



Comm 3200

(1 credit)

Live Event Production
Fall 2012

Tuesday 12:00-1:15pm
Lampros Hall #202A



Drew Tyler	Office: 626-6682	Cell: 529-8479	DREWTYLER@weber.edu
Alan Ferrin	Office: 626-6410	Cell: 643-3084	AFERRIN@weber.edu

ASSESSMENT OBJECTIVES

- Small group communication, graphic design principles, visual literacy, media literacy, communication competence, critical thinking, relational and adaptive competence, person and career development, and media production.

COURSE OBJECTIVES

- You will be part of a crew supplying the visuals for Weber's ProStar scoreboards. The crew is responsible for providing video of pre-game, game, half-time, and post-game events. The crew will also provide visuals necessary to fulfill commercial client commitments.
- You will learn to operate field video cameras, switchers, instant-replay and other equipment while experiencing the pressures of live-sports production.

CLASSROOM POLICY

- This course is very "real-world" in structure. Those who show promise, develop skills and demonstrate a good work ethic will move ahead faster than those who don't. In fact, those who don't show promise, skills and a good work ethic may be asked to leave the class.
- While opportunities will be provided for you to test your skills during class periods, this is a live production that reflects on Weber State football, basketball, athletics and WSU in general. Therefore, you must prove you are capable of doing the position well before you can be assigned to that position.
- Your instructor will make crew assignments.
- Bottom line, you have to hustle to get the assignment(s) you want. That means letting me know what you want to do, demonstrating to me you can do it, and then performing to expected standards. If you don't, you will be replaced.
- This class is based on an ever-changing game. We'll be making policies, procedures and production approaches as we go. What may be true one week, may not be true the next. It's up to you to adapt, and adapt quickly.
- Unlike a classroom situation, successful operation of the ProStar generates money for employee paychecks. People in athletics have to answer to commercial clients who pay to get their image/product/service up on the ProStar screen. If we goof up, people will yell, and if people yell, there's a chance someone will yell at us.
- Be professional, act professional.

AMERICANS WITH DISABILITIES ACT

If you have a disability that may impact your learning abilities in this class, please let us know. Accommodations may be made in conjunction with the Services for Students with Disabilities office on campus.

CONFLICT RESOLUTION POLICY

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METHOD

This course will emphasize practical application. We will meet once a week (1 credit hour) to train, discuss and improve productions. On designated game days we will put that training and planning to use, producing video for use on the ProStar. This includes game coverage, half-time, pre- and post-game events, and provide commercial client visuals as needed.

PROFESSIONALISM

Professionals are on-time and prepared to work. Professionals meet deadlines. Professionals do their own work, and give credit to work done by others. One of the objectives of this class is to prepare you to be a professional. So, you will be expected to come to class and games, prepared, and on-time.

GRADING SCALE

95-100% = A	90-94% = A-	87-89% = B+	83-86% = B
80-82% = B-	77-79% = C+	73-76% = C	70-72% = C-
	60-69 = D	0-59% = E	

POINTS SCALE

The majority of your grade is based on attendance. You must be on time and prepared. If crew call is at 12:00 you need to be there between 11:50 and 12:00. Five (5) points will be deducted for every minute you are late to a class or game. Points will be deducted if you leave early from a class or game. If you do not show up for a class or game without prior notice, the number of points for that class or game will be deducted from your score.

Classroom Days	10	x	25	=	250
Game Days	9	x	75	=	675

Attendance Sub-total	925
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Assignments. These will range from watching a football or basketball game to writing a critique to problem-solving exercises. In most cases the assignments will be done during class time. There will be 2 assignments given as homework and will be worth 25 points each.

Assignment Sub-total	125
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20% based on performance, skill building, work ethic - This is a subjective score based on Alan's observations.

Performance, Skills, Work Ethic Sub-total	150
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Total Points	1200
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2011 Live Event Production Calendar (1 credit)

Day	Date	Event Time	Event	Crew Call	Points
Tue	Aug 23	12:00 – 1:15	Orientation & planning		25
Tue	Aug 30	12:00 – 1:15	Review, training, planning		25
Tue	Sept 6	12:00 – 1:15	Review, training, planning		25
Tue	Sept 13	12:00 – 1:15	Review, training, planning		25
Sat	Sept 17	6:00 PM	Game Day – Sac State	4:00	75
Tue	Sept 20	12:00 – 1:15	Review, training, planning		25
Tue	Oct 11	12:00 – 1:15	Review, training, planning		25
Sat	Oct 15	4:00 PM	Game Day – Idaho State	2:30	75
Tue	Oct 18	12:00 – 1:15	Review, training, planning		25
Sat	Oct 22	4:00 PM	Game Day – Southern Utah	2:30	75
Tue	Nov 1	12:00 – 1:15	Review, training, planning		25
Sat	Nov 5	1:30 PM	Game Day – Montana State	12:00	75
Tue	Nov 8	12:00 – 1:15	Review, training, planning		25
Sat	Nov 12	1:30 PM	Game Day – Northern Arizona	12:00	75
Tue	Nov 15	12:00 – 1:15	Review, training, planning		25
Tue	Nov 22	12:00 – 1:15	Review, training, planning		25

Each student will also be expected to work 2 Men's Basketball and 2 Women's Basketball Games. A sign-up list will be handed out during the Semester so student's can sign up for individual games which work into their schedules.

Wed	Oct 26	7 PM	Men & Women's Purple/White Game	6:00	75
Sat	Nov 5	7 PM	Women's Game vs Adams State	6:00	75
Mon	Nov 7	8 PM	Men's Game vs Colorado	7:00	75
Fri	Nov 11	8 PM	Men's Game vs Northern New Mexico	7:00	75
Tue	Nov 15	7 PM	Men's Game vs Utah State	6:00	75
Sat	Nov 19	7 PM	Women's Game vs Brigham Young	TBA	75
Sat	Dec 3	5 PM	Women's Game vs San Jose State	4:00	75
Sat	Dec 3	7:30 PM	Men's Game vs San Jose State	7:00	75



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2 & 3 CR

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Tues/Thurs 12:00-1:15pm
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Classroom Days	20	x	25	=	500
Game Days	9	x	75	=	675

Attendance Sub-total 1175

Assignments. These will range from watching a football or basketball game to writing a critique to problem-solving exercises. In most cases the assignments will be done during class time. There will be 2 assignments given as homework and will be worth 25 points each.

Assignment Sub-total 125

20% based on performance, skill building, work ethic - This is a subjective score based on Alan's observations.

Performance Skills Work Ethic Sub-total 150

Projects. The class will be involved in producing projects which will enhance the game day experience for those in attendance. Most of these projects will be worked on outside of regular class time. A student log to track these hours will be required. For 2-credit hours, you will be required to work 40 hours on these assigned projects. For 3-credit hours, you are required to put in 75 hours. The grading will be tracked as follows: 10 points per hour.

Project Sub-total 400/750

Total Points 1850/2200

2011 Live Event Production Calendar (2 & 3 credit)

Day	Date	Event Time	Event	Crew Call	Points
Tue	Aug 23	12:00 – 1:15	Orientation & planning		25
Thu	Aug 25	12:00 – 1:15	Orientation & planning		25
Tue	Aug 30	12:00 – 1:15	Review, training, planning		25
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