

Senior Project Information Packet

Spring 2024

I. Project Proposals and Registration

- Since Senior Seminar – J/R/TV 499 – is the culminating experience for students, only seniors in their final spring semester at the University of La Verne will be allowed in the course.
- Prior to the end of Fall Semester 2023, seniors must present a one-page written summary proposal to their assigned project advisers for approval. The proposal should be a description the project, how it relates to the student’s major and the project’s expected use.

II. Contracts

- Contracts are due the first day of class spring semester.
- As soon as your project proposal is approved, you should begin work on your project contract.
- Expect to make multiple revisions, as directed by your project adviser, before a final draft of the contract is approved. The instructor and the student should each have a copy of the final contract with each of their signatures.

Contracts Must Include:

- A description of the project, i.e., a series of in-depth stories, a script, a public relations campaign, a feature-length video, etc.
- Exactly what elements go into the project, including its size (the number of pages, word count, or number of minutes, etc.).
- A detailed budget and how the project will be funded – if applicable.
- A timeline, or schedule, including due dates and deadlines for completion of the various elements of the project as well as the final due date.
- How the project relates to your previous work at ULV, and your goals for after graduation.
- A place for student and adviser signatures.

Note: You must have an approved contract by February 14, 2024. Should you fail to have an approved contract by that date, you should plan to drop the course and take it in Spring 2025.

III. Senior Projects

Project Planning

- The senior project is a culmination of your work at ULV.
- The project must relate to your major and past experience and should go beyond work already done.
- Group or team projects are acceptable with instructor approval.
- The project should be of sufficient rigor to merit four upper division units (400 level). The project should not be so large that it cannot be completed by the end of the semester. All projects are term projects, in that

they must be completed by the conclusion of the semester.

- Failure to meet the criteria of the contract, or failure to complete the project by the final deadline, will earn students an F grade. Students who fail the course will have to retake the course, undertaking a new project, in spring semester 2025, which is the next time the course is offered.
- Creating a project that has a practical application and actually gets used is the goal. The senior project cannot be used to fulfill the requirements of any other class, internship, or independent study project.
- It may be an extension of a previous project if the scope of the updated project meets with the instructor's approval. The senior project cannot be combined with an ongoing internship project.
- Students are strongly encouraged to undertake projects that benefit society, such as a public relations campaign for an animal shelter. Students who would like to do projects for businesses or other such or entities, should consider non-profits first. Senior projects cannot be an internship-type experience and may not be for pay.
- Project updates will be held throughout the semester to view and discuss student progress. Work in progress must be shown. All projects will involve keeping project notebooks. The contents of the notebook will vary depending on the nature of the project.

IV. Projects

Below is a list of possible Senior Projects and the minimum course requirements necessary to undertake them. Projects will be due before the end of the spring semester, so there will be an opportunity for feedback from instructors. Additional projects may be acceptable per individual project advisers.



Film/TV Projects

- To crew on a video as a senior project, a student must have completed TV 320.
- Videos can take different forms: dramatic, instructional, documentary, experimental or musical.
- Videos should be more challenging than projects you have worked on before at ULV such as the eight-minute drama and the five-minute documentary.
- Projects should not exceed 20 minutes in length.
- More complex projects may be shorter.

Proposals

- Project Proposals should be submitted by end of fall semester 2023 the semester before students plan to enroll in TV499.
- Project proposals should include a two-page statement about the project including:
 - The position the student plans to perform on the project (producer/director/veditor/sound mixer/designer)
 - What the project is about (a 20-minute comedy about... a girl who..., a 20-minute documentary about.....)
 - A copy of the script must accompany the proposal.
 - A list of potential crew members should accompany the proposal.
 - Any special production challenges should be addressed in the proposal (such as use of schools, police, guns crowd scenes, classrooms full of students, party scenes, special effects etc.)
 - Some but not all proposals will be approved for production.
- Students who plan to edit a senior project should have completed TV 330 Television Editing.
- Editing proposals should also include a statement about what the student has done to qualify for this position, and how serving in this position will help him or her achieve his or her career goals

The Contract

- Students must have the script approved prior to finalizing the contract.
- A script with numbered scenes must be attached to the contract.
- A marked script and script breakdown must be completed.

- A production and post-production schedule including casting, locations, shooting, rough cut, fine, cut, picture lock, sound and titles/effects dates.
- A budget of projected camera, editing, material and labor costs must be included.
 - (A final budget should be included on completion of the project)
- Include a timeline/schedule of when you plan shoot, edit and work on sound.
- No equipment will be checked out until the above paperwork is complete.

Finishing the project

- It is expected that you plan for equipment time, editing time, crew size, etc., to complete the video by the project due date.
- All rights and releases must be gathered prior to the acceptance of the project for final grading. Failure to obtain rights and releases will result in an F grade for the project.
- Completion of video projects should be planned for the beginning of the last month of the semester to avoid equipment/editing conflicts with television production classes.
- A production notebook must accompany each project. The notebook should include drafts of the script, breakdown sheets, projected budgets and final budgets, releases, location agreements, music releases, correspondence, head shots of actors, edit logs, mix sheets, and production stills (photos).

Radio/Audio Projects

Students should have completed RTV 112, Radio 230, Radio 240, and at least one semester of Radio 426. Radio projects that qualify for consideration are programs, which will be written, produced and aired on the campus radio station, LeoFM, audio production projects, and podcasts. These include special types of weekly shows that are produced and pre-recorded, documentaries, or other special programs. It is best if there are several segments/shows, which will air throughout the semester. The senior project is designed to allow a student to gain advanced production experience, and programming experience by producing programming content that is more comprehensive in nature than just an air shift. A treatment/proposal should be completed and submitted with the contract, followed by scripts for each show/episode. You should include a budget of projected studio time, materials, and labor. A timeline should be included, showing production and postproduction deadlines with time for instructor/adviser critique that then needs to be incorporated into the show/project. All rights and releases must be included.

Scripts

- To write a script as a senior project, the student must have completed TV 2B and the screenwriting class.
- A two-page description of the script must be included with the proposal and contract.
- Scripts can be for features, sit-coms, dramas, comedies, documentaries, instructional videos or interactive multimedia.
- For features, students should complete character profiles, a detailed outline/treatment of the entire script, and at least the first 30 pages (first act) of the script.
- For shorter works the entire script must be completed, along with the supporting material mentioned previously.

Journalism Projects

Journalism Projects include themed blogs/series, in-depth magazine-style stories, audio podcasts and more. To do a journalism senior project, students must have completed JOUR 300, 320 or 325, and JOUR 115, at minimum.

- The theme, along with well-developed story ideas and illustration plans must be approved as part of the contract and must not compete with department news outlet.

- Print or online journalism projects should be equivalent in breadth and depth to 12 blog entries of 500-1,000 words each, or three in-depth magazine-style stories of 2,000 words each. All journalism work must be multiply sourced.
- The publication/production outlet or outlets (or target outlets) must be pre-approved by the project adviser.
- Production and publication deadlines must be written into the contract and strictly adhered to.

Broadcast Journalism Projects

- Seniors in the broadcast journalism concentration who have completed JOUR 345, Intermediate Broadcast Journalism, at least one semester of TV 307 and JOUR 226 Digital Storytelling may take Senior Project.
- The subject and scope of the projects vary from year to year and are based on the student's interests. These projects can include one long form newsmagazine story 6-8 minutes in length or a series of shorter news packages. Other options include one or more podcasts, or multimedia stories. Students will be required to research, produce, shoot (b-roll), conduct all interviews, write and edit their own stories. Well-researched story ideas will be due at the end of fall semester, date TBD.

Public Relations/Public Service Campaigns

- To do a public relations campaign as a senior project, the student must have completed JOUR. 100 and JOUR. 330 and completed or be enrolled in JOUR. 430 and JOUR. 301.
- Students concurrently enrolled in JOUR 430 may not use the same project for both the senior project and the public relations course.
- All Public Relations Projects must be single-person projects (no group projects) and should be designed to promote an organization – preferably a non-profit – or major event by utilizing advanced writing skills to plan and create a variety of content. We encourage PR Projects that support nonprofit organizations over for-profit businesses, and discourage on-campus PR projects (except in very rare and compelling circumstances). Projects may not be an extension of the students' already in-place internships, job, or extra-curricular activities.
- These projects consist of an 8-point Public Relations Plan, (including secondary research and possibly primary research), implemented to demonstrate the variety of skills required of today's public relations practitioners. All projects must include at least three of the following:
 - News releases, media advisories, bios, fact sheets and/or press kits (includes key message development, proper formatting, etc.)
 - Newsletter writing/designing (includes project outline, copy points, photography, and may include working with a graphic designer to bring to life)
 - Brochure writing/designing (includes project outline, copy points, photography, and may include working with a graphic designer)
 - Website design/writing
 - Media relations campaign to publicize an event
 - Special event (includes event logistics, publicity materials, and writing of speeches)
- The project presentation should conclude with an evaluation of the campaign and include measurement of key results.
- Give yourself enough time to research, plan, implement, and evaluate your campaign (these are the steps in the PR process.) Consider starting your research and planning during the fall semester and/or winter break so that you can hit the ground running in spring