

COM 163 INTRO TO TELEVISION PRODUCTION

FALL 2025

Description: Development of skills necessary in producing a television program. Function of television equipment and facilities. Evaluation of current production techniques. Producing and directing included.

2 hours of *lecture*, 1.5 hours of *lab*, and 1.5 hours of *experience*

Lecture 001/004: Online

Lab 002: T 9-10:30 Fell 85

Lab 003: R 9-10:30 Fell 85

Lab 005: W 2-3:30 Fell 85

Lab 006: R 1-2:30 Fell 85

Instructor: Kelly Lambert klambe2@ilstu.edu Fell 54

Office Hours: Monday 12-3:30 Wednesday 12-3:30, Thursday 10:30-11, 12:15-1

Text: (optional) Video Basics 7, Herbert Zettl, Thompson ISBN 13:978-1-11-34446-7

Contact Hours: 2 hours of lecture, 1.5 hours of lab, 2 newscasts per week

Prerequisite: COM 160/180 or concurrent registration

Course Overview: Intro to Television Production will teach students the process of TV and video production, as well as the skills needed to evaluate television programming with a critical eye. This is a hands-on course that requires participation in all students. The basics of television aesthetics will be stressed along with the fundamentals of shooting, editing, lighting, audio, storytelling, and control room operations. It is a *privilege* to use the professional technology in this course, one that may be taken away at the instructor's discretion.

Communication: It is a requirement to check your email every day. If you are not using your ILSTU email address for school related emails you need to have these forwarded to the email account that you will check daily. Emails will be sent out with important information and instructions about this course and any newscast information as well.

Due to the nature of newscasts and technical equipment, it is also likely we may need to communicate by text or phone call.

Course Objectives

On successful completion of the course, students will be able to:

- write a 2-column AV Script
- define video production terms
- demonstrate an understanding of **studio** and **field** television production techniques
- demonstrate and use lighting principles with knowledge of technical and non-technical objectives
- demonstrate an ability to critique television production
- operate studio and control room audio and video equipment
- demonstrate an understanding of multi-camera studio directing
- perform all duties of individual video production crew member positions
- operate field video equipment
- compose a well-balanced shot with proper exposure, white balance and focus
- operate field audio equipment with proper mic placement and good levels
- properly care for professional audio and video equipment, including cables
- shoot a visual sequence with multiple camera angles without breaking the 180° axis
- edit a visual sequence without jump cuts, flash frames or black holes
- produce short form non-studio video production projects
- demonstrate an understanding of digital filing systems in a shared work environment

Course Requirements/Assignments

Newscasts: Students are REQUIRED to participate in 2 newscasts each week at TV10. Weekly shifts will be assigned at the beginning of the semester.

Midterm Project/Instructional Video: Students will work with their entire lab section to produce a short sequence using skills learned throughout the course, specifically after the lighting lesson.

Final Project/PSA: Students will work in small groups to produce a 30 second Public Service Announcement that will be aired during future TV10 programs. Over the course of the semester, groups will be responsible for turning in a treatment, script, storyboard, and critique in conjunction with the final edited project. Select projects may be submitted for awards with the Illinois Broadcasters Association and the Illinois News Broadcasters Association.

360 Evaluation: Each student will evaluate the participation of others in his/her group, as well as evaluate themselves. The instructor will use these evaluations along with her own observations to determine the percentage of group participation for each student. This percentage will be applied to each portion of the group project (treatment, storyboard, site inspection, script, and PSA). This concept can seem confusing, there is an example below. If you are holding up your end of the bargain on group projects your final score will only be a percentage of the group scores you see in the gradebook.

Joe's group works hard. His group scores look good in the grade book. But Joe hasn't pulled his weight. At the end of the semester, the 360 evaluation shows that Joe has only done 75% of what he was expected in the group. This means that each group project score in the grade book will ultimately be reduced to 75% of the group score for the final grade-bringing him down from an A to a C.

Project	Group Score	Joe's Final Score
Proposal	10	7.5
Script	8	6
Storyboard	9	6.75
Site Inspection	10	7.5
PSA	95	71.25

Keep in mind that the 360 evaluation is not a competition. Every single person in the group can get 100%. Just be sure to communicate and don't let your group down. Completion of the evaluation form is worth 25 points.

Course Policies

Special Needs. Any student needing to arrange a reasonable accommodation for a documented disability and/or medical/mental health condition should contact Student Access and Accommodation Services at 350 Fell Hall, (309) 438-5853, or visit the website at StudentAccess.IllinoisState.edu.

Mental Health Resources. Life at college can get very complicated. According to recent research, nearly 40% of college students are at-risk for developing generalized anxiety disorder and are less likely to seek help for it compared to other mental health issues. Students also sometimes feel overwhelmed, lost, experience depression, and struggle with relationship difficulties or diminished self-esteem. However, many of these issues can be effectively addressed with a little help. Student Counseling Services (SCS) helps students cope with difficult emotions and life stressors. Student Counseling Services is staffed by experienced, professional psychologists and counselors, who are attuned to the needs of college students. The services are FREE and completely confidential. Find out more at Counseling.IllinoisState.edu or by calling (309) 438-3655.

Illinois State University Bereavement Policy. If a student experiences a death of an immediate family member or relative as defined below, the student will be excused from class for funeral leave, subsequent bereavement, and/or travel considerations. The student will provide appropriate documentation and arrange to complete missed classroom work as soon as possible according to the process outlined below.

Upon notification of the absence and proper documentation, each faculty member shall excuse the student from class according to this policy and provide an opportunity to complete missed exams, quizzes, and other required work. Ultimately, the student is responsible for all material covered in class and must work with each individual professor as soon as they return to complete any required work. Details can be found at the following website: <http://policy.illinoisstate.edu/students/2-1-27.shtml>

Newscast Attendance is MANDATORY. If you miss a newscast (or are late) it will be considered an unexcused absence. You can call/text/email me or the TV10 director Bob Carroll but if you do not get a reply/response to the message that means it was NOT received, if this happens call the newsroom. Do not send one message and expect that to excuse you.

Newscast Rules:

- TV-10 may operate on official ISU snow days, unless you receive communication from me that indicates otherwise you are expected to be present at your scheduled shift.
- You are expected to show up 15 minutes before the start of the show (which is part of the scheduled time) and work until equipment is put away after the show you are working.
- Cell phones are NOT allowed in the studio or control room. Turn them OFF or on AIRPLANE mode.

- Clean up includes headsets laying in the right place and cameras put away as instructed. I will instruct the proper way to put away headsets and cameras during the first lab.

Lab Attendance is MANDATORY. Attendance rules for lab are the same as the newscast. You need to let me know in advance if you cannot make it to lab, excused and unexcused absences will be discussed and determined by the instructor. Your lab group depends on you, do not let them down (360 evaluation... hint hint). There will also be participation points in lab, so be prepared to offer opinions and answer questions.

- Labs may frequently involve outdoor shoots when the weather gets warmer. Prepare and dress for the weather.
- Be respectful. This means respect for the instructor, your lab groups, and other lab groups.
- Equipment is an important element of this course and you will learn the proper use and care of the equipment. The equipment is very expensive and it is a privilege to use it, so treat it with care and follow all the rules. Negligent or irresponsible use of equipment will negatively affect your grade.

Unexcused Absences from Newscasts or Labs will greatly affect your grade

2 absences = drop 1 letter grade

3 absences = drop 2 letter grades

4 absences = drop 3 letter grades

5 absences = automatic failure

Lecture is ONLINE asynchronous. Lectures will be videos posted online. These videos will be available beginning Monday morning at 9am. Each student will be required to watch the lecture video *before* their scheduled lab time. After you watch the lecture video you will need to take a quiz on Canvas. You can only take the quiz once and you only get 15 minutes to take the quiz. I expect you to take notes during the lecture and then use those notes on the quiz. These notes will be helpful to you during lab most weeks and also for the final exam.

Quizzes (10pt each)	110
Lab Participation	100
Midterm Project	100

PSA Preproduction Assignments	40
PSA	100
Camera Lab Quiz	20
Instructional Video Script	25
Group Evaluation	25
Final Exam	100
Total	620

The grading scale is a standard 10 percentage point scale:

90-100%=A, 80-89%=B, 70-79%=C, 60-69%=D, 0-60%=F

In this course, simply doing an assignment does not result in an "A." Failure to follow directions or meet criteria will result in a loss of points. Students should note the definition of each letter grade:

"A" is reserved for work that is exceptional

"B" is reserved for work that is above average

"C" is reserved for work that is average (meets criteria)

"D" is reserved for work that is below average

"F" is reserved for work that is failing, late, or not submitted for evaluation

Tentative Course Schedule

Week	Date	Lecture	Lab	Assignment
1	8/18	Intro to Course Basic Camera Operation	Newscast Positions Practice	
2	8/25	Shot Composition Camera Basics	Newscast Positions Practice	
3	9/1	Labor Day - No Lecture	Intro to Cameras	
4	9/8	Production Process	Shoot a sequence Camera Lab Quiz (First group)	Instructional Video Script Assigned
5	9/15	Editing	Shoot & Edit a sequence Camera Lab Quiz (second group)	
6	9/22	Audio	Intro to boom mic Sequence with Audio	Instructional Video Script Due

			Camera Lab Quiz (Third group)	
7	9/29	Lighting	Intro to Light Kits Sequence with Lights	
8	10/6	Camera Movement	Sequence with Movement Assign Instructional Video	
9	10/13	Preproduction	Instructional Video Shoot	Assign PSA Project PSA Treatment/Proposal Assigned
10	10/20		Instructional Video Shoot	PSA Treatment/Proposal Due
11	10/27	Graphics & Camera Sign Up Info	Instructional Video Edit	PSA Script & Storyboard Assigned
12	11/3	Video Recording & Formats	Best Sequence Ever Review Switcher & Audio Board	PSA Script & Storyboard Due PSA Site Inspection Assigned
13	11/10	Production Environments	Mock Newscasts	PSA Site Inspection/Talent List Due
14	11/17	PSA Workshop Week	PSA Workshop Week	
15	11/24	Thanksgiving Break		
16	12/1	Final Exam Review	Semester Video Review	PSA Due Friday 12/5

Final Exam Day and Time will be announced by the university.