

# COMM 270 • Major Project

## COURSE OUTLINE AND OBJECTIVES

Students will plan and execute a major media project in radio, video, publishing, photography, computer or mixed media. Students are expected to demonstrate an advanced level of achievement in this course.

Content, approach, methodology, evaluation etc. will be determined in consultation between students and instructors.

A radio, publishing, photography, computer or mixed media project may be approved as a one-person project, although students are encouraged to work in groups. Video projects **must** be done in groups.

## INSTRUCTORS

Andy Bryce, Helen Pearce and Rick Caswell, Office Hours by arrangement.

## LOGISTICS

Major projects will be undertaken according to the following schedule:

### 1. INITIAL CONCEPT MEETINGS

Groups will be formed by the students on the basis of common interest. The group will meet to decide on the type of project to be done, possible topics, medium to be used, scope of the project etc. Some

possible ideas for projects will be presented to the class during the first few classes by the instructors and

others from the community. Students are also encouraged to find their own projects.

Students are encouraged to do a project for an external client whenever possible.

Following the class sessions during the first two weeks when ideas for projects are presented by the

instructors and others from the community, you should get together with other students to decide on

possible projects. You can also call the presenters for more information to help you make up your mind.

If you are developing an original idea, discuss the idea with the appropriate instructor early in the process.

### 2. PROPOSAL

The group will prepare a formal proposal (including in the case of television an INITIAL TREATMENT)

to be submitted to an instructor in writing. The proposal will include at least the following:

- a. a brief summary of the project to be done
- b. the name of the client for whom the projects is to be done, if any, along with other pertinent information
- c. the nature of the proposed audience
- d. the objectives of the production (take special care with this!)
- e. initial treatment for video

f. technical details of the production e.g. type, format, length, materials required, medium of transmission etc.

g. budgetary considerations

h. how you want the project to be evaluated

i. a projected timetable for the production from beginning to end

j. any other pertinent material

### **3. CONTRACT**

**Deadline for the proposal is September 27** (If this is a problem, see the instructor involved.) This

proposal will be discussed in detail with the client and instructor and approved. It will then form the

basis for a contract. (Note that budget will be handled by the instructor in consultation with the

producers and client.)

### **4. RESEARCH**

Will be done by the students with the assistance of the client.

### **5. TREATMENT (for video)**

A formal treatment will be written and **approved by the client and instructor** by October 4.

### **CONCEPT (for publishing)**

A written statement outlining the design solution, and hand-done or computer-generated thumbnails

**approved by the client and instructor.**

### **6. PRELIMINARY SCRIPT (Video)**

The preliminary video script has to be submitted to your instructor, complete with client initials, before shooting can begin.

### **SCRIPT (Audio))**

**or COMPUTER-GENERATED ROUGHS WITH CONTENT IN PLACE (Publishing)**

Will be written by the student(s) and **approved by the client and instructor. LEGAL FORMS** such as

talent releases, copyright licenses etc. will be completed at this stage and turned in to the instructor.

### **7. PRODUCTION**

In radio and video, recording, logging, preparation of FX or SFX, paper edit etc. will be completed. In

publishing, work may include photography, scanning, output, production of appropriate digital files.

### **8. ROUGH CUT EDIT (video)**

is due November 15, complete with client initials.

### **COMPREHENSIVE LAYOUT/DIGITAL FILES (publishing)**

### **ROUGH DRAFT (radio)**

Will be done and **approved by the client.**

### **9. FINAL EDIT or**

### **FINAL PRINT-READY COPY or EFFICIENT, ERROR-FREE DIGITAL FILES**

Dubs, paperwork, return of loaned materials and other final details are completed.

## **10. EVALUATION**

The project will be turned in for evaluation by the instructor (with input from the client if desired).

### **DUE DATE: last day of the term.**

This course and its end product—the major project—is perceived by the department to be a culmination

of your study in ACP. The major project or a representative sample of the project must therefore be

presented to the public at the APPLIED COMMUNICATION PROGRAM PLAYBACK NIGHT at the

end of term. A separate formal presentation for the client may be arranged if desired.

*client approval stage*

### **NOTES:**

1. While the department will try to assist you in any way we can, budgetary assistance may not be

possible. Your planning should include consideration of the costs of production and discussion with

faculty advisors as to what departmental assistance is possible.

2. Because this course is undertaken on a project basis, there are no scheduled classes. It is up to you to

seek advice, information and what other forms of assistance you may require from your faculty advisors.

3. In the case of projects undertaken by a group, it is up to the members of the group to apply

Communication Process theory to ensure that the group deals effectively with inevitable interpersonal

conflicts which arise during the production process. You may ask for assistance, if required.