Course Syllabus

Department: Visual & Performing Arts

Date: 9/19/12

I. Course Prefix and Number: COM 123

   Course Name: Video Production I

   Credit Hours and Contact Hours: 4 credits, 4 contacts

   Catalog Description including pre- and co-requisites:

   This course introduces students to the basic techniques of video production. Students will be given hands-on experience in camera operation, lighting, sound, computer graphics, switching, directing, and video tape editing. Experience with the local Public Access Television Channel (FLTV) is included.

II. Course Outcomes and Objectives

   Student Learning Outcomes:
   1. Write a television script.
   2. Perform various video production techniques.
   3. Use a camcorder to capture images.
   4. Use microphones and an audio mixing board to produce clear audio for video.
   5. Design and produce computer graphics for video.
   6. Edit video, audio, and computer graphics.

   Relationship to Academic Programs and Curriculum:
   This course is designed to prepare students for transfer to a four-year program in communications, broadcasting or new media and for employment in the video production field. This course gives students an introduction to, and experience performing, the basic skills required of an entry-level television employee and is transferable to most four-year institutions. This course is required for A.S. Communications students, A.S. New Media students and can be used as a Humanities or Liberal Arts elective.

   College Learning Outcomes Addressed by the Course:

   ☑ writing
   ☑ oral communications
   ☑ reading
   ☑ mathematics
   ☑ critical thinking
   ☑ computer literacy

   ☑ ethics/values
   ☑ citizenship
   ☑ global concerns
   ☑ information resources
III. Instructional Materials and Methods

Types of Course Materials:
Textbook (s), DVD-ROM, Audio-Video Equipment, Videotape, Compact Flash Card

Methods of Instruction (e.g. Lecture, Lab, Seminar …):
Lectures, Demonstrations, Discussions, Workshops, Videotape programs, Critique sessions, Hands-on work at Finger Lakes Television, DVD-Rom exercises

IV. Assessment Measures (Summarize how the college and student learning outcomes will be assessed):
Assessment measures
1. Homework assignments requiring shooting and editing video and written work (reading, critical thinking, computer literacy).
2. DVD-Rom assignments completed in the Media Lab (critical thinking, computer literacy)
3. Field experience at Finger Lakes Television or completion of a Term Paper that demonstrates working knowledge of video technology. (citizenship, writing, ethics/values)
4. Workshops on shooting video, audio, graphics and editing. (critical thinking, computer literacy)
5. Five-minute video with designated preproduction, production and postproduction requirements (writing, oral communications, critical thinking, computer literacy, information resources)
6. Periodic quizzes and a comprehensive final examination (reading, critical thinking)

V. General Outline of Topics Covered:
1. Production Process, Team and Environment
2. Image Formation and Digital Video
3. The Video Camera
4. Operating the Camera and Looking Through the Viewfinder
5. Light, Color and Lighting
6. Audio and Sound Control
7. Linear and Nonlinear Editing
8. Editing Principles
9. Switcher & Switching
10. Graphics and Effects
11. Directing and Production Environments