

COM 429 Advanced Field Production

Credit Hours: 3

In Class Instructional Hours: 2

Labs: 2

Field Work: 0

Catalog Description:

Prerequisite: COM 329

Capstone experience in producing a continuing video program for on-campus/off-campus viewing; students specialize in field productions in non-studio locations; use of portable cameras, lighting and sound equipment; production in remote studio settings

Reasons for Revision:

(2007). This course, formerly called Advanced Studio Production, was last revised in 1997 as part of a departmental program restructuring. This new 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.

Student Learning Outcomes: At the completion of this course, students will be able to:	Course Content References:	Assessment:
1. Demonstrate mastery of basic aspects of television field and remote production	I, II, III	1. Exams, applied projects, presentations
2. Demonstrate competence in executing effective field/remote television production(s)	IV, V, VI, VII, VII	2. Exams, applied projects, presentations
3. Articulate an understanding of the role of written communication in television, radio and digital broadcasting	I, II	3. Exams, papers, applied projects, presentations
4. Demonstrate thinking skills and problem-solving skills associated with remote television productions	I, II, IX	4. Exams, papers, applied projects, presentations
5. Effectively analyze and evaluate both planned and completed video productions	I, II, IX	5. Exams, papers, applied projects, presentations

Course Content:

- I. Visual storytelling
 - A. Research and planning
 - B. Scripting
 - C. Production
 - D. Post-production
- II. Remote production process
 - A. Research and planning
 - B. Scripting
 - C. Lighting
 - D. Cameras
 - E. Sound
 - F. Recording
 - G. Post-production
- III. Production roles
 - A. Producer
 - B. Director
 - C. Camera operators
- IV. Field cameras
 - A. Nature, uses and limitations of remote equipment
 - B. Basic movements
 - C. Shot composition
- V. Field lighting
 - A. Nature, uses and limitations of remote equipment
 - B. Technical requirements
- VI. Field audio
 - A. Nature, uses and limitations of remote equipment
 - B. Microphone placement
 - C. Audio equipment
- VII. Field productions
 - A. Exterior venues
 - B. Interior venues
 - C. Live-event productions
 - D. Staffing
- VIII. Remote studio
 - A. Equipment and set-up
 - B. Staffing
- IX. Evaluation and production standards
 - A. Analytical skills
 - B. Norms for critique and evaluation
 - C. Critique of planned productions
 - D. Analysis of completed productions

Resources:

Current Scholarship in the Field.

- Braverman, G. (2005). *Video shooter: Storytelling with DV, HD and HDV cameras*. San Francisco: CMP.
- Compese, R.J. (2006). *Video field production and editing* (7th ed.). Boston: Allyn & Bacon.
- Compese, R.J., & Gomez, J.C. (2005). *Introduction to video production*. Boston: Allyn & Bacon.
- Cury, I. (2001). *Directing and producing for television: A format approach* (2nd ed.). London UK: Focal.
- Donald, R., Maynard, R., & Spann, T. (2007). *Fundamentals of television production* (2nd ed.). Boston: Allyn & Bacon.
- Harris, P.L. (2006). *Television production*. Tinley Park IL: Goodheart-Wilcox.
- Kenny, R. (2001). *Teaching TV production in a digital world: Integrating media literacy*. Englewood CO: Libraries Unlimited.
- Kenworthy, C. (2005). *Digital video production cookbook*. Sebastopol CA: O'Reilly.
- Musburger, R.B. (2005). *Single-camera video production* (4th ed.). London UK: Focal.
- Schafer, L., Gross, S., Foust, J.C., & Burrows, T.D. (2004). *Video production: Disciplines and techniques* (9th ed.). New York: McGraw-Hill.
- Shook, F. (2004). *Television field production and reporting* (4th ed.). Boston: Allyn & Bacon.
- Utterback, A. (2007). *Studio television production and directing*. London UK: Focal.
- Videomaker. (2004). *Videomaker guide to digital video and DVD production* (3rd Ed.). London UK: Focal.
- Weynand, D., & Weise, M. (2005). *How video works*. London UK: Focal.
- Whitaker, J. (2002). *Master handbook of video production*. New York: McGraw-Hill.
- Zettl, H. (2005). *Television production handbook* (9th ed.). Belmont CA: Wadsworth.

Periodicals:

Broadcasting and Cable magazine
Broadcast Engineering
Digital Television
Journal of Broadcasting and Electronic media

Electronic and/or Audiovisual Resources.

Broadcastingcable.com
Broadcastengineering.com
Digitaltelevision.com
Eonline.com
Nab.org
Videosystems.com