

Producing and Directing: Spring 2025

Meets: **Monday 2:00pm-5pm**
Weimer Room 1098

Canvas: Weekly lessons, homework, and projects.

Instructor: Scott Snyder
Senior Director, SEC Network and Broadcast Production
Email: scottsn@gators.ufl.edu

Office Hours: **Monday 1pm to 2pm**
Weimer 1024

COURSE DESCRIPTION:

Sport has become one of the most influential platforms in the world. Billions of people consume sports media content in some form each year. Live sports productions have kept traditional broadcasting alive, and they continue to facilitate the connection from advertiser to consumer. Beyond the playing field, we have seen that sport can create some of the most meaningful, and divisive, social conversations. Players and managers from the NFL, NBA, and U.S. Women's Soccer team, to name just a few, have all brought social issues to the forefront of mainstream America. Sport, and how it is communicated, can change the world.

The purpose of this course is to provide aspiring professionals with the basic skills necessary to produce and direct live sports broadcasts. This course combines informative lectures with hands-on applications that allow learners to develop their producing and directing skills. The course is modeled after real-world production practices and relies heavily on students working together to complete objectives. Students will leave the course equipped with the basic skills and strategies necessary to begin a career in live event sports production.

COURSE OBJECTIVES:

This course will teach you to:

- Basic producing skills of a live event production.
- Basic directing skills of a live event production.
- Communicate using the language of sport.
- An understanding of all the roles necessary to put on a live sports production.
- Work in a remote sports production environment.
- Create freelance (work-for-hire/contractor) invoices.
- How to prepare as a producer and director prior to live sports productions.

- Absorb information from guest speakers that are experts in their fields.

COURSE DESIGN:

This course is designed as a hybrid of in-person and online content delivery methods. The course assignments will be posted by the week they are due, and you will complete those on your own time. Each assignment will be self-contained and provide you with a curated list of resources that you will need to effectively learn the material and complete the work.

TEXT: None Required

REQUIRED HARDWARE:

Cell phone
Computer/Laptop
Editing Software

COMMUNICATION METHODS:

The instructor is available throughout the week should you need assistance. You can email me directly or use the Canvas email system. Often, I will reply within a few hours. Do not hesitate to email me, regardless of the day or time. While I may not reply immediately, I will respond as soon as I am available to do so.

ATTENDANCE AND LATE WORK POLICIES:

Attendance in the weekly meetings is required. If it is a Zoom meeting, it is also required that you use video. If you cannot use video for this course, please contact me to discuss your situation. **For your safety, do not Zoom while driving. Any student seen driving while in class will be removed from the class.**

LATEWORK WILL NOT BE ACCEPTED. However, **any assignment may be turned in early for full points.** If you know that you will miss a particular class period, you may contact the instructor ahead of time and turn the assignment in early for full credit. Documented medical emergencies are considered excused absences and any work missed can be made up at a later date when your health allows. All assignments will be due on Sunday nights by midnight.

With the current pandemic still happening, it is expected that some of you, or myself, may get sick during the course of the semester. Please reach out and update me with your status when you can so that we can set up a schedule for you once you have recovered.

STUDENTS WITH DISABILITIES:

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the disability Resource Center by visiting <https://disability.ufl.edu/students/get-started/>. It is important for students to share their accommodation letter with their instructor and discuss their access needs, as early as possible in the semester.

STUDENT EVALUATION OF COURSE AND INSTRUCTOR:

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at <https://gatorevals.aa.ufl.edu/students/>. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>.

UF HONOR CODE:

UF students are bound by The Honor Pledge which states, “We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: “On my honor, I have neither given nor received unauthorized aid in doing this assignment.”

The Honor Code (<http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel.

HELP WITH COPING:

The UF Counseling and Wellness Center is a free resource for any student who could use help managing stress or coping with life. The center, at 3190 Radio Road on campus, is open for appointments and emergency walk-ins from 8 a.m. to 5 p.m. Monday through Friday. To make an appointment or receive after-hours assistance, call 352-392-1575.

GRADING:

Grades are earned via (1) Participation; (2) Projects; (3) Quizzes; (4) Exam

Area:	Points:	
Quiz (10%)	100	A 94-100%
Class Participation (10%)	100	A- 90-93%
Format 1 Project (25%)	250	B+ 88-89%
Format 2 Project (25%)	250	B 84-87%
Exam (30%)	300	B- 80-83%
		C+ 78-79%
		C 74-77%
		C- 70-73%
		D 65-69%
		E 64% or below

In-Class Activities: Throughout the semester, we will have in-class activities. Each activity will count for a small amount of points.

Assignments: All assignments are due at 11:59pm on Sunday of the week they are assigned.

Quizzes: There will be small quizzes given throughout the semester. Quizzes will be assigned through Canvas, and you will receive notifications and reminders about them via Canvas and email.

Week of:	Week of Class:	Topics:	Assignment:	Due Date:
January 13th	1	Introduction to Producing and Directing		
January 20th	2	Holiday No class		
January 27th	3	How to Prepare to Produce a Live Event		
February 3rd	4	How to Prepare to Direct a Live Event		
February 10th	5	How to Create a Format for a Live Event		
February 17th	6	Breaking Down a Live Broadcast as a Producer		
February 24th	7	Guest Speaker: Producer		
March 3rd	8	Format 1 Projects	Create a Format for a past sports event.	Due on 10/17/23 at start of class.
March 10th	9	Breaking Down a Live Broadcast as a Director		

COURSE SCHEDULE:

Week of:	Week of Class:	Topics:	Assignment:	Due Date:
March 17th	10	No class (Spring Break)		
March 24th	11	Format 2 Projects	Create a Format for an upcoming sports event.	11/11/23 at the start of class.
March 31st	12	Roles Quiz	In Class Quiz on Roles in a Sports Production Environment	11/14/23
April 7th	13	How to Produce Different Sports		
April 14th	14	How to Direct Different Sports		
April 21st	15	Final Exam	In Class Final Exam.	12/5/23