

COM 312 Basic Media Production

Credit Hours: 3

In Class Instructional Hours: 2

Labs: 2

Field Work: 0

Catalog Description:

Prerequisite: COM 215

Exploration of basic concepts and processes of video and audio media production and editing, including hands-on experience in studio and field production, and both video and audio post-production; Discussion of career options.

Reasons for Addition:

(Fall 2008). This new course fills the need for media production and journalism students to gain introductory knowledge and experience in media production technique and its application. This proposal is part of a general program review, through which Communication seeks to update the media production concentration to adapt to evolutions of the field, anticipating media production for many platforms, in addition to traditional broadcast television. Because of these changes, Media Production majors need to be more broadly capable and prepared to produce, direct, edit and write works rather than specializing in one area.

Student Learning Outcomes:	Course Content References:	Assessment:
At the completion of this course, students will be able to:		
1. Identify and explore field production techniques and the role of the videographer and sound recordist	I, II, III, V, VI, VII	1. Exams, quizzes, class assignments, projects
2. Apply television studio production techniques and explore television studio production roles	I, II, III, IV, V, VII	2. In-class projects
3. Apply digital video and audio editing techniques and explore the role of the editor	II, III, V, VI	3. Homework assignments, in-class exercises
4. Explain output media formats and the basic format requirements	III, VI	4. Exams, quizzes, class participation.
5. Plan, produce, direct and edit a short video utilizing skills and techniques introduced in the course	III, IV, V, VI, VII	5. Class assignments, projects
6. Analyze and evaluate planned and	I, II, V, VI, VII	6. Class assignments, critique,

completed media productions at an introductory level.		observation
7. Recognize and explain professional standards and career opportunities.	VII, VIII	7. Exams, quizzes, class participation

Course Content:

- I. Camera techniques and elements of the shot
 - A. Basic camera functions
 - B. Composition and formal qualities of the shot
 - C. Shot angles
 - D. Camera movement
 - E. Depth of field
- II. Audio production overview
 - A. Basic recording techniques
 - B. Selecting microphones and their placement
 - C. Recording ambient sound
 - D. Recording dialogue
 - E. Recording sound effects
 - F. Audio mixing techniques
- III. Field production overview
 - A. Roles
 - B. Research and planning
 - C. Pre-production
 - D. Production
 - E. Post-production
- IV. Television studio overview and production techniques
 - A. Studio roles
 - B. Production schedules
 - C. Studio facilities and division of labor
 - D. Studio equipment and role in television productions
 - E. Studio cameras
 - F. Studio lighting
 - G. Audio recording in the studio
 - H. Studio graphics
- V. Planning the sequence
 - A. Story boarding
 - B. Story structure

C. Aesthetic and narrative choices

VI. Editing Overview and Techniques

- D. Purposes of editing
- E. Types of edits
- F. Continuity editing
- G. Coverage, shooting for the edit
- H. Importing and exporting
- I. Digital editing software basics
- J. Output options and project presentation

VII. Evaluation and production standards

- K. Analytical skills
- L. Procedures for critique and evaluation
- M. Critique of planned productions
- N. Analysis of completed productions

VIII. Professionalism

- A. Careers
- B. Ethics
- C. Networking and professional organizations
- D. Legal Issues

RESOURCES

Scholarship:

Alten, Stanley. *Audio in Media*. 7th Edition. Belmont CA: Wadsworth, 2004.

Artis, Anthony Q. *The Shut Up and Shoot the Documentary Guide*. New York: Focal, 2007.

Ascher, Edward, and Steven Pincus. *The Filmmaker's Handbook*. New York: Dutton/Plume, 1984.

Ascher, Steven, and Edward Pincus. *The Filmmaker's Handbook: A Comprehensive Guide for the Digital Age: 2008 Edition*. New York: Plume, 2007.

Chandler, Gael. *Cut by Cut: Editing Your Film or Video*. Studio City, CA: Michael Wiese Productions, 2004.

Goodman, Robert M. and Patrick McGrath. *Editing Digital Video: The Complete Creative and Technical Guide*. New York: McGraw-Hill, 2002.

Katz, Steven. *Film Directing: Shot by Shot: Visualizing from Concept to Screen*. Studio City, CA: Michael Wiese Productions, 1991.

Katz, Bob. *Mastering Audio: The Art and Science*. New York: Focal, 2002.

Kenney, Robert F. *Teaching TV Production in a Digital World: Integrating Media Literacy Second Edition* (Library and Information Problem-Solving Skills Series). Westport, CT: Libraries Unlimited, 2004.

Murch, Walter. *In the Blink of An Eye: A Perspective on Film Editing*. 2nd Edition. Los Angeles: Silman-James Press, 2001.

Mussberger, Robert and Goham Kindem. *Introduction to Media Production: 3rd Edition: The Path to Digital Media*. New York: Focal Press, 2004.

Roberts-Breslin, Jan. *Making Media: Foundations of Sound and Image Production*. New York: Focal, 2003.

Rose, Jay. *Audio Post-Production for Digital Video*. San Francisco: CMP, 2002.

Schroepfel, Tom. *The Bare Bones Camera Course*. 2nd revised ed. Tampa, FL: Tom Schroepfel.com, 1982.

VideoMaker. *The VideoMaker Guide to Video Production*. New York: Focal, 2007.

Weiss, Elizabeth and John Belton, eds. *Film Sound: Theory and Practice*. New York: Columbia University Press, 1985.

Whitaker, Ron. *Video Field Production*. New York: McGraw-Hill, 1995.

Zettl, Herbert. *Sight, Sound and Motion: Applied Media Aesthetics*. Belmont CA: Wadsworth, 1998.

Zettl, Herbert. *Television Production Handbook*. Belmont CA: Wadsworth, 2005.

Zettl, Herbert. *Video Basics V*. Belmont, CA: Wadsworth, 2006.

Periodicals:

The Independent Journal of Film and Video. AIVF: New York.

AfterImage. Visual Studies Workshop: Rochester, New York.

American Cinematographer. American Society of Cinematographers: Los Angeles, CA.

DV: Digital Video

VideoMaker Magazine

Electronic and/or Audiovisual Resources:

Association of Independent Film & Video
www.AIVF.org

Digital Television
www.Digitaltelevision.com

Digital Video Magazine
www.DV.com

National Association of Broadcasters
www.NAB.org

New York Production Industry Resources
www.NewYork411.com

Video Production Resource
www.videoproductionresource.com