

# 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, 2:00pm - 3:15pm

First Class: October 3, 2017

Last Class: December 5, 2017

**Locations:** Room 1510; Bren Media Lab; Kurr Hall

**Instructor of Record:** Michael Hanrahan

Email: [hanrahan2012@gmail.com](mailto:hanrahan2012@gmail.com)

Phone: 805-453-6912

Office Location: Media Lab

Office Hours: Mondays, 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>  |
| <b>TOTAL</b>               |                       |   | <b>100 points</b> |

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. Team up with someone from the class by Week 5.

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### Required Class Materials

- Class Reader (\$40)
- Thumbnail drive (minimum of 1GB) for handing in video assignments.

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

### Presentation of Assignments

- All assignments will be handed in on a thumbnail drive. Put your full name on a piece of masking tape and table your thumbnail drive.
- When handing in your drive with an assignment loaded, please be sure to label the folder and video file with the name of the assignment and your last name.

EXAMPLE:        BCH\_campbell.mov  
                      Interview\_jacobsen.mov  
                      Editing\_vincent\_vangough.mov

### General Guidelines

- 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.

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### 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"

#### **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 Workshop: 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

# ESM 441

## **Intro to Environmental Media Production**

*Bren School of Environmental Science & Management*

### **CLASS 7**

2:00pm - 3:15pm

Lighting DEMO

Location: Bren Media Lab

Due: Basic Camera Handling

### **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, 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.

# ESM 441

## Intro to Environmental Media Production

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### **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.

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 to -12dB).

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### **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.

# ESM 441

## Intro to Environmental Media Production

*Bren School of Environmental Science & Management*

You will need:

Camera

Tripod

Flash media card

Adobe Premier software and computer

Music

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*

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

Camera must be on a tripod.

### *Shot #2: Pan the camera*

Pan a wide angle scene with the horizon line completely straight throughout the move. 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 on a subject with something of interest 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.

# ESM 441

## Intro to Environmental Media Production

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### **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.

#### *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.

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### **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

- 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.



| <b>Bren School of Environmental Science &amp; Management</b> |               |  |                  |                 |               |                 |
|--|---------------|--|------------------|-----------------|---------------|-----------------|
| Strategic Environmental Communication and Media Focus        |               |  |                  |                 |               |                 |
| Introduction to Environmental Media Production               |               |  |                  |                 |               |                 |
| ESM 441 - Room 1510  |               |  |                  |                 |               |                 |
| Instructor: Michael Hanrahan                                 |               |  |                  |                 |               |                 |
| FALL 2017  |               |  |                  |                 |               |                 |
|  | <b>Monday</b> | <b>Tuesday</b>   | <b>Wednesday</b> | <b>Thursday</b> | <b>Friday</b> | <b>Saturday</b> |
| Week 1   | 10/2          | 10/3   | 10/4             | 10/5            | 10/6          | 10/7            |
|  |               | 2:00pm - 3:15pm<br>Lecture: Introduction; course overview; calendar<br>Location: Room 1510<br><b>Assigned: Pirate Story; Reader "Film Vocab &amp; Technique"</b>         |                  |                 |               |                 |
| Week 2   | 10/9          | 10/10  | 10/11            | 10/12           | 10/13         | 10/14           |
|  |               | 2:00pm - 3:15pm<br>Lecture: Phases of Production; Deconstructing film<br>Location: Room 1510<br><b>Assigned: Basic Camera Handling (BCH)</b><br><b>Due: Pirate Story</b> |                  |                 |               |                 |
| Week 3   | 10/16         | 10/17  | 10/18            | 10/19           | 10/20         | 10/21           |
|  |               | 2:00pm - 3:15pm<br>Camera DEMO: Set up; Movement; & Technique<br>Location: Bren Media Lab<br><b>Assigned: Editing</b>  |                  |                 |               |                 |
| Week 4   | 10/23         | 10/24  | 10/25            | 10/26           | 10/27         | 10/28           |
|  |               | 2:00pm - 3:15pm<br>Adobe Premier DEMO I<br>Location: Digital Editing Lab, 1st floor Kerr Hall<br><b>Assigned: Interview with a scientist</b>                             |                  |                 |               |                 |
| Week 5   | 10/30         | 10/31  | 11/1             | 11/2            | 11/3          | 11/4            |
|  |               | 2:00pm - 3:15pm<br>Adobe Premier DEMO II<br>Location: Digital Editing Lab, 1st floor Kerr Hall   |                  |                 |               |                 |
| Week 6   | 11/6          | 11/7   | 11/8             | 11/9            | 11/10         | 11/11           |
|  |               | 2:00pm - 3:15pm<br>Sound DEMO<br>Location: Bren Media Lab<br><b>Due: Editing</b>   |                  |                 |               |                 |
| Week 7   | 11/13         | 11/14  | 11/15            | 11/16           | 11/17         | 11/18           |
|  |               | 2:00pm - 3:15pm<br>Lighting DEMO<br>Location: Bren Media Lab<br><b>Due: Basic Camera Handling</b>  |                  |                 |               |                 |
| Week 8   | 11/20         | 11/21  | 11/22            | 11/23           | 11/24         | 11/25           |
|  |               | 2:00pm - 3:15pm<br>Art of the Interview DEMO<br>Location: Bren Media Lab   |                  | HOLIDAY         |               |                 |
| Week 9   | 11/27         | 11/28  | 11/29            | 11/30           | 12/1          | 12/2            |
|  |               | 2:00pm - 3:15pm<br>Lecture: Client Management<br>Location: Room 1510   |                  | THANKSGIVING    | HOLIDAY       |                 |
| Week 10  | 12/4/17       | 12/5/17  | 12/6/17          | 12/7/17         | 12/8/17       | 12/9/17         |
|  |               | 2:00pm - 3:15pm<br>Review and Critique of INTERVIEW<br>Location: Bren Media Lab<br><b>Due: Interview</b>   |                  |                 |               |                 |