

COM 329 Intermediate Video Production

Credit Hours: 3

In Class Instructional Hours: 2

Labs: 2

Field Work: 0

Catalog Description:

Prerequisite. COM 312

Continuing study of the theory, aesthetics and fundamentals of video production; emphasis on visual, auditory and motion elements of communication in television and video; practice in studio production setting

Reasons for Revision:

(2008). This course, formerly called TV Studio Production, was last revised in 1997 as part of a departmental program restructuring. This proposal is part of a general program review, through which Communication seeks to update its courses in light of departmental experience with the previous program version, evolving departmental needs, and expanding scholarship in the field. Additionally, the department is undertaking this revision to position itself for accreditation by the Accrediting Council for Education in Journalism and Mass Communication, specifically addressing ACEJMC standards focused on history, technology, visual communication, law and ethics.

Student Learning Outcomes:	Course Content References:	Assessment:
At the completion of this course, students will be able to:		
1. Apply fundamental techniques of in-studio video production at an intermediate level	I, II, III, VII, VIII	1. Applied projects, in-class exercises
2. Explain the function of various elements of the production process	III, IV, VI	2. Exams, quizzes, presentations
3. Execute and explain the various roles associated with video production	V	3. Exams, quizzes, applied projects, presentations
4. Discuss the role of written communication in television	I, IV	4. Exams, papers, presentations
5. Execute studio video productions	III, IV, V	5. Applied projects, in-class exercises
6. Integrate learning about program content and production techniques to plan for and solve problems associated with video production	III, VI	6. Applied projects, in-class exercises
7. Evaluate legal and ethical aspects of television production, including diversity	III	7. Exams, papers, presentations

awareness		
8. Analyze and evaluate examples of video productions at an intermediate level	I, VI	8. Critiques, class participation, written assignments
9. Explain and utilize various output formats and dissemination modes for video production	VIII	9. Exams, papers, applied projects, presentations

Course Content:

- I. Visual storytelling
 - A. Research and planning
 - B. Scripting
 - C. Production
 - D. Post-production
- II. Video fundamentals
 - A. Visual and acoustical theory
 - B. Technology
 - C. Television history
 - D. Contemporary practice
 - E. Trends and projections
- III. Standards
 - A. Ethical principles
 - B. Legal principles
 - C. Diversity
 - D. Licensing
 - E. Permits
- IV. Production process
 - A. Research and planning
 - B. Scripting
 - C. Lighting
 - D. Cameras
 - E. Audio
 - F. Graphics
 - G. Video switching
 - H. Set design and props
 - I. Post-production editing
- V. Production roles
 - A. Producer
 - B. Director
 - C. Assistant director
 - D. Video switching operator
 - E. Lighting engineer
 - F. Camera operator
 - G. Floor manager

- H. Audio engineer
- I. Character-generator engineer
- J. TelePrompTer engineer
- VI. Video production in context
 - A. Television cameras
 - 1. Theory and aesthetics
 - 2. Lenses and optics
 - 3. Basic movements
 - 4. Shot composition
 - B. Television lighting
 - 1. Theory and aesthetics
 - 2. Technical requirements
 - 3. Relationship between cameras and lighting
 - C. Television audio
 - 1. Theory and aesthetics
 - 2. Microphone placement
 - 3. Audio equipment
 - D. Control room
 - 1. Video sources
 - 2. Video switcher
 - 3. Electronic special effects
 - 4. Recording and playback
 - 5. Teleprompter
 - 6. Character generator
 - E. Television set design
 - 1. Floor and set design
 - 2. Flat construction and risers
 - 3. Color theory and painting techniques
- VII. Production types
 - A. News
 - B. Event coverage
 - C. Advertising
 - D. Program/station promotion
 - E. Public service promotion
 - F. Entertainment
 - G. Talk formats
- VIII. Dissemination venues
 - A. Broadcast television
 - B. Cable television
 - C. Satellite television
 - D. Digital audio & webcasting
 - E. DVD/Blu-Ray and other digital media
 - F. PDA's, new technologies

Resources:

Scholarship in the Field:

Braverman, G. *Video shooter: Storytelling with DV, HD and HDV Cameras*. San Francisco: CMP, 2005.

Compese, R.J. *Video Field Production and Editing*. 7th ed. Boston: Allyn & Bacon, 2006.

Compese, R.J., & Gomez, J.C. *Introduction to Video Production*. Boston: Allyn & Bacon, 2005.

Cury, I. *Directing and Producing for Television: A Format Approach*. 2nd ed. London: Focal, 2001.

Donald, R., Maynard, R., & Spann, T. *Fundamentals of Television Production*. 2nd ed. Boston: Allyn & Bacon, 2007.

Harris, P.L. *Television Production*. Tinley Park IL: Goodheart-Wilcox, 2006.

Kenny, R. *Teaching TV Production in a Digital World: Integrating Media Literacy*. Englewood CO: Libraries Unlimited, 2001.

Kenworthy, C. *Digital Video Production Cookbook*. Sebastopol CA: O'Reilly, 2005.

Musburger, R.B. *Single-Camera Video Production*. 4th ed. London: Focal Press, 2005.

Schafer, L., Gross, S., Foust, J.C., & Burrows, T.D. *Video Production: Disciplines and Techniques* (9th ed.). New York: McGraw-Hill, 2004.

Shook, F. *Television Field Production and Reporting*. 4th ed. Boston: Allyn & Bacon, 2004.

Utterback, A. *Studio Television Production and Directing*. London: Focal Press, 2007.

Videomaker. *Videomaker Guide to Digital Video and DVD Production*. 3rd ed. London: Focal, 2004.

Weynand, D., & Weise, M. *How Video Works*. London: Focal Press, 2005.

Whitaker, J. *Master Handbook of Video Production*. New York: McGraw-Hill, 2002.

Zettl, H. *Television Production Handbook*. 9th ed. Belmont, CA: Wadsworth, 2005.

Periodicals:

Beyond the Box Monthly: ITVS

Broadcasting and Cable Magazine

Broadcast Engineering Magazine

DV Digital Video

HDTV Magazine

Journal of Broadcasting and Electronic Media

Newsroom Magazine

Electronic and/or Audiovisual Resources:

Broadcasting & Cable Magazine

<http://www.broadcastingcable.com/>

Broadcasting Resources at World News Network

<http://www.broadcasting.com/>

Broadcast Engineering Magazine

<http://www.broadcastengineering.com>

ITVS

<http://www.itvs.org/producers/>

Journal of Broadcasting and Electronic Media

http://www.accessmylibrary.com/coms2/browse_JJ_J196

National Association of Broadcasters

<http://www.nab.org/AM/Template.cfm?Section=Home>

Newsroom Magazine

<http://newsroom-magazine.com/>

Digital Content Producer

<http://digitalcontentproducer.com/>

TVB – Television Broadcast

<http://www.televisionbroadcast.com/>