DAS DESIGN AND PRODUCTION STUDIO 3

COURSE NUMBER: DIG 4527C	CREDIT HOURS: 3 HOURS
SEMESTER/YEAR: FALL/2016	CLASS LOCATION: MON: NRG 0205, WED: NRG 0120
	CLASS MEETING TIME(S): MON: 3-3:50PM, WED: 4:05-6PM
INSTRUCTOR: Tim Difato	**OFFICE LOCATION/HOURS:** MON: 4PM-6PM FRI: 4-5PM
	CONTACT EMAIL:TIM@DIGITALWORLDS.UFL.EDU
CONTACT PHONE: (352) 294-2000	**COURSE WEBSITE:** DIGITALWORLDS.UFL.EDU/PROGRAMS/BA-IN-DAS/

COURSE DESCRIPTION
This 15-week course will have multiple assessments built-in, along with real world projects to show mastery in the field of Live Show Production. The course will have 2 live productions which will show your practical understanding of the course production techniques, as well as a theoretical understanding of the content. The final project will be used to show your ability to edit and archive the performances.

PREREQUISITE KNOWLEDGE AND SKILLS
DAR or DAS major and DIG 3526C with minimum grade of C or instructor permission.

PURPOSE OF COURSE
The purpose of this course to is give students a well-rounded academic and experiential understanding of Live Studio Production.

COURSE GOALS AND/OR OBJECTIVES:
By the end of this course, students will be able to:
1. Understand the history, technology and key terms for Live Show Production.
2. Communicate a basic knowledge of show pre-production, script narrative, and directing/producing.
3. Show a technical proficiency in basic studio infrastructure and equipment.
4. Render all required media artifacts for live performance, including: audio samples, motion graphics, and projection design.
5. Create a working live studio environment by routing and processing multiple audio/video signals.
6. Prepare, organize, and produce multiple live studio productions.
7. Post produce and archive live show recordings.

COURSE SCHEDULE:
The final exam time scheduled for this course will be announced in advance of each semester by the University of Florida Registrar's Office at http://www.registrar.ufl.edu/soc/

Week	Topic	Assignments/Quizzes
1 8/ 22	Over view of Class, Syllabus, deadlines/schedules What is a show?	HW: • Assignment 1: o Analyze a show.

8/24	Types of shows? Know Your Space: • Studio/Theatre Differences • Control Room • Post-Production • Master Control • Introduction to our space Steps to making a live production Analyze a successful show	Components of a LIVE show, what makes it valuable? Post your 3 paragraph review on **Discussion Forum 1.**

2
8/ 29
 	
8/31
	Module 1: Pre-Production part 1:
	• Roles of the Production
	• Script, Narrative, Theme, Storytelling,
	• Value: User-centric, Audience data, Time slot, Commercials, Production Value, Run-time, Viewer engagement, etc.
	• In Class pre-production
	    o Come up with 3-4 Ideas
	    o Story/Topic
	    o Genre/Mood
	    o Theme
	    o Casting
	    o Set Design
	    o Interviews
	    o Storyboards/Design Theme
		HW:
		• Assignment 2: Show Design Scrum/Pitch
		    o Work with your group to come up with multiple show topics. Submit your top 3 ideas and rank them.
		    o Be very detailed.

3
 	
9/ 5
 	
9/ 7
	
	Labor Day – HOLIDAY
	
	Pre-Production part 2:
	• The Pitch
	    o Acts,
	    o Talent,
	    o Budget,
	    o Tech,
	    o Reference Art/Stills/Audio/
		HW:
		• Presentation 1:
		    o Create a group presentation for your top Show Pitch Ideas.

4
9/ 12
 	
9/14
	• The Pitch-
	  o All groups present pitch
	  o **Decide our show topics for Shows 1 and 2**
	  o **Discuss Casting information and setup tryout dates.**
	  o **Discuss Talent/interviews/acts**
	  o **Create Roles and Responsibilities for the class.**
	
	Module 2: Infrastructure/Equipment
	• Theatre Infrastructure Vs. Studio
	  o Audio Routing/Signal Flow
	  o Lighting Programing
	    ▪ Types of Lights
	  o Projection
	    ▪ Routing
		HW:
		• Assignment 3:
		  o In your groups, make a schematic signal path for the room.
		  o Have 1 member post your diagram of the schematic to the **Discussion Forum.** Using the forum, respond to other groups post.
		• Watch ShoFlo training video
		• Send out Casting information and tryouts.
		• Start to conceptualize show content

5
9/19
 	
9/21
	• Continue Lesson on Infrastructure and Cues
	  o Programming Audio Video
	  o Roles
	  o Cue Sheet/Communication
	  o Signal Standards
	• Review Show 1 Talent and Casting
	• ShoFlo Demo
	  o Built your Cue Sheet
		HW:
		• Assignment 4A:
		  o In your groups, start to build a Call/Cue sheet. Start to diagram out the show breaking down the many steps to GO LIVE.
		• Schedule Talent Call A and confirm for Shows 1 and 2.
		• Content Creation

6
9/26
 	
9/28
	• Control Room
	  o Video Mixing
	  o Remote Camera Control
	  o Monitoring
	  o Patching/Routing
	  o Technical Director
	
	• Prep the Room – Mock Studio Time to route the room
	• On Campus students – Route the room for
		HW:
		• Assignment 4B:
		  o ***Online Students Only***
		  o Technical Director Check list.
		• **Exam 1**

	production. Setup/Tear Down Procedure.	
7 10/3 10/5	Preparing Content for Live Show part 1: Composition Settings, Canvas, Render: • After Effects • Illustrator Playback and CPU: • Projection Software • Video Loops	HW: • Assignment 5: o Assign Content to students and task with project management. • Build Isadora Shell
8 10/10 10/12	Prepare Content: • Isadora video programming Show 1 • Audio Programming Show 1 • Lighting Programming Show 1 Set The Stage for Show 1: **Media View Playback – Review**	HW: • Finalize Media Content
9 10/17 10/19	LIVE SHOW #1 • Tech Rehearsal • Step Through • Dry Run • LIVE SHOW – 10/20 • Tear Down – 10/21	HW: • Work the Show • Tear Down the Show • ONLINE STUDENTS are expected to stream into all shows and will be required to work/monitor the show online.

10
 	
10/24
	Module 3: Directing, Producing, Content Creation
	• De-brief Show 1:
	   o Wars and Wins
	   o How can we improve?
	• Directing/Producing
	   o Deep Dive into these roles
	   o How to Cast
	   o How to direct talent
	   o How to manage timelines and schedules
		HW:
		• Assignment 6:
		   o Prepare show 2 content

10/26	o How to stay on budget
	
	 • After Effects
	   o Motion Tracking
	   o Set Extension
	   o Particles
	   o Title Plates
	   o Credits	

11 10/31 11/2	Review Show 2 Content v1 Preparing Content part 2: • Live Audio triggering • MIDI • Sampling • Ableton • Isadora programming	HW: • **Exam 2:** • Assignment 7: o Refine show 2 content
12 11/7 11/13	Preparing Content part 3: • Preparing for the Stream • Setting up the Switcher • A/V Content for stream o Understanding bit rate and streaming rate for optimal graphics display for online.	
13 11/14 11/16 11/17-18	2 Night Showing: • Tech Rehearsal Monday • Step through, Full Run Wednesday Night LIVE SHOW #2	HW: This week will require evening work. Online students will be required to stream in to all rehearsals.
14 11/21	Module 4: Post De-brief Party: • Analyze the 2 shows • Pull Raw media for archive • Discuss Post Production timeline	HW: • Analyze the performance from all technical areas.

11/23	HOLIDAY- Thanksgiving	
15 11/29 12/1 12/6	Archive Media Final – Work on Post-Production of Final **Group Final Project:** • Editing in Premiere Pro • Managing Media • Meta Tagging Files for recall • Making condensed 5 minute media artifact • Make 30 second trailer of show **Submit Final Group Project**	

REQUIRED TEXTBOOKS AND SOFTWARE:

1. Adobe Suite
2. Lynda.com, Online *Photoshop tutorial (FREE access for UF students)*
3. Ableton (Trial)
4. Isadora (Trial)

RECOMMENDED MATERIALS:

1. Studio Television Production and Directing by Andrew Hicks Utterback 2nd edition
2. Show Runner – Producing Variety and Talk Shows for Television by Steve Clements
3. http://videocopilot.net
4. SFX - freesound.org
   a. http://filmsound.org/sound-effects/libraries.htm
5. http://www.soundonsound.com/
6. www.filmsourcing.com
7. ShoFlo.com

MATERIALS AND SUPPLIES FEES:

Material and supply fees are assessed for certain courses to offset the cost of materials or supply items consumed in the course of instruction. A list of underlined approved courses and fees is published in the Schedule of Courses each semester. (UF-3.0374 Regulations of the University of Florida)
Material and supply and equipment use fee information is available from the academic departments or from the schedule of courses (Florida Statutes 1009.24). The total M&S for this class is $54.26

DIG4255C – Audio Design & Digital Production

EVALUATION OF GRADES

Assignment	Total Points	Percentage of Grade
Attendance/Participation/Quizzes		25%
Assignments/Projects		25%
Live Production Shows		50%

GRADING SCALE:

Letter Grade	% Equivalency	GPA Equivalency
A	94 – 100%	4.0
A-	90 – 93%	3.67
B+	87 – 89%	3.33
B	84 – 86%	3.00
B-	80 – 83%	2.67
C+	77 – 79%	2.33
C	74 – 76%	2.00
C-	70 – 73%	1.67
D+	67 – 69%	1.33
D	64 – 66%	1.00
D-	60 – 63%	.67
E, I, NG, S-U, WF		0.00

More information on grades and grading policies is here:
https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx

COURSE POLICIES:

PARTICIPATION / ATTENDANCE POLICY
We value participation more than mere attendance. Each Instructor is responsible for communicating the specific details of what percentage of your grade (if any) will be assigned to participation, and how class participation will be measured and graded. Real Time [RT] interaction with your peers and the Instructor will empower you to greater achievement.

MAKE-UP POLICY
Presentations may not be presented late. Documented emergencies or medical situations may be the only accepted reasons for an excused absence on the day of a presentation.

DIG4255C – Audio Design & Digital Production

COURSE TECHNOLOGY
The students will be required to have access to, and use a personal computer with the access to the Internet. Word editing software will be required for written assignments.

COURSE COMMUNICATIONS
Students can communicate directly with the Instructor regarding the course material through the course management system (CANVAS).

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UF POLICIES:

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UNIVERSITY HONESTY POLICY
UF students are bound by The Honor Pledge that states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." The Honor Code (https://www.dso.ufl.edu/sccr/process/student-conducthonor-code/) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TAs in this class.

CLASS DEMEANOR
Students are expected to arrive to class on time and behave in a manner that is respectful to the instructor and to fellow students. Please avoid the use of cell phones and restrict eating to outside of the classroom. Opinions held by other students should be respected in discussion, and conversations that do not contribute to the discussion should be held at minimum, if at all.

STUDENTS REQUIRING ACCOMMODATIONS
Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, www.dso.ufl.edu/drc/) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

NETIQUETTE COMMUNICATION COURTESY
All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions and chats, more information can be found at: http://teach.ufl.edu/wp-content/uploads/2012/08/NetiquetteGuideforOnlineCourses.pdf

VIDEO LECTURE CAPTURE
High-quality video lecture capture of this course is available only for enrolled students. These video captures are edited and posted within 24-48 hours of the class meeting for the benefit of the

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Your Own Time [YOT] students and to offer the potential for review by on-campus and Real Time [RT] on-line students. For the on-campus and RT students, watching lectures in lieu of attending and participating in class is NOT acceptable.

Your Instructor will provide you with this semester's login information during the first week of class. It is not permissible to share or distribute video login information to anyone other than officially enrolled students of this course. Lecture videos can be found at https://vimeo.com/digitalworlds.

ONLINE COURSE EVALUATIONS
Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at https://evaluations.ufl.edu. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at https://evaluations.ufl.edu/results/.

CAMPUS RESOURCES

HEALTH AND WELLNESS
U Matter, We Care
If you or a friend is in distress, please contact umatter@ufl.edu or 352 392- 1575 so that a team member can reach out to the student.

Counseling and Wellness Center
http://www.counseling.ufl.edu/cwc/Default.aspx, 392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.

Sexual Assault Recovery Services (SARS)
Student Health Care Center, 392-1161.

University Police Department, 392-1111 (or 9-1-1 for emergencies). http://www.police.ufl.edu/

ACADEMIC RESOURCES
E-learning technical support, 352-392-4357 (select option 2) or e-mail to Learning-support@ufl.edu. https://lss.at.ufl.edu/help.shtml.

Career Resource Center, Reitz Union, 392-1601. Career assistance and counseling. http://www.crc.ufl.edu/

Library Support, http://cms.uflib.ufl.edu/ask. Various ways to receive assistance with respect to using the libraries or finding resources.

Teaching Center, Broward Hall, 392-2010 or 392-6420. General study skills and tutoring. http://teachingcenter.ufl.edu/

Writing Studio, 302 Tigert Hall, 846-1138. Help brainstorming, formatting, and writing papers. http://writing.ufl.edu/writing-studio/

Student Complaints Campus:

https://www.dso.ufl.edu/documents/UF_Complaints_policy.pdf

On-Line Students Complaints:
 http://www.distance.ufl.edu/student-complaint-process

Disclaimer: This syllabus represents the instructor's current plans and objectives. As we go through the semester, those plans may need to change to enhance the class learning opportunity. Such changes, communicated clearly, are not unusual and should be expected.