

Assessment 2020/2021

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Film Studies Minor

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Film Studies Mission Statement

The Film Studies minor at USF is a liberal arts-based program that combines film practice and film theory. In today's media landscape, being able to tell a story in 3-5 minutes with video and audio is an essential skill for artists, activists, journalists, citizen filmmakers and creative professionals. Our program teaches students how to analyze historical and contemporary film movements, as well as how to use the tools of the trade to create their own personal works, and to be creative and innovative storytellers in their own right.

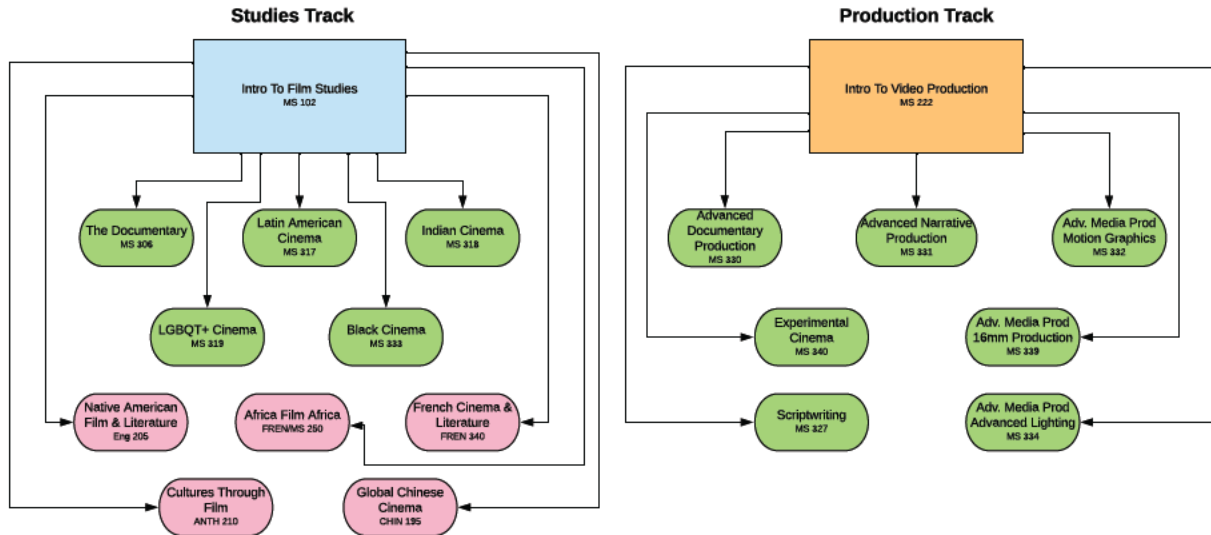
The Film Studies Minor works within, and is infused by, the USF Jesuit mission, which stresses ethical decision-making and promotes social justice goals. Students graduating from the program should not only demonstrate a deep understanding of media in contemporary society, and be able to create short video works; they should also reflect the University's social justice mission in their concern about the ethical values of the media system and its role in serving human needs. Graduates of the program have gone on to careers in media writing, directing and producing; museum and festival curation; video and broadcast journalism; graduate study in film production; non-profit video production; advertising and marketing; and elementary and high school teaching.

Program Learning Outcomes Film Studies

- a. Students should develop an understanding of the language of film.
- b. Students should be able to analyze and critically discuss the aesthetic quality of contemporary videos and films and should understand the formal and rhetorical devices to understand film language on its own terms.
- c. Students should gain an understanding of film as artistic expression and understand how film communicates ideas through image and sound.

Film Studies Curricular Map

Film Studies Courses



Classes in Green are classes offered by Film Studies and staffed by Film Studies professors.

Classes in Pink are classes offered by other departments, and staffed by professors from other departments.

Other Courses



PLO Being Assessed

Outcome A: "Students should develop an understanding of the language of film"

Methodology Used

For each project, students receive extensive feedback in the form of raw footage critiques, rough cut critiques and final critiques. They receive feedback from their fellow students and from the instructor. After each critique session, students have the opportunity to incorporate the feedback that they receive into the cuts of their film. Students can receive more feedback at any time during the post-production process by attending office hours.

Each film is critiqued in the following five areas.

1. Is the **Story** unique and told in an effective way? Taken into consideration are the following.

- Is the story unique?
- Is the plot clear? Can we tell what's happening in the story?
- Is there underlying thematic content?
- Is there a discernable arc to the story?
- Is there a beginning, middle and end?

2. Is the **Cinematography** effective? Taken into consideration are the following.

- Is the film well shot?
 - Is the film well composed?
 - Is the film well lit?
 - Is the film in focus?
 - Are the compositions comfortable?
- Does the style of cinematography help tell the story?
- Did the student shoot enough material/coverage to support the story?

3. Is the **Sound** effective? Taken into consideration are the following.

- Has the production sound been recorded in a clear and audible manner?
- Is there any level of sound design? If so...
 - Are the levels good in the mix?
- Does the sound design help tell the story?

4. Does the **Edit** strategy serve the story? Taken into consideration are the following.

- Does the editing scheme support the clarity of the story?
- Does the edit strategy serve as a storytelling device?

5. **Effort**. Taken into consideration are the following.

- Did the student work hard on the film?
- Did they re-shoot if necessary?
- Did they work hard in the edit to overcome production problems?
- Did they spend enough time in each stage of production?

- Did they incorporate the feedback received during critique into their final film?

For the assessment, each film is rated on a scale from 1-4 for the above categories. A narrative analysis is also attached to each category. The scale is as follows:

- 4-Excellent
- 3-Above Average
- 2- Average
- 1-Below Average

Project Notes:

Here are the notes on the assessed projects.

I have assessed one class from Spring 2019 and one class from Fall 2018.

At the end of this section, I have included a table that summarizes the findings.

Assessment of Final Projects from:

Intro To Video Production (MS 222-01)

Spring 2021

Professor: Danny Plotnick

██████████
Story - Score 2.5

██████████, this is where your film needs the heaviest lifting. If the narrative is “A day in a dog’s life” that is coming across. But that story is not enough. There isn’t enough unique about how that dog’s life is portrayed. Right now, the plot points and the arc is very basic. That said, I like the final act, the “what happens when we all go back to work” section. I like the energy and the style of that section. However, you need to bring that energy and that ingenuity into your film earlier. We talked about ways you might add elements like that into the main body of your film. I’d strongly consider it.

Cinematography – Score 3

Your film looks really good. Working with animals isn’t easy, but you did a great job directing and working with Tofu. Super cute. Again, I wish there were more shots of your family petting, interacting, giving Tofu treats. That coverage is missing. What is there is great, but I think you need more images.

Editing – Score 3

Sound – Score 2

The film’s editing works well from a continuity perspective. You move us from point A to point B really nicely. But the overall energy of the film is very flatline. There is one mood throughout. A film about a dog should have greater energy, more ups and downs. That final act shifts the energy in a nice way and I like the editing and rhythm of that scene. As discussed, the way sound and editing interact will be crucial. The sound feels a bit tossed on. You have 3 different songs. They don’t always work, the transitions lose energy and their doesn’t seem to

be a reason why you transition. As discussed, creating musical motifs for the different parts of Tofu's day could add a lot. It could create energy, bring in comedy, pathos. Use music to create flavor.

Effort – Score 3.5

██████, It feels like you are working pretty hard on the piece. Some of my concerns from the early stages of the script have played out a bit. Just be mindful of the critique throughout the process.

Grade B

Recut

██████, The timing of the titles on the new cut work much more nicely. The film has a better energy throughout it as a result. I also, think the new song works well. In the original cut, the song changes were confusing. There didn't seem to be a reason for them now. In this cut, the one song has a nice constancy to it. I also like the timing of the sound cut at the end of the main portion of the film. I also like the additional bits you shot. So all of that is better. I still think the story could be stronger. Right now it still feels like a day-in-the-life of a dog – which is good, but there doesn't seem to be anything all that unique or special about it. And the song is kind of syrupy and sad, so I'm not sure about the overall mood it creates. I like the consistency of mood, but I question the energy it's bringing. Also, the still photos and future of the dog section at the end seems so quick now. Before it occupied a bigger space and I like the energy that change created. Now you barrel through that section too quickly and I lose that sense of what the future will bring. I'm barely able to read the titles before they fade out and the next one is on. I would have left that section fairly the same. New Grade B+

██████████ Story – Score 3.5

Great job on the film. This really works. The narrative of the story is coming through and the feeling and emotion are there as well. You do a very nice job establishing the passing of time, the struggle to remain engaged, and the panic that comes with leaving the house. I really liked how you integrated the messages from the house. Maybe, I could use one more. Or maybe I really liked the first two that really appeared to be emanating from the house. The last one on the door, feels like it could have been put there by a human, as opposed to something like the message in the steam. That's a small point though.

Cinematography – Score 4

Great camera work. The film looks great. There are so many nice framings and compositions. I love all the close-ups, the attention to detail that we see. I like the combination of us observing your character, mixed with seeing things from her perspective, mixed with how you reveal info that we see, but your character doesn't. That's a nice delicate mixture of types of coverage. You also do a nice job making those exteriors feel claustrophobic. It can also be difficult to shoot phones, but that was done nicely. All told, great work.

Editing – Score 4

Sound – Score 3.75

The film has a really nice pace and rhythm. The cut works so well with the cinematography. I appreciate you trying intertitles for the dates and then losing those. The passage of time is clear, the repetition is there, but the repetition doesn't feel boring. The music is really nice and helps set the mood. I appreciate the mixing in of the diegetic sounds. That helps elevate the film and helps root us in the real world. That is subtle work, but really adds up. As mentioned in class, I might lose that first dissolve and I would spend a little time on the exterior ambience. You have the right idea for the outdoor ambience, but it's a double, not a homerun!

Effort – Score 4

Great work all around. This feels like a really complete, fully-realized film.

Grade A

██████████
Story – Score 3.5

██████████, your story is coming across. I really appreciate how you elevated the story between the rough cut and narrative. In the rough cut, the story was clear, but the emotion wasn't there. Also, moving in and out of the flashback was a little shaky, and the bath tub scenes were caught in between the real world and the interior world. You've done a nice job cleaning up those bits of confusion. And more importantly, the emotion of the film is really coming across, particularly in that final scene. Some additional sound work (to be discussed below) could really push the emotion of the story to the next level.

Cinematography – Score 4

The film looks really good. You cover a lot of ground – different locations, exteriors, interiors of car. Regardless of where you are, your command of cinematic language is there. I also appreciate the new scene you shot of her on the phone. That addition really helps sell the story. It was also shot really well. Those moments on the computer also really come across. Reading info off of a computer can sometimes be difficult for the audience, but that was shot really well.

Editing – Score 3.5

Sound – Score 3.25

You've made a lot of savvy decisions at the edit level as you moved from rough cut to final cut. I like that you eliminated the clock on the oven. I think how you transition into the flashback is much more clear. Deciding to make the tub scenes black and white. All of that really helps the clarity of the story. The final scene is absolutely fantastic at the edit level. That's where we feel the film. You have put all of these various elements in place and you really work them all there. The way the cut is working with the music really pays dividends at that point as well. You show a lot of control there. As discussed in class, I like the song, but I think you can use some more sound efx, or diegetic sounds like sound efx. Using the alarm to pull us out of the tub, back into the real world for example. Amping up the tension around finding the keys; almost running someone over. I think that you can work those moments at the sound mix level. It doesn't have to be over the top, but even something subtle will really help the tension mount and pay

off even more in that final scene. Also, check the overall levels of your film. They feel a little low to me.

Effort – Score 4

Great job. I love how much this film moved from rough cut to final cut. Great work.

Grade A-

Story – Score 3

Editing – Score 3

as discussed in class, the text and the images are fighting a little bit and that affects the overall story. In the rough cut, the story of the mask's journey was coming across loud and clear. We are now losing that a little bit given how the text lays on top of the images. Now we are getting the story from the text, but less so the images. We talked about edit strategies for how you might address that. The key is to let those two strands stand on their own and compliment one another instead of fighting one another. Maybe the text is interspersed throughout and lays on top of black. Maybe you start with text over black, let the story play out, and then finish with text over black. Maybe you put all the text at the end over black or over nature shots. You have a number of options you can try.

Cinematography – Score 3.5

The film looks nice. You've done a nice job with the visual storytelling. Capturing a moving mask is no easy task, but you managed. The colors are pretty amped up and pop. There is part of me that wishes you had started with a different camera preset. Every now and again it feels a bit much and a bit unnatural, but it's just a matter of learning your camera.

Sound – Score 4

I like the sound mix. It's simple but effective. Music, ambience and dialogue in the first scene. Also, the dialogue from the first scene is nice in that we immediately understand that the content of the conversation isn't important. That's sometimes tough to pull off. Nicely done.

Effort – Score 4

Nice work, I think you still have a round of editing to do to figure out how to best situate that text, but it's clear you've been working hard on the film.

Grade B+

Effort – Score 4

Story – Score 4

First off, let me see, "Wow, what an effort!" I know how hard making a film like this is. Over 1,000 photos. All that work figuring out the timing of each still and working with the positioning of each shot. That's an insane amount of work and recognized! The story is great. I love this reflection on the pandemic. And the style of the film really elevates it. I also appreciate the budget you must have put in to get all the props and packages. There is an

attention to detail throughout that really pays dividends. The film has a lot of personality that is coming from all that hard work and attention to detail.

Cinematography – Score 4

I love the animation style. The framings and compositions are spot on. The framing is really important. You are directing our attention to key elements in the frame that we should be paying attention to. I love the shots of the one woman and her plants. The montages of sunglasses are great. The pile of boxes. So much nice cinematography.

Editing – Score 3.5

The film has a nice rhythm and pace to it. I love the transition from the frustration of not being able to water to the new hobbies section. Very nice little moment. As mentioned in class, there are a couple of moments that can be fine-tuned. At :08 seconds the continuity of placing mask on hook. At :35-:36, the hand off of knife seems repeated. At 1;41 you jump between boxes, glasses, boxes, glasses, plants and then stick in a long plant section. I think try boxes, glasses, boxes, plants, glasses, boxes. I think intercutting the world of glasses and plants might be nicer for a little bit, before we head down the obsession rabbit hole. And finally, hold that last shot a little longer. Let the film land.


Sound – Score 4

I love the sound design here. I don't know that I expected such detailed, fun foley work. The film comes alive with that sound. And the music is perfect. The way the music and the foley interplay is so nice. This must have taken a tremendous amount of work and really, really elevates the film. Once again, such a nice effort all around.

Grade A



Story – Score 3

 I really like the way you handled this story. This is the type of narrative I've seen before – the daydream fantasy of someone who is interested in someone else. But the style of the film really makes this work. The split screen presentation was a very nice choice. As discussed in class, the clock ticking metaphor doesn't work for me. The way the audio shifts from clock to natural ambience confuses me in the first act. I know that it is supposed to make me take notice and bring me into the daydream and push the notion of time stopping, but that doesn't work for me. We discussed several options. Making sure the clock stops when he sees her. I also like the notion of a freeze frame. But regardless, that first act needs to be improved to fully push the narrative that you want.

Cinematography – Score 4

Your film looks fantastic. I love the golden hour feel of the bus stop scene. I like the coverage of that opening scene. I like the split screen. We are able to quickly read the content and relationship between screens. That is a result of good cinematography that helps lead our eye.

Editing – Score 3.5

Sound – Score 3

Overall, I like the rhythm and pacing of this film. You've done a nice job cutting for the clarity of the story. Overall, I understand what is going on, and the cut of your film adds to that. As discussed, I think you need to work on the sound. I already alluded to that above. But the clock, plus the shifting levels of ambience take me a little bit out of the film. Smoother sound editing will really settle the film down in the beginning. Also, I still feel we come out of the fantasy a little abruptly. This is much better than the in the rough cut. I recognize that we have new images, the backwards section. But at that point we are out of the fantasy, but the sound treatment of the fantasy lives on. We discussed ways that sound might help us come out of the fantasy.

Effort – Score 4

All told, great job. I love what you've done here. Right now, one more pass on the sound and the film will really be great.

Grade A-



Story – Score 3.5

really nice job on the story. You actually cover a lot of ground from a narrative perspective, but you do a nice job getting across all of that information in a short time frame. The filmic construction of your film really helps move the story along.

Cinematography – Score 4

I like the way the film looks. There are a lot of scenes and locations and your camerawork is strong in all of them. I love the opening set up in the house. The computer meeting section is really nice as well. There is a vibrancy of the early shots that give way to the dour mood of the final night time shots in the car. Shooting in a car is not that easy due to the limited space, but you've done a nice job conveying what you need to in those scenarios. Lots of nice little close ups as well that give the film energy. We always know what we should be looking at.

Editing – Score 3.5

I really appreciate how this film jumped up in quality between the rough cut and the final cut. Not only did you trim the film down, but you really made the meaning come across in this much tighter course. Some of the humor and pathos is coming out in your quick cut strategy. The “At least I have my house” cut to standing out front of the house with the eviction notice is really nice. It's not just about the picture edit, but it's also about the timing of the voice over in the edit. That type of strategy that you employ throughout helps move us through time. I also love the similar type of cut when you talk about at least you have your car. I still am not sure about the clock representing that she is still alive and ticking. I like how you cut off the ticking sound earlier in your latest cut, but it still doesn't indicate to me that she has died or will die, or should get us thinking about her death. I guess she is too healthy. All the other downward slides seem believable. But I don't feel like the clock stopping is enough to indicate what you want.

Sound – Score 4

I really like your sound mix. The quality of the voice is really nice. I like the way you use naturalism in your soundscape. The balance of quiet, efx like the sirens and clock, and the v.o. are really well balanced. Nice job integrating all of these elements. I listened to it with headphones and I did feel that the silence for the yoga and some of the kitchen quiet and office quiet seemed to quiet. I felt you needed a little more room ambience in those couple moments. It almost feels like there is no sound in those moments. I would take a couple minutes to fix that up. But overall, great sound work.


Effort – Score 4

Great work. I love how much work you put into both the production and edit of this piece.

Grade A



Story - Score 4

 I really like the narrative of this film. The arc is so well-defined. And I appreciate you re-cutting the final scene to really bring the 3rd act home. The original cut needed a hint more clarity in this regard and you really managed to make the proper adjustments. Simple edit choices went a far way here.

Cinematography – Score 4

Edit – Score 4

This film is stunning. Your composition is fantastic. I love how you visually capture her struggle. I love how you capture her various environments. Your use of natural light in your photography is really great. I like how you shot at different times of day, not only for narrative arc, but to capture the different types of light. I suggested people lean into their visual storytelling, and you absolutely delivered on this front. We understand her internal struggles based on how you visually represent those. The amount of coverage is great. The mixture of close-ups to bring out those details, and the landscapes to show her trying to find inspiration in the world is a nice balance. Each shot really stands out.

Likewise the edit is excellent. It's one thing to get the proper coverage, but then you have to know how to assemble it all together to bring the most out of the photography. The cinematography allows us to see her struggle, but the assemblage of shots really allows us to understand the story. We see what she sees, but the way you link the shots together really helps us understand what is going on in her head. Again, I love your recut that focuses on her leaning into the grays. I also love how you figured out how to drain color from the shots. Making this effect work was so critical, and I'm glad you really mastered how to do this. This is so critical, but easy to not follow through on. I'm glad you persisted on this front.

Sound - Score 4

I like the overall sound design. The film has a naturalistic sound track, but it's clear you put in a lot of work on the diegetic sounds. The foley of the brush strokes, the computer clicks, the clock

ticks. There was consistent roomtone throughout. And then finally, adding a little bit of music, that to signal the transformation in the third act. Such a nice touch that helped elevate the film.

Effort – Score 4

██████████, really fantastic work. You could have been done after the rough cut and gotten an A. I am so glad you spend a little more time recutting in order to elevate the film. Great work.
Grade A

Story – Score 4

██████████, I really like how you tell this story. Though this is a story that I have seen before, you infuse it with a unique storytelling style. I love that we visually see a representation of the main character's inner voices – as represented by the younger self. That is so nicely done. But the other key is the narrative arc. I love the resolution of this small moment of the main character overcoming or facing her fears by reaching out to the person who texted her. Very nice storytelling, with a nice, tight arc.

Cinematography – Score 4

The visual storytelling here is excellent. We know exactly what the character is thinking and what she is troubled by. I love all of the small camera movements you make. The opening tracking shot, the quick little zoom when she enters the house, the camera that rises up with her in the key moment of transformation. Such nice little touches. Beyond that, I love your coverage and the way you use the space. It's clear you thought about how to visually make your supporting actress appear and disappear. That was all done so seamlessly, and showcases how well your cinematography integrates with your editing.

Editing – Score 4

As I just mentioned, great editing in making the young girl appear and disappear. Beyond that, the film has a nice pace to it. There is a sense of naturalism in your film. That is achieved by the combination of the sound mix and the rhythm of your film. I like the way you use the coverage and edit the shots. The moment in the transformational moment of your film in the final act is so nice. The rising camera movement that cuts to the higher angle is so nice. Again, your interplay between the cinematography and the editing is so nice. I also appreciate your new cut of the "don't date him" sequence. You shifted things by a couple frames and the energy of the cut is so much better as a result.

Sound – Score 3.5

I really like the sound design and mix. I like the sense of naturalism that exists in the majority of the film. You managed to amp up the anxiety with a nicely placed mix that included heart beat, doubled sound, and music fx. That ratchets up the anxiety, but then leads us to the transformational moment where she quiets those voices in her head. The use of sound and absence of sound is so strong there. As discussed in class, the heart beat fx can come off as a little cliched, but I like the overall idea and mix.

Effort – Score 4

██████████, Wonderful job. It's clear you put a lot of work into making this film work.

Grade A



Story – Score 3.5

██████████, I really appreciate how much clearer your story is in the final cut compared to the rough cut. You made some savvy additions that really bring out the narrative clarity. I also appreciate your attempt to tell a complex story with little to know dialogue. There are key moments where we are receiving info via voice message and voice over, but those all are placed and integrated in such a nice way. As mentioned in class, I think you can still pull back on some of those voice/internal monologue moments and rely more on the visual storytelling.

Cinematography – Score 4

The film looks fantastic. I love how many locations you have and how you use the locations. The fact that we go underwater at some point is a real bonus. I feel we haven't talked about that enough! It is clear you really pushed yourself to make a piece that was a visual standout. The film looks and feels very professional as a result. Also, you are not limiting yourself to the real world representing the real world. Your underwater scenes evoke internal thoughts and feelings. That's really nicely done.

Editing – Score 4

The visual storytelling is complex and you've deftly edited it all together. Because of the complexity of the story and the reliance on visuals, this is a tough film to edit. You have all these different strands of the narrative being woven together in the edit. You've handle all of that so nicely. You also recognized what wasn't working in the edit at the rough cut stage and made the necessary changes. I appreciate that you also tried moving sections around and reverted back to your original impulses. Trying out new strategies are so important.

Sound – Score 3.5

The mix is complex and a huge part of the storytelling. You've got music, phone recordings, efx, voice over, internal monologue. The mix of these elements is really on point. The complexity of the mix helps make this feel like a real film. As mentioned in class, I still feel like the "I can't breathe" section and even the "Where's my mother" section feel a bit overacted. I also think you could pull them out and the film will still work. There is always a danger of stating those key story points in an explicit manner. Let the visuals and editing and sound mix do the work. Those are the strong suits of your film.

Effort- Score 4

So well done. This was clearly a challenging film to make and you rose to that challenge.

Grade A



Story – Score 3.25

I love this concept. This is such a unique, fun, energetic idea for a film. Right now, you need to build a bit more tension in the first act. The first act is about you being disturbed by a mysterious noise. That is not coming across yet. We talked about ways to bring out that narrative element. Once you do the whole film will fall into place. The film picks up once you and your frog talk. I like what's there, but little bursts of energy and insights into the party life will also benefit. The writing itself is quite funny. I want this film fully realized, and it's not quite there yet.

Cinematography – Score 3.5

The film looks good. I like the nighttime lighting. It's got a really nice mood to it. I love how you shoot the frog and we see him talking. That's all nicely done. I kind of want quick bursts of that party life. You sneak a flyer for a show in their real quickly. A couple more moments like that would be great. Give us insight into the cave. So the cinematography that's here is great, by I want a couple more types of shots or cutaways to round this out.

Editing – Score 3

Sound – Score 2.5

The film still feels like it needs a little shaping in post. A lot of this starts with the sound. I think we need room ambience that is being disturbed by a mysterious sound. Right now you have silence in the room and then this weird music effect that feels like it is not of the scene. As an audience, we need that sound embedded within the ambience of the room. The room sound shows up after you send your text. We need that ambience earlier. That will go such a long way in making this work. Edit-wise, I like how you work in the frog voice as we see his gullet move. There are a couple of moments where the frog's mouth is moving and he is not saying anything. Make all of that perfect. We can suspend our disbelief if you allow us to. Try to tighten that up a little more. The final scene of your freakout with the crazy sound mix is really, really good. I want all of the film to really work that well. Having a more conscious sound design throughout will really help you get there.

Effort – Score 4

█, I feel you have really worked hard on this film. You need one more pass to really elevate it. This feels like a great rough cut at this point.

Grade B+

Story – Score 3.5

█ this is a really cute story. Also, the style you pick for telling it is spot-on. There is a clean, precision to the storytelling that fits so well with the melancholy mood of longing that you are exploring. That stylistic approach is a choice that makes this a step above from similar films like this that I have seen over the years. You seem to have put quite a lot of forethought into how you were going to tell the story and that paid dividends.

Cinematography – Score 4

The film looks great. It has such a clean look in terms of both the composition and the art direction. We always know what to look at and understand the relationship between shots. Also, the style of animation works. I know there's a string there manipulating the bee, but I'm not seeing it. So kudos to you for figuring out how to manipulate the stuffed toy. I love all of the longing looks at the outdoor world, viewed through windows. Nicely done.

Editing – Score 4

The film has a nice rhythm and pacing to it. Long shots reinforce that sense of longing. The narrative arc comes across – and this is all done with visual storytelling. Your editing is what brings that meaning out. We know what your bee is thinking and the interplay between cinematography and editing is driving that meaning. We see and feel that longing. I also love the moment where you superimpose the bee looking out the window with the outdoor world. Your film builds so nicely to that moment, and that shot pays off so well. There also are little humorous moments as well. The moment of waiting at the top of the stairs followed by the tumble down. Little bursts of energy like that are also really nice.

Sound – Score 4

I love that you gave us two different versions of the film where you handled the sound differently. I love that as an editor you tried some different strategies. Ultimately, I like the quieter version better. This film was conceived as a quiet film, so that really works. Moments where you add sound – the Flight of The Bumblebees feels so purposeful. They energize us in those moments, and then they come back to a quietude after these bursts of energy. The interplay between your editing and sound work is quite nice as well.

Effort – Score 4

Great job, [REDACTED]. The film really feels complete, purposeful and controlled.
Grade A

[REDACTED] Story – Score 4

I think this is such a well written story. The way the written word bounces back and forth between our two protagonists has such a great energy to it. This was a fun way to track the disintegration of a relationship.

Cinematography – Score 4

[REDACTED], the film looks great. You show such control over the camera. There is a real dynamism to all of your shots. I also really appreciate the art direction of the film. I know that the color orange is important to your story, and I love the way you visually get that in there. I know that you are back East and it is winter, but I think it was wise to take them outside for their final meeting scene. The film is about a cold chill in the relationship, and putting us into that exterior atmosphere helps tell the story as well.

Editing – Score 3

Overall the rhythm and pace of your film is nice. I like the way the language plays off the cuts. The language of character one cuts so well with the other woman brushing her teeth and spitting out the toothpaste. Moments like that are so nice and you have several of those. The language bouncing back and forth between the two characters is essential in your film and you handle that aspect of the editing so well. I love the final meeting, the timing of the line and the clunk of the drink hitting the floor. So nice. As mentioned in class, there are a couple of rushed moments. The two sets of opening titles play quickly and distract us from sinking into the film right away. The end of the first section feels abrupt. We discussed that in class. Clean up those couple moments and the film will benefit.

Sound – Score 3.5

I am so happy you cleaned up the sound. We had to fight to hear the rough cut and that really undercut your language. We can hear things now and the film really shines, as a result. I like the overall mix between music, news, and voice. You feel very in control of the mix. As mentioned in class, the last line on the High Line gets a bit buried in the mix. You definitely want to try to boost that. And then that line she throws out when trying to delete the text. I found that distracting because it's a bit hard to hear or even hard to recognize if that is coming from a character or from the newscast playing in the background. These are simple fixes that will go a long way.

Effort – Score 4

Great job, Joli. This film has a very different feel from many of the class films and I really enjoyed it. I appreciate all the effort you put in at all phases of production.

Grade A-

Story – Score 4

This is a complex and difficult story to tell. I really appreciate how strong it turned out. The writing is very good, [REDACTED]. Poor writing would turn this into a mess, so I'm glad with how you were able to handle this challenging material. The acting is also really good. So kudos to you for going out and finding real actors. Poor acting would really undermine this material. Nice work. And this is a complex story that you tell in a nice concise way. The arc is very strong.

Cinematography – Score 4

The film looks great. I like you capturing the exteriors of the city street, and then mixing that with the interiors in the house. You got a great range of footage and the coverage was nice. Also, I know that you were shooting at different times of days, yet all the interiors feel consistent from a continuity perspective. The one big thing you still need to bring across is the visual recognition that your main character has been the victim of domestic violence. We are not seeing that. This is a crucial visual storytelling moment that is lost a bit in the color grading. So take some time to fix that.

Editing – Score 4

The overall rhythm and pacing feels very good. The film takes place across a number of locations in the city and number of days. You do a good job creating a pace that feels natural. The overall arc of the story is in place and that is a testament to the rhythm of the edit. There are so many nice moments. I love the quick cutaway to the other women in the kitchen when the owner of the house is confronting [REDACTED] about her situation. Those touches make this feel like a real movie. Nice work on the subtitles. Just make sure they are within action safe, keep them to two lines, and make sure the timing is a little more on-point.

Sound 4

The mix and the levels feel a bit all over the place. It feels like you need to do one major pass on this front. I like the sounds on the street, but they seem to present once we are inside the houses. And then scene to scene it feels like the film just keeps getting louder. So spend some time really going through the sound mix with an eye for precision.

Effort – Score 4

[REDACTED], I know you had trouble getting started on this project, so nice job pulling this off. I appreciate all the effort and your willingness to track down actors and crew. The film is elevated as a result.

Grade A- (make some changes and that will go up)

[REDACTED], Great job on the re-cut. The audio is so much better now. I really like what you've done with that in terms of evening out the levels. I really like the audio transition between her getting on the bus, arriving in the new neighborhood, and then into the house. All of those have distinct sound spaces, yet it feels very natural. The doorbell ringing is the only moment that sticks out in a problematic way. I felt you could bring that down in the mix.

Edit-wise, at 1:51 you do a fade to black. To this point, you have been doing cross dissolves. I'd keep that consistent. At 3:25, I don't mind the fade to black, because that can signal a transition to a new part of the film.

I think in the 3 minute range, work on breaking up those blocks of text. I think the subtitles are much better and easier to read, but some of them are still too long. If you have almost two full lines of text, try finding a natural place to break those into two sets of smaller subtitle blocks versus one big block.

I think the bruise is a little easier to see, but I'd still see if you can try to bring that out more. Is it redder. I can work with you to try to bring that out while desaturating the rest of the frame.

But great work, [REDACTED]. You should be very proud of this film.

A

Assessment of Final Projects from:

Advanced Documentary Production (MS 330-01)

Spring 2021

Professor: Danny Plotnick



Story – Score 3.5

This is a really great piece about the Garden. You do a nice job balancing the story of the garden, the story of the teachers, as well as bigger issues like food sovereignty and the politics of organics. There is a really nice structure and a way that these stories unfold. As mentioned in class, I think you need a better ending line. The last bit doesn't fully land for me. Give us a strong way to exit the film.

Cinematography – Score 4

, the film is really beautiful. You have done a great job capturing the garden. You capture the beauty of the garden, but we also see our subjects at work, as well as the students at work. You did a great job getting coverage of wides and close ups, as well as many little details in the garden. I feel you really took your camera work to the next level with this film. I hope you are proud of the work you've done.

Edit – Score 4

The edit has a really nice pace. The film is energetic. I appreciate that you went for the all b-roll approach and didn't use talking heads. That is a bold choice, but it feels very purposeful here and really pays off. Also, I thought there were a lot of nice choices you made. Talking about systems, and seeing mechanical stuff in the green house. Talking about a lot to unpack and seeing an open box. Those aren't literal manifestations of what your subjects are talking about, but they work in a clever way. I also like that in the latest cut you were able to get into the mix earlier. That choices makes it feel like a piece about the garden, as opposed to a piece about , which was the case in the first cut.

Sound Score 3.25

The interviews sound great. I know that you went audio recorder and not camera. That was a great choice. They both sound loud and clear. Though, you could raise in the mix just a little bit. The overall mix between voice and music is quite nice. I also like the music choices. There are a couple of areas you could work on at the sound level. Some of the music transitions are odd. The music fades out mid-scene and then you get just voice, and then the music returns. Those first 2 transitions like that feel a bit odd to me. They don't feel fully purposeful. It's like the song came to an end, but you weren't thinking about where you needed a change of energy within your edit. The other thought is to hear some of the garden in the mix. Perhaps when a song ends, you can lean into the sounds of nature. That might help smooth the transitions, but it also might help situate us in the garden.

Effort – Score 4

██████████, I really appreciate that you had a stated goal of making a different kind of film than your first film. You really delivered on that promise. Great job. You just need to make a couple of tweaks and the grade will come up.

A-

Recut- ██████████, The music transitions work so much better now. They happen at purposeful spots and the transition sounds good. I like how you used nature sounds to cover the transition. They seem a bit loud. I'd bring them down just 1 or 2 db, but I love the concept and it is effective. The ending of the film seems much stronger, as well. Great job. New grade - A

Story – Score 3.5

I think your main subject does a nice job talking about his interest in League of Legends. And, he is also able to communicate that to someone like me, who does not know a lot about games. That is a good thing. At times it feels like the film is a bit long, and a little tightening will help the overall story be more impactful.

Cinematography – Score 3.25

██████████, I think you did a nice job gathering b-roll and screen captures of game play. That works really effectively. I think the challenge is that while the interview is composed very nicely, it's a little drab. Maybe you can color grade and create a little more energy there. The shots of his game play are nice. I like the silhouettes. But the overall vibe is very dark. You are shooting in rooms at nice. At times I feel the film has a bit of an overall drab look. I don't know there is a lot to do about that, but try to grade the energy. But moments when you bring up the riot logo. Maybe you can put that on a solid color or black as opposed to overlaying it on the interview.

Edit – Score 3

I like how there is much more narrative clarity here in the new cut of the film. The game play you have added really helps sell the ideas your subject is talking about. Right now, I think the film could benefit from being shorter, and I think you have lots of good options in that regard. I like how you talk about group play, but then there is a 30 second example (1:30-2:00, after we've already seen some group play). Can you cut that 30 second section down by 10 or 15 seconds? Same in the "there are so many things to learn section". He is great there, but there are a couple of repetitive moments at the head of that section, and then I don't think you need the section at 3:36-3:40. You've already clearly articulated the idea, and that becomes redundant. You can cut down the online toxic section as well. You make your point. You then don't need that last shot at 5:10. I think you can easily take 1 minute off of this film and it will pop so much more. But the overall edit structure and pace is quite nice!

Sound - Score 3.25

You need to bring him up in the mix. I think the energy drops a bit when he talks, just because of where he is in the mix. Make him louder, and then the music will come up in the mix as well. Just boosting him will add energy to the piece. I do like the overall balance between music and voice.

Effort – Score 4

■■■■, it's clear you put a lot of time into this piece. Spend a little more time in the edit and this grade will definitely come up.

Grade B+

Recut – ■■■■, Nice job tightening up the film. You shaved about a minute off the film and it makes the overall piece more impactful. I noticed that the teamwork, the learning new things and the toxicity section were all shorter, but none of the impact or info was lost. It feels like you brought your guy up in the mix as well. This gives the piece more energy and pop. Nice work. New grade – A.

Story – Score 4

This is a really well-researched, well-written doc. The style really works and flows with the material as well. I can see this having viral possibilities. It is very shareable. It is concise, on-point, and the subject matter is really going to resonate so strongly with so many people. Nice work.

Cinematography – Score 4

The overall visual look and design of this film is outstanding. Truly, beautifully done. The color palette is exquisite. The way you seamlessly move between the literal, metaphorical, and abstract is so nicely done. And the little pops of archival photos and video are also beautifully integrated into the palette of the film. There are so many nice touches in the film – the ballot box, the flag, the color shifting in the map, the different color circles merging. All of it is so good. This shows a real design sense and graphic sense. You definitely should share with Professor Troy.

Editing – Score 4

The overall pacing is so nice. You condense a lot of information and a lot of history into a short time frame, without the film becoming overwhelming. Part of that is that the film is so nice to look at. You also have little moments that allow us to absorb the information. As mentioned in class, the Loving quote right at the end could be treated just a bit differently. I would hold on the words rather than have them fade. It would make sense to have them emblazoned across the screen in that moment. Let them stand the test of time, as opposed to fade away.

Sound – Score 4

I really appreciate that you rerecorded your voice so that you could have a consistent soundscape. And I really like how your voice works in the film. This is a style you have been working on and developing, and this is the strongest your voice has been. It integrates so nicely into the film. I also like the way the music and efx sit in the mix. I wonder if you could bring the tinder sounds down 1 or 2 db. That is the type of sound that you don't have much of in the film, and it really cuts through. So maybe burying it a bit, might be worth a shot.

Effort – Score 4

■■■■, Great work. It's clear you worked incredibly hard on this project. I also love that you have a style you are very interested in, and that you have been working to develop that over the last year. It strikes me that you have a clear vision and way you want to present stories, and with each film, you are getting stronger and stronger.

■■■■
Story - Score 3.5

Edit – Score 3

■■■■, you do a nice job making your argument about the quality of mobile gaming and how people shouldn't look down on it. I like that you scripted your argument. You definitely help set up the argument. Nicely done. That said, I think you can get to that argument a little earlier. It almost feels like you give too much voice to the haters. Don't let them control the argument too much. Get to your opening argument and bring in your guy a little more quickly. As I took another look at your film, I think you can tighten up the edit early on. I love your opening bit, I love the guy who refers to Tetris, and I love the guys who are doing the product launch. The guy at :36 who is talking about PUBG – I don't love him. But part of it is that you haven't defined PUBG. So for someone who doesn't know this universe, I am confused in that bit. I don't really know what he is talking about. I kind of think you could lose him altogether. That will pull up your argument for mobile gaming by 25 seconds. I don't think you lose anything by losing his bit. Also, I think when you start your scripted bit at 1:13, I like what you have to say, but again, I don't know that we are looking at a mobile gaming interface. Can we see this on a phone and then maybe cut to the fullscreen. Again, you haven't defined PUBG yet. You are relying on the fact that your audience is conversant in this world, and that leaves out people who are interested, but don't know the language.

Cinematography – Score 3.25

Really nice job on the b-roll. I like all of the screen captures to show the gaming. I like how you utilized the web to pull clips to build your arguments as well (those opening clips I've already references, for example). The zoom interview is okay. That is so challenging. As someone pointed out, we are in the realm of on-line and mobile gaming, so we can justify the awkward look, but it still feels a bit awkward. And part of it is not just the framing, but the drab background. That said, the quality of the sound is good and he comes across as a knowledgeable subject.

Sound – Score 3.25

The interview sounds great. Your v.o. sounds great. I like how you incorporate the sounds of your b-roll. As mentioned in class, I do feel that the music just sort of lays there. Maybe it could just be louder in the mix. But it does feel a little bit like filler. Getting a little more energy into the piece can't hurt. Perhaps a more interesting sound design is the way forward.

Effort – Score 4

■■■■, I appreciate the hard work in the class. Also, I know that this film idea bounced around a bit. I like what you have come up with.

Score A-

Recut- [REDACTED], Nice job in the recut. I like how you tightend up the beginning. Losing the one guy has brought up the energy and launched us into your film more quickly. You better identify what PUBG is, which is great. I also like the music. That is much more engaging.

Upon further review, there is one section in the middle that you could tighten up a little. From 2:16-2:44, we get non-stop game play. That feels a bit long. And then, when you cut back to your interview subject, he is on screen for one second before jumping to your next batch of b-roll. You could have brought him back sooner, thus shortening that long section of game play. Also between 2:45-3:02, you have primarily b-roll, but there are moments when your subject pauses and stumbles a bit. You could tighten up the interview very easily and it will give the piece more energy.

But all told, I really like how the film has elevated itself with this cut.
Grade A

[REDACTED]
Just so you know, I watched the recut this morning, so these notes refer to that.

Story – Score 4

[REDACTED], You do a great job telling the story of a restaurant trying to open in the Pandemic. The personalities of the owners come through, and we get a sense of the struggles and the triumphs. Nice work.

Cinematography – Score 3.5

The film looks good. The interview set ups are nice. I really like the camera work on the b-roll of the all the neon of the restaurant. I like shots like the preparation of the burger. There is part of me that wishes you had more shots of them cooking and pouring drinks. You did a nice job covering that with images that you sources from IG. But that said, a little more original shots by you would have popped up the energy just a little bit. And the one shot you have of the bartender making a drink is a hint dark. But all told nice work here. And I appreciate going back and finding those additional photos. That's a big step up from the rough cut.

Editing – Score 3.5

Nice job on structuring the film. I like that the film has come down in length. The use of the b-roll helps give the film some energy. The overall pacing is quite nice. That said, as I watched it again this morning, the chef has a very chilled out way of talking. I think that when you cover his interview with b-rolls, you could take up some of the gaps and pauses in his talking. He uses a lot of "ums", and if you took some of those out, there would be a bit more energy in his bits. There are a couple moments where you cut back to him and he is a little stilted or paused in his speaking at that moment. Those are great spots that you could tighten up even more.

Sound – Score 3.5

The interview sound for the chef is great. The bartender had some noise, but you've done a good job cleaning that up. Nice job fixing up the music transitions. The overall balance

between music and voice is nice. Still not sure about the crowd-surfing noise. It's better, but it still may be hard to read for some.

Effort – Score 4

Really nice job, [REDACTED]. I can tell you put a lot of hard work into this piece. These guys are going to like it.

Grade A

[REDACTED]
Story – Score 4

Great job telling this guy's story. You cover a lot of territory in the film. You address his original interest in cooking, how to cook with cast iron, the importance of recycling cooking gear, how he restores equipment, and address environmental issues. The film has a really nice structure and there is a good flow as you move from topic to topic. Really nice job.

Cinematography -Score 4

The film looks fantastic. I want to commend you on how professional this film looks. I really appreciate that you went out there and got friends to help you collaborate. I think that really paid off in the interview scenes and the cooking scenes. It sounds like you had a real meticulous approach. This is a big step up from the Arguello Market film (which also looked very nice). Such a great job Victor. And you had just enough b-roll to pepper into the film. There is a great control to your camera work.

Editing – Score 4

I know that you had tons of material to work with. That can be a huge challenge. How do you cut all of that down? The initial rough cut was nice, but it lacked some focus and direction. The way you were able to move from rough cut to final cut was really impressive. You found your path and you figured out how to structure the film. I appreciate that you also went out and shot a cooking scene, something that was so crucial, but missing from the first cut. I'm glad you recognized you needed that bit of information inserted into the cut.

Sound – Score 3.75

I love that you used all original music and that you used the Skillet Doctor's music. That's a real nice touch, and it works with his overall vibe. The sound of the interview is really nice as well. You do need to bring down the second and third song in the mix. Those are a bit loud.

Effort – Score 4

[REDACTED], it's evident how seriously you took this project. It is really professional and you should be incredibly proud.

Recut. [REDACTED], Nice job on fixing your audio levels. The mix is much more consistent throughout. Thanks for being such a perfectionist on this piece. I've upped your grade.

Grade A

██████████

Story – Score 4

██████████, I love that you are establishing your directorial voice with your exploration of the natural world and the world of food. The observational style of this piece is so nice. We can really sink into the film and observe the world you present. You do a great job giving us a glimpse into not only the world of a beekeeper, but the world of bees. I really like the info that gets shared with us.

Cinematography – Score 4

My gosh, this film is stunning. Every single shot is fantastic. You really bring us into the world of the bee. It has a very microscopic view. I like that we never see the beekeepers face. That really focuses us on the bees. He's a tour guide, but the bees are the main players. The staged shots you gave us were incredible and lush as well. The cutting of the honeycomb, the honey dripping on the crystal, the honey being poured into glasses. Those were really nice choices. I also really like the text and title treatment. That is really nice as well.

Editing – Score 4

The pace and rhythm of the film is great. There is time for us to observe and see and experience. That's important in an observational doc like this. I like the way the story unfolds, and I like the way you give us text cards/intertitles to fill in gaps in the story. There is a nice pacing to when those show up. The film has a vibe, and the editing is such a big part of that.

Sound – Score 3

The bee sounds are great. I don't want music. The bee sounds allow us to enter and stay in this world. It connects us to nature. The sound of him scraping the hives are so nice, the sounds of him opening the boxes. That's why I want some driving and suiting up sounds in that one section. Immerse us into the world with any chance you get. As discussed, I'd love for him to come up in the mix. He's a bit low in terms of his levels. That's the main thing you need to work on.

Effort – Score 4

I love that you are approaching people who you believe are doing interesting things. Documentaries are about exploring the world and entering the discourse on a certain subject. It feels like you are diving headlong into that process.
Grade A

██████████

Story – Score 3.5

██████████, this is a great community and neighborhood story. I love that you dug up some archival footage just to ground us in the history of the story. I think your overall structure is quite good. I like the inclusion of the text and your voice to give us some backstory. Again, you may not want to be reading that text, but I like the overall framework you provide us with. I like that you address the pandemic. I do think that the transition to them talking about closing happens

a little suddenly. I do feel that is a big moment, and it needs a little more weight in the piece. It currently just feels like another topic, as opposed to a major topic. We need to feel the weight of that a little more.

Cinematography – Score 3

The film looks nice. I appreciate that you went back and reshot and got more shots of the store, the counter, the items in the cases and on the shelves. I still feel like we never see a master shot of the whole place, but this is much better than the initial cut. I like the activity of them making the food, though, as was pointed out, the colors don't pop as much as some of the front of shop material. Doing a color grade of that section could be beneficial. Again, I like that you got some nice old photos in there. The section where you start talking about the pandemic and the quiet of Japan town, I felt we needed to see a little more of the empty streets in that section.

Editing – Score 3.25

I like the structure of the film. The film also has a nice rhythm and pace. As mentioned, I think some savvy editing will help land the ending re: the potential closure. It could be that you need to add some music at that point. Some little slight change of style or introduction of a new element like music can help beef up that section.

Sound – Score 3

The interviews with heavy machinery are tough. But all told, it's shaping up. I like that you added subtitles. As talked about, I think you need to clean those up a bit. Don't include the "ums" and the stumbles. You also don't have to include their names. That should be obvious. I like the fact that you don't have music for the bulk of the film. Again, adding some music to signal the transition to the new challenges might be a nice approach.

Effort – Score 4

█, I really like that you continue to make films about your community. There is a lot of passion in this project. Just a little more work will help elevate it.

Grade A-

Recut – █, I noticed lots of little changes in the new cut. I noticed that you have some consistent audio under the opening b-roll shots. I like how you color graded the kitchen scenes. There's a lot more pop and energy there. The subtitles are much cleaner. You do spell "are" incorrectly once. Maybe it is "arare" or something like that. I also like when you bring in the music. I wonder if that scene should start with the one brother as opposed to the woman. We never know what her relation is, so I think starting that scene with the owner talking about the closure may be more impactful. But I like how the music is working. New grade – A.

Story – Score 4

What a great piece of San Francisco history you are exploring here. I appreciate all the research you've done on the topic, and I appreciate all of the archival that you were able to unearth and bring to the project. Documentarians find the stories that interest them, share them and add

their voice to the discourse. This is something you've leaned into with this project. Your voice is such a nice element and adds your personal stamp to the piece.

Cinematography – Score 4

The film looks great. I like how you were able to integrate the new footage you shot and make it feel cohesive with the archival materials. Again, your ability to find the critical bits of archival material is what brings this film to life. You also had tons of material to work with, which can be a challenge. You ultimately were able to select and use really great visual material.

Editing – Score 4

As mentioned, you did a great job wading through the material and finding the key bits to use. Your rough cut was strong, but you were still searching for structure. The film really jumped up in quality between the rough cut and the final cut. You found your structure. Adding your script and your voice was an important organizational element. And relying on the one interview ([REDACTED]) focused the story as well. Really nice work. And again, the way you blended the original footage with the archival was so nice. I still think you can do a better job of attributing the [REDACTED] and all the archival to their source. That still feels not clear to me.

Sound – Score 4

Really nice job cleaning up the [REDACTED] interview. I remember it sounding a bit rougher in the original cut. The recording of your voice is excellent. And the sound mix with the music is really nice. I'm glad you found another piece of music that you can use on YouTube that also works really well with the story.

Effort – Score 4

Great work, [REDACTED]. It is clear that this story means a lot to you, and you put in a tremendous amount of effort to make the film feel so professional. Great work.

Grade A

Story - Score 4

Edit – Score 4

I really like your script. I also appreciate how much you had to trim down your script. It was nice to see that evolve. The original script was nice, but it was very dense. I think you were able to get across the ideas about nature that you wanted to without overwhelming us. As the film plays out the images compliment the script, and you manage to give us a lot of space to absorb and observe. That was less evident in the rough cut, so I am please how far the film progressed between rough cut and final cut. The overall pacing is fantastic. You allow us to sink into the natural world and revel in how the images bounce off the ideas you are putting forward. The one edit area I would fix is the transitions to the specific plants. You need to establish a pattern of how you are going to do that. Sometimes there is space prior to introducing a plant, and other times you blast right into it. Just tweak that a bit. At the script level, just watch out for improper use of language – “universality”, and “not immobile” come

to mind! The film is really dialed-in, and you don't want people falling out due to mistakes like that.

Cinematography – Score 4

The film is stunning. Every shot looks great. I also love how you toggle between still photos and moving images, and even still images with movement. The film is dynamic, and it starts with the beauty of the images. You want us to explore and find nature wondrous, and the cinematography allows us to enter that space.

Sound – Score 3.5

I love your read. The pace and rhythm are nice, and your voice works really well. It creates the mood and the tone you want. It is sometimes difficult to direct oneself in this regard, but you really deliver. I think the overall level of the whole piece could come up, so check your levels. Also, when you get to the water lilies section, the audio levels noticeably drop. So you need to do one pass on your levels. The music choices are great and they work really well in the mix.

Effort – Score 4

██████████, Great job. I know you put a lot of work into this. It also seems like you had fun making it.

Grade A

Recut – ██████████, I see that you cleaned up some of the phraseology/language issues in the film. That was nice. I see that you raised the level of the water lilies section, but in doing so, the cactus section seems too low. So you still need to get a consistency of the overall mix. It feels like you overcompensated on the water lilies. I've upped your grade just a little bit.

Story – Score 4

Really nice job weaving this story together. It's really interesting how you ended up with something quite unexpected compared to your expectations. But you do manage to touch on many of the original elements you expected to. The history of horses, family stories, the AIDS crisis, equine therapy. Your script and your voice are important elements in stringing this altogether. The writing is very solid and your decision to be vulnerable also pay dividends.

Cinematography – Score 4

The film looks really good. All of the original photography at the ranch is so nice. It really puts us in a tranquil state of mind. I love the look of the interview with your step mom. I also like all the material you pulled from TV and other sources. Those decisions also add some energy to the film.

Editing – Score 3.75

Again, you are toggling through a lot of different stories, yet the film really holds together. Again, your script is serving as an important suture. It's also clear that there is an underlying structure at play, and that you really thought about how to organize and build the stakes in the film. At a minor level, there are a couple of bits of b-roll that feel oddly placed. Both the yoga

shot, and the wide shot of SF need to be pushed downstream a couple of seconds to line up the with the audio a little bit better. Also, amidst your horse montage, I kind of felt that the women at the party felt a bit out of place. Minor points, but easy to fix.

Sound – Score 3

The interview sound is the big area for you to address. I like that you cleaned up the interview, but now it is sounding very thin. It feels out of place given the grandeur of the cinematography at that point. I think you can beef up the sound a bit for the interview. I like the use of music. The film has a fun, easy feel and the music adds quite a bit to that. The overall mix between voice and music is quite nice.

Effort – Score 4

■■■■, I really appreciate that you made a film that is a bit out of your comfort zone. The film is heartfelt and genuine, and audiences will love it.

Grade A

ReCut – ■■■■, Nice little changes in the editing. I noticed you got rid of the women in party dresses and that section is now all visually horses. That feels stronger. I also noticed you shifted the timing of the b-roll of the yoga and of downtown SF. Little touches like that go along way. As for the audio quality of the interview, it's still a bit all over the map. Some of it sounds good and some of it sounds compressed. It shifts around shot to shot. That said, some of it seems better. I've upped the grade.

Story – Score 4

This is a really nice piece. I sometimes get worried when people make docs about their friends. But ■■■■ has a nice screen presence. I also appreciate his humility. You do a nice job establishing who he is as an artist with that opening scene, and then as he moves to talking about the people who influenced him, you can see that he is someone who recognizes he still has a lot to learn, so that was nice.

Cinematography – Score 4

The film looks good. I love the visuals during the opening. The interview is shot really nicely. I also like that you gave us lots of close-ups and lots of studio shots. I like the hand held and moving camera work. I like that you held a camera up high on a tripod, as well. Little touches like that go a long way in raising the overall quality of the film. Also, though much was shot at night, the colored lights have a lot of style to it.

Editing – Score 3

The film has a nice energy and pace, which is befitting in a music doc. Once you go to the Tyler the Creator section, I feel like we get too much Tyler. The balance between your b-roll and your interview gets a bit skewed there. It starts to feel like a doc about Tyler the Creator. I feel you needed to cut back to ■■■■ a bit more in those moments where he's talking about his influences. Also, there is a quick transition as you move to the end section. Create a little pause as you move to that final act in your film.

Sound – Score 3.5

Overall, the sound mix is really nice. I love how you incorporate his music into the film. The balance between voice and music works. His interview has a bit of noise in it, and I'd love for you to clean that up.

Effort – Score 4

Really nice work on this one, Joe. This is a nice portrait of a friend.
Grade A-

Story – Score 3.25**Editing – Score 3**

█, I like the story. I think you get a strong sense of who this guy is and what his business is. Right now it does feel a little long. That could be the result of a number of issues which I'll talk about in a minute. But two things you might consider are 1) How important is the section about the Bay Area. It felt to me as if the film was ending, and then we get that section. That could be an area to cut. Also, I really liked when he talked about the process. You really had the material to cover that. In that section you have a "say dog, see dog" cutting strategy that is really on-point. So I wonder if you want to bring that section earlier. Maybe you open with it. Let us enter the world of cider and what it is, and then back up and here the story of this place. That could be a cool strategy. You could then have a montage of the brewery and process and play some cool music and start with a lot of energy.

In terms of the overall edit, the film feels long and little low energy. So the above suggestions might help you tighten it up and bring up the energy. I think you could also cut him tighter. He has pauses, little stumbles, a very even-keeled way of talking. You can cut out some of those gaps and bring up the energy. At other points, the b-roll feels a bit off. He talks about diversifying the farm and we see the bar and the port. We should see the farm there. At some point he talks about almonds and we see apples. Be more conscious of what we see and when we see it.

Cinematography – Score 3.25

I love the stuff you shot in the brewery and would love to see a similar shooting strategy for the farm. But it seems like maybe you didn't get to the farm and only have stills. The result is there feels like two different styles going on. But the brewer stuff looks great. Fantastic work. I like the interview look, but because he's wearing a hat, he's the darkest thing in the frame. I would try to grade it and bring up the mids a little bit.

Sound – Score 2.75

This feels like a bit of a work-in-progress. The interview sound is okay. We can hear him all right, but there is wind noise. And that's it for the sound. I think the film could use music. I think also sounds of the brewery would be nice. There are moments we are hearing seagulls when we are in the brewery and it just seems odd.

Effort – Score 3.5

This can be a really great film. I encourage you to continue working on it. Make it as fully-realized as your first film. Right now, this feels like a great rough cut. Still lots of work to do, but you should do it!

Grade B+

**Story – Score 4**

Nice job on writing the script. I think it was the right move to lose the poem and flesh out the story of the tea garden with greater depth. That story now feels fully-realized, which wasn't the case in the initial script.

Cinematography – Score 3.5

The film looks really good. I like the combination of stills and moving shots. Are you on a gimbal at some point? There is some nice movement here as well. Though, in some of the latter shots, there is a walking camera where you can feel the bounce a little bit. But overall, the combo of footage is really nice. I also like the archival footage. That is peppered into the piece in a nice way.

Editing – Score 3.25

The film has a nice pace to it. There is a lot of info here, but it is not overwhelming. I can follow it all. Every now and again, I wouldn't mind you opening up the film and giving us a moment to sink into the film and observe the space. I feel like someone is giving me a tour of the garden, but I never feel like I have the time to soak in the grandeur and beauty of the garden because the tour guide is hurrying me along. I like the way you integrate the archival photos. That is done nicely. I also like how you credit them within the body of the film. I don't know that I love the credits. That is minor issue to be sure, but the movement calls a lot of attention to itself and may not be in keeping with the rest of the piece stylistically.

Sound – Score 3.5

The voice is recorded really nicely and the music works well. The overall mix between those two elements is nice. I wouldn't mind hearing the sounds of the garden. That would help establish a sense of place. And natural sounds combined with a more open editing structure would allow us to sink into the film a little more.

Effort - NA

, I do appreciate that you had a rough semester and I do appreciate that you got me a film by the end of the semester. This is a nice film, and you should be proud of it. A little more work would elevate it. Though it's a strong film, I do have to wrestle with the fact that if this is the only film you produce in this class, it feels, in terms of scope, like what many people did for their first film.

Grade A-

Summary of Findings

Film Studies Assessment November 2021					
Intro Video Production Spring 2021					
Story	Cinematography	Edit	Sound	Effort	
2.5	3	3	2	3.5	
3.5	4	4	3.75	4	
3.5	4	3.5	3.25	4	
3	3.5	3	4	4	
4	4	3.5	4	4	
3.0	4	3.5	3	4	
3.5	4	3.5	4	4	
4	4	4	4	4	
4	4	4	3.5	4	
3.5	4	4	3.5	4	
3.25	3.5	3	2.5	4	
3.5	4	4	4	4	
4	4	3	3.5	4	
4	4	4	4	4	
Average S 2021					
3.52	3.86	3.57	3.50	3.96	
Documentary Production Spring 2021					
Story	Cinematography	Edit	Sound	Effort	
3.5	4	4	3.25	4	
3.5	3.25	3	3.25	4	
4	4	4	4	4	
3.5	3.25	3	3.25	4	
4.0	3.5	3.5	3.5	4	
4.0	4	4	3.75	4	
4.0	4	4	3	4	
3.5	3	3.25	3	4	
4.0	4	4	4	4	
4.0	4	4	3.5	4	
4.0	4	3.75	3	4	
4	4	3	3.5	4	
3.25	3.25	3	2.75	3.5	
4	3.5	3.25	3.5		
Average S 2021					
3.80	3.70	3.55	3.38	4.29	
Average Both classes					
3.66	3.78	3.56	3.44	4.13	
Scale of 1-4 4 - Excellent 3 - Above Average 2 - Average 1 - Below Average					

Based on these findings, I am confident that our Program Learning Outcomes are being met. Please note that 2020/2021 was an incredibly difficult year due to the pandemic. Teaching production classes on-line is an incredibly difficult task. The program had to be completely restructured, with syllabi changed to accommodate the moment, and many new on-line materials developed for our students.

I am proud to say that students repeatedly told me how great the production classes were and how surprised they were given the remote circumstance we found ourselves in.

Our professors did an amazing job responding to the moment.