

Fall Conference 2016 Creative Television Production Student Track

A production opportunity for students to actively make creative media during the conference day in small teams. Opportunities will be provided for students to obtain production advice and assistance from SMA college TV teachers and other SMA video pros as part of the production day process.

Students may participate most of the day in the Student Track, and still attend SMA sessions.

This track is BYOE - bring your own equipment (cameras, mics, laptops for video editing, tripods, etc.) Keep the gear simple, good planning can result in basic in-camera edits.

The production activity: Be prepared to produce a short video (1 to 3 min.) during the day in groups of 2-3 students. One student would be main talent for the video production and the other 2 would be the main camera/audio/gaffer/director/editor.

Prep before the events: brainstorming, scriptwriting and storyboards. Create an original fictitious character in advance. Think Saturday Night Live, Sports, Sci-Fi and other creative, humorous ideas. The actual production will take place the day of the conference.

Day of: BYOE, also bring your own props, costumes and/or artwork.



Preliminary Day Schedule for Creative Television Production Student Track:

8:00-8:30: Registration

8:30-9:00: Student groups will meet with adult pros and teachers in mini-workshops for tips and mini-lessons on camera, story, lighting etc.

9:00-9:30: Students will meet in groups and brainstorm creative ideas. Develop the main character/ protagonist. Ideally your character should be an original creation. But it also could be a version of someone running for president, a popular sports figure, perhaps an ex-president. Your character should be amusing, not crazy. Your character will meet another one (or two) from another team in a debate or interview format. Prepare questions to be included in the debate/interview.

9:30-11:30: Main production time: Students will produce all the materials day of the event. Shoot location materials at the college. As teams you'll need to determine how you want to stage the debate/interview, light, mic, etc. You'll create a very short interview of your character as a lead-in to the interview/debate piece. After the group videotapes an individual video production for your character, the student-created characters will then interview each other.

Adult pros and teachers will offer assistance again later during the production as needed. This would be an ideal time to show the adults your preliminary work and leave your group time to reshoot, or try more complicated camera and production set-ups that require more time and thought.

Your team should be prepared to do all for video editing or do in-camera editing as you produce the materials during the day.

NOTE that All students will stop for lunch and participate in the panel discussion on Careers in Media from 11:45 to 12:45.

Video editing: must edit their materials on site during the day and present at the end of the day.

1:00-2:00: Concluding session: show your group's finished video to other producers and SMA adult participants. Create a video reflection. You should interview all your team members about your production and process. Upload all finished videos to the SMA YouTube site.