Course Syllabus

Department: Visual and Performing Arts

Date: November 14, 2012

I. Course Prefix and Number: COM 124
   Course Name: Video Production II
   Credit Hours and Contact Hours: 4 credit hours and 4 contact hours

Catalog Description including pre- and co-requisites: supporting data required for grade prerequisite of 'C-' or higher. This course provides advanced work in video production techniques. Students work in groups to develop and produce newscasts that are televised on the local, public access cable television channel, FLTV. Emphasis is placed on script writing, news writing, videography and editing. Experience with FLTV is included. Prerequisite: COM 123 or equivalent experience.

Relationship to Academic Programs and Curriculum including SUNY Gen Ed designation if applicable: This course fulfills a requirement for the AS in Communications program, and as an elective course.

II. Course Student Learning Outcomes: State the student learning outcome(s) for the course (e.g. Student will be able to identify…)

Students will be able to:
1. Develop and research topics of historical, public and/or human interest
2. Write a formal video script
3. Incorporate images from a variety of analog and digital sources (still photographs, pictures, video) into a coherent video production.
4. Use audio from a variety of analog and digital sources (natural, prerecorded, machine generated sound effects) into a logical, coherent video production.
5. Conduct interviews and select suitable sound bites for a video program.
6. Design and produce computer generated graphics for video
7. Use nonlinear digital editing software to edit a video segment

College Learning Outcomes Addressed by the Course: (check each College Learning Outcome addressed by the Student Learning Outcomes)

- writing
- oral communications
- reading
- mathematics
- critical thinking
- computer literacy
- ethics/values
- citizenship
- global concerns
- information resources
### III. Assessment Measures

**Summarize how the college and student learning outcomes will be assessed:** For each identified outcome checked, please provide the specific assessment measure.

<table>
<thead>
<tr>
<th>List identified College Learning Outcomes(s)</th>
<th>Specific assessment measure(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>eg: writing</td>
<td>eg: student will complete a research paper</td>
</tr>
<tr>
<td><strong>Writing</strong></td>
<td>1. Students will write and revise audio-visual scripts used in each television news program produced throughout the semester to demonstrate comprehension of and proficiency with course concepts of news writing and video production.</td>
</tr>
</tbody>
</table>
| **Oral Communication**                     | 1. Students will deliver voice-overs or perform as on-air talent in television news programs produced throughout the semester in a style and manner consistent with current broadcast journalism practices.  
2. Students will provide oral feedback through periodic in-class critiques of program content. |
| **Computer Literacy**                      | 1. Students will use script writing and other word processing software to complete all written assignments to demonstrate comprehension of television script writing techniques and television program production materials.  
2. Students will use nonlinear video editing software to edit program content and demonstrate comprehension of video editing techniques. |
| **Ethics and Values**                       | Students will apply ethics and values consistent with recognized journalistic practices as described by the Society of Professional Journalists. |
| **Information Resources**                  | Students will identify, locate, and evaluate information from relevant online databases and websites to use in creating program content. |
| **Critical Thinking/Problem Solving**      | Students will conceive and formulate a plan of action to complete assignments by creating, collecting and evaluating video and audio information. |

### IV. Instructional Materials and Methods

**Types of Course Materials:**

Textbook(s)
Methods of Instruction (e.g. Lecture, Lab, Seminar …):

Lectures, discussions and homework assignments will help introduce course concepts to students. Students will gain hands-on practical experience by working cooperatively to produce four to five televised news format programs throughout the semester. Students will write thorough critiques of each program and maintain a journal throughout the semester.

V. General Outline of Topics Covered:
   A. Visual Story-telling
   B. Elements of a newscast
   C. Video preproduction, production and postproduction personnel and responsibilities
   D. Video script formats and scriptwriting
   E. Field techniques for shooting TV news including, interviewing, audio and lighting
   F. Video editing
   G. Libel and Journalistic Ethics
   H. On-air performance