

## COM 431 Advanced Video Production

### Credit Hours: 3

In Class Instructional Hours: 2

Labs: 2

Field Work: 0

### Catalog Description:

Prerequisite: COM 329 and 90 credit hours

Capstone experience in producing a continuing video program for on-campus/off-campus viewing; students specialize in a specific area of video production.

### Reasons for Addition:

(Spring 2006). This is a new course, designed to provide a capstone hands-on professional experience. It parallels existing capstone courses in other Communication majors and with other production emphases. This addition 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.

<b>Student Learning Outcomes:</b>	<b>Course Content References:</b>	<b>Assessment:</b>
At the completion of this course, students will be able to:  1. Demonstrate competence and leadership in their selected production role: director, producer, camera operator, talent, or control-room staff.	I, III	1. Exams, in-class and out-of-class assignments, video projects
2. Demonstrate competence in one of major roles in video productions (director, producer, camera operator, talent, or control-room staff.)	I, III	2. Exams, in-class and out-of-class assignments, video projects
3. Explain how their selected production role supports the program concept	II	3. Exams, quizzes, in-class and out-of-class assignments
4. Demonstrate the use of critical-thinking skills and problem-solving skills to support video programming	II, III, IV	4. In-class and out-of-class assignments, video projects, peer evaluation, instructor observation
5. Demonstrate an individual contribution to the production and an ability to work in a collaborative setting with the production team.	III	5. In-class and out-of-class assignments, video projects, peer evaluation, instructor observation

## **Course Content:**

- I. Advanced production elements
  - A. Equipment
  - B. Personnel
  - C. Processes
- II. Advanced production process
  - A. Production planning
    - 1. Audience analysis
    - 2. Topical research
    - 3. Scripting
    - 4. Implementation plan
    - 5. Marketing plan
  - B. Production process
    - 1. Pre-production
    - 2. Production
    - 3. Post-production
- III. Advanced production performance
  - A. Producer
  - B. Director
  - C. Camera operator
  - D. News talent (reporter, anchor)
  - E. Non-news talent (host, announcer)
  - F. Control-room staff
- IV. Production analysis
  - A. Production quality
  - B. Measurement
  - C. Evaluation
- V. Examples of production genre
  - A. Public affairs and interviews
  - B. Sport, theater and other staged events
  - C. Entertainment (comedic or dramatic)
  - D. Game show
  - E. Commercials and promotions

## **Resources:**

### Current Scholarship in the Field.

- Alten, S. R. (2005). *Audio in media*. (7<sup>th</sup> ed.) Belmont CA: Thompson Wadsworth.
- Burrows, T. D., Gross, L. S., Foust, J., & Wood, D.N. (2001). *Video production: Disciplines and techniques*, (8<sup>th</sup> ed.). Boston: McGraw Hill.
- Clements, S. (2004). *Show runner*. Los Angeles: Silman-James.
- Compesi, R. J. (2003). *Video field production and editing* (6<sup>th</sup> ed.). Boston: Allyn and Bacon.
- Curry, I. (2002). *Directing and producing for television* (2<sup>nd</sup> ed.). Boston: Focal.
- Hyde, S.W. (2003). *Idea to sScript: Storytelling for today's media*. Boston: Allyn and Bacon.
- Musberger, R. (2002). *Single camera video production* (3<sup>rd</sup> ed.). Boston: Focal.
- Overbeck, W.G. (2005). *Major principles of media law*. Belmont: Wadsworth.
- Prigge, S. (2005). *Created by... Inside the minds of TV's top show creators*. Beverly Hills CA: Silman-James.
- Rabiger, M. (2003). *Directing: Film techniques and aesthetics* (3<sup>rd</sup> ed.). Boston: Focal.
- Simon, M. (2000). *Storyboards: Motion in art* (2<sup>nd</sup> ed.). Boston: Focal.
- Weise, M., & Waynand, D. (2004). *How video works*. Boston: Focal.
- Zettl, H. (2006). *Television production handbook* (9<sup>th</sup> ed.). Belmont CA: Thompson Wadsworth.
- Zettl, H. (2004). *Video basics 4*. Belmont CA: Thompson 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  
Emonline.com  
Nab.org  
Videosystems.com