both the audio and video before putting them together in the sequence.</p> <p>Tip: Shoot in one take moving the camera to change the shot following the rhythm of the reading or shoot several takes with various framing and cut them together.</p> <p><a href="https://www.youtube.com/watch?v=-SEHs7rn8q0&amp;index=30&amp;list=PL-ACXDPTcHaxbzvcAbG6uKVmvNI9CiZ5s/s">https://www.youtube.com/watch?v=-SEHs7rn8q0&amp;index=30&amp;list=PL-ACXDPTcHaxbzvcAbG6uKVmvNI9CiZ5s/s</a></p>	September 29
<p><b>Mini Assignment 3 – Illustrate camera and object movement-</b> work with a partner or two- produce individual cuts.</p> <ul style="list-style-type: none"> <li>• Capture a still life with four varied <b>camera movements</b>.</li> <li>• Capture a <b>moving object</b> ie. Someone moving, a vehicle traveling away from, towards or parallel to the camera. <i>Use the tripod, fig rig, slider or dolly for this assignment.</i></li> <li>• Capture a shot <b>combining camera and object movement</b></li> <li>• Tell a story.</li> </ul> <p>Group members can use the footage to cut their own videos.</p> <p>Tip: use a story board or shot list before you begin to shoot.</p>	October 6
<p><b>Mini Assignment 4 – Colour –work in groups of two or three-</b> produce individual videos. No audio is required but the right music may enhance the project.</p> <ul style="list-style-type: none"> <li>• Story board and create an establishing scene of a main character and his/her destination.  <p style="margin-left: 40px;">Draw the viewers’ attention using colour. Mute the background colors and make the character’s costume or eyes “pop”.</p> </li> </ul> <p>Tip: Use of lighting and costume during production can make life easier in post.</p>	October 20

TASK	DUE DATE
<p>Tip: Film a 18% grey card, white card or pantone colour swatches at the beginning of each shot for reference.</p> <p>Tip: Use the Three way Color Corrector and RGB curves to adjust luminance, white balance, hue and saturation in Post production</p> <p><a href="https://www.youtube.com/watch?v=jMWUgN0Mz2U&amp;list=PL-ACXDPTcHaxbzvcAbG6uKVmvNI9CiZ5s&amp;index=25">https://www.youtube.com/watch?v=jMWUgN0Mz2U&amp;list=PL-ACXDPTcHaxbzvcAbG6uKVmvNI9CiZ5s&amp;index=25</a></p> <p><a href="https://www.youtube.com/watch?v=TG0qvIWnm7M&amp;index=24&amp;list=PL-ACXDPTcHaxbzvcAbG6uKVmvNI9CiZ5s">https://www.youtube.com/watch?v=TG0qvIWnm7M&amp;index=24&amp;list=PL-ACXDPTcHaxbzvcAbG6uKVmvNI9CiZ5s</a></p> <p><a href="https://www.youtube.com/watch?v=11wsl3ugAs8&amp;index=26&amp;list=PL-ACXDPTcHaxbzvcAbG6uKVmvNI9CiZ5s">https://www.youtube.com/watch?v=11wsl3ugAs8&amp;index=26&amp;list=PL-ACXDPTcHaxbzvcAbG6uKVmvNI9CiZ5s</a></p> <p><a href="https://www.youtube.com/watch?v=QBmlc2Mw0Jw&amp;index=27&amp;list=PL-ACXDPTcHaxbzvcAbG6uKVmvNI9CiZ5s">https://www.youtube.com/watch?v=QBmlc2Mw0Jw&amp;index=27&amp;list=PL-ACXDPTcHaxbzvcAbG6uKVmvNI9CiZ5s</a></p> <p><a href="https://www.youtube.com/watch?v=K5GVx-97NZI&amp;list=PL-ACXDPTcHaxbzvcAbG6uKVmvNI9CiZ5s&amp;index=28">https://www.youtube.com/watch?v=K5GVx-97NZI&amp;list=PL-ACXDPTcHaxbzvcAbG6uKVmvNI9CiZ5s&amp;index=28</a></p> <p><a href="https://www.youtube.com/watch?v=Q6QnHDon-sw&amp;list=PL-ACXDPTcHaxbzvcAbG6uKVmvNI9CiZ5s&amp;index=29">https://www.youtube.com/watch?v=Q6QnHDon-sw&amp;list=PL-ACXDPTcHaxbzvcAbG6uKVmvNI9CiZ5s&amp;index=29</a></p>	
<p><b>Mini Assignment 5 -Over the Shoulder – group of four</b></p> <p>Recreate a scene of dialogue between two people (from a play, a book or movie.) Using one camera create an OTS angle of this scene. Consider carefully the lighting, capture of sound, camera movement, continuity and editing to create an overall design. Work together to capture the scene and then each person will take the footage and make their own cut of the video.</p> <p>Tip: Use rack focus to direct the audience’s attention.</p> <p>Tip: A shallow depth of field may be useful in this setting</p> <p>You will have to film the scene at least three times. You need a wide shot and an OTS angle for each character.</p> <p>**Your actors may read from a script</p>	November 3
<p><b>Mini Assignment 6 – Multiple camera and audio</b></p> <p>Part 1: In two groups video tape an interview, a short reading or performance with two or three cameras and at least one field recorder.</p> <p>Part 2. Each groups member will create their own edit of the video using the nesting feature of Adobe Premiere to work with the multiple tracks.</p> <p>Tip: Mark the beats and important points on the audio track. These points will help you align your cuts.</p>	Nov. 17

TASK	DUE DATE
<p><b>Culminating Project – Production Company simulation – one group video</b></p> <p>Parody a scene from a movie or a play for approximately 5 minutes or write and create your own story.</p> <p>Work together in your production company to produce the culminating video. Assign roles to share the work of preproduction, production, post and distribution.</p> <p>Each group member will complete assessments of their contribution and the contribution of other group members.</p> <p>Upload the final video or a trailer to YouTube, (Upload by <b>Nov 24<sup>th</sup></b>) promote it through social media and discuss the analytics after one week. (<b>Nov. 30<sup>th</sup></b>)</p> <p>You will introduce your video at our Film festival organized by your marketing team. The <b>Film Aesthetics RGB Trophy</b> will be awarded.</p> <p>Tip: Remember to create a complete credit roll.</p> <p>Tip: Cut on the action</p> <p>Tip: Jump cuts are usually unacceptable.</p> <p>Tip: Audio is half the video.</p>	<p>Dec 1</p>

**Note:** You may negotiate a change in any given project. If you have an idea for a different project speak to Greg De Souza and prepare a written project proposal showing how you project will illustrate the same elements of the project you are substituting. You must complete 5 of the 6 mini assignments. You may choose to opt out of either assignment 4, 5 or 6.

Accommodation

Students seeking academic accommodation on medical grounds for any missed tests, exams, participation components and/or assignments worth 10% or more of their final grade must apply to the Academic Counselling office of their home Faculty and provide documentation. Academic accommodation cannot be granted by the instructor or department. Documentation shall be submitted, as soon as possible, to the Office of the Dean of the student’s Faculty of registration, together with a request for relief specifying the nature of the accommodation being requested. The UWO Policy on Accommodation for Medical Illness and further information regarding this policy can be found at [http://uwo.ca/univsec/pdf/academic\\_policies/appeals/accommodation\\_medical.pdf](http://uwo.ca/univsec/pdf/academic_policies/appeals/accommodation_medical.pdf).

**Downloadable Student Medical Certificate (SMC):**

[http://www.uwo.ca/univsec/pdf/academic\\_policies/appeals/medicalform.pdf](http://www.uwo.ca/univsec/pdf/academic_policies/appeals/medicalform.pdf)

### Academic Offences

Scholastic offences are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offence, at [http://www.uwo.ca/univsec/pdf/academic\\_policies/appeals/scholastic\\_discipline\\_undergrad.pdf](http://www.uwo.ca/univsec/pdf/academic_policies/appeals/scholastic_discipline_undergrad.pdf)

### **Plagiarism:**

Students must write their essays and assignments in their own words. Whenever students take an idea or passage from another author, they must acknowledge their debt both by using quotation marks where appropriate and by proper referencing such as footnotes or citations. Plagiarism is a major academic offence.

### **Plagiarism Checking:**

All required papers may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted for such checking will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between The University of Western Ontario and Turnitin.com <http://www.turnitin.com>.

All instances of plagiarism will be reported to the Chair of Undergraduate Studies. Proven cases of plagiarism will result in a grade of zero for the assignment. Subsequent offences will result in failure for the course.

### Support Services

Registrarial Services <http://www.registrar.uwo.ca>

Student Support Services <https://student.uwo.ca/psp/heprdweb/?cmd=login>

Services provided by the USC <http://westernusc.ca/services/>

Student Development Centre <http://www.sdc.uwo.ca/>

Students who are in emotional/mental distress should refer to MentalHealth@Western: <http://www.uwo.ca/uwocom/mentalhealth/> for a complete list of options about how to obtain help.