

## COM 434 Advanced Video Production Practicum (formerly COM 388)

**Credit Hours: 3**

**In Class Instructional Hours: 2**

**Labs: 2**

**Field Work: 0**

### **Catalog Description:**

Prerequisite: COM 329

Capstone experience in producing video programming for client- and college-generated on-campus/off-campus uses. Students staff a full production team for public affairs, community service, promotions, entertainment, and other types of programming.

### **Reasons for Revision:**

(Fall 2008). This course, formerly called Broadcasting Practicum (COM 388), was last revised in 1995 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. This revision keeps the course in compliance with requirements of the Accrediting Council for Education in Journalism and Mass Communication, specifically addressing ACEJMC standards focused on technology, writing, visual communication, ethics, law and critical thinking.

| <b>Student Learning Outcomes:</b><br>At the completion of this course, students will be able to:   | <b>Course Content References:</b> | <b>Assessment:</b>  |
|--|-----------------------------------|---|
| 1. Demonstrate an advanced understanding of television studio and/or field production  | I, II                             | 1. Exams, applied projects, presentations   |
| 2. Execute the major roles in video productions with an advanced level of proficiency  | I, II                             | 2. Applied projects, in-class and assigned exercises  |
| 3. Integrate research, writing storytelling into video productions   | II, IV                            | 3. Exams, papers, proposals, scripts, in-class and out-of-class assignments; applied projects |
| 4. Integrate learning about program content and production techniques to plan for and solve problems associated with studio-based video production | II, III, V                        | 4. Applied projects, presentations and written assignments                                    |

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| 5. Analyze and evaluate both planned and completed studio productions at an advanced level.                         | II, III, IV, V | 5. Exams, presentations, in-class critiques, written assignments |
| 6. Develop and execute plans to address ethical and legal issues surrounding field and remote television production | VI             | 6. Applied projects, presentations, written assignments          |

**Course Content:**

- I. Production terminology
  - A. Equipment
  - B. Personnel roles
  - C. Processes
- II. Performance practice
  - A. Producer
  - B. Director
  - C. Writer
  - D. Camera operator
  - E. News talent (reporter, anchor)
  - F. Non-news talent (host, announcer)
  - G. Video switching operator
  - H. Character-generator engineer
  - I. TelePompTer engineer
  - J. Audio engineer
  - K. Lighting engineer
  - L. Set design & props
  - M. Post-production
- III. Studio management
  - A. Promotions
  - B. Personnel
  - C. Community
  - D. Audience
- IV. Program Development
  - A. Topical research
  - B. Audience research
  - C. Storytelling
  - D. Scripting/planning
- V. Program Dissemination
  - A. Distribution for on-campus audience
  - B. Distribution for off-campus audience
  - C. Distribution for digital audience
- VI. Contemporary issues in studio production
  - A. Ethical issues
  - B. Legal issues

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|---|
| C. Technological issues<br>D. Professional issues |
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## RESOURCES:

### Scholarship:

- 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.
- Compese, R. (2006). *Video field production and editing*, (7<sup>th</sup> ed.). Boston: Allyn & Bacon.
- Compese, R., & Gomez, J.C. (2005). *Introduction to video production*. Boston: Allyn & Bacon.
- Curry, I. (2001). *Directing and producing for television: A format approach*, (2<sup>nd</sup> ed.). London: Focal.
- Donald, R., Maynard, R., & Spann, T. (2007). *Fundamentals of television production*, (2<sup>nd</sup> ed.). Boston: Allyn & Bacon.
- Gross, L. S. & Foust, J. (2008). *Video production: Disciplines and techniques*. (10<sup>th</sup> ed.). Boston: Holcombe Hathaway.
- Harris, P. (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.
- Musburger, R.B. (2005). *Single-camera video production*. (4<sup>th</sup> ed.). London: Focal.
- Overbeck, W.G. (2005). *Major principles of media law*. Belmont, CA: Wadsworth.
- Schafer, L., Gross, S., Foust, J.C., & Burrows, T.D. (2004). *Video production: Disciplines and techniques* (9<sup>th</sup> ed.). New York: McGraw-Hill.
- Simon, M. (2000). *Storyboards: Motion in art*, (2<sup>nd</sup> ed.). Boston: Focal.
- Shook, F. (2004). *Television field production and reporting*, (4<sup>th</sup> ed.). Boston: Allyn & Bacon.
- Utterback, A. (2007). *Studio television production and directing*. London: Focal.
- Videomaker. (2004). *Videomaker guide to digital video and DVD production*, (3<sup>rd</sup> ed.). London: Focal.
- Weise, M., & Waynand, D. (2004). *How video works*. Boston: Focal.
- Waynand, D., & Weise, M. (2005). *How video works*. London: Focal.
- Whitaker, J. (2002). *Master handbook of video production*. New York: McGraw-Hill.
- Zettl, H. (2005). *Television production handbook*, (9<sup>th</sup> ed.). Belmont, CA: Wadsworth.

### Periodicals:

*Broadcasting and Cable magazine*

*Broadcast Engineering*

*Digital Television*

*Journal of Broadcasting and Electronic Media*

*Videography Magazine*

Electronic Resources:

*Broadcasting & Cable Magazine*

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

*Broadcast Engineering Magazine*

<http://www.broadcastengineering.com>

*Digital Content Producer*

<http://digitalcontentproducer.com/>

*ITVS – Independent Television Service*

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

*Journal of Broadcasting and Electronic Media*

[http://www.accessmylibrary.com/coms2/browse\\_JJ\\_J196](http://www.accessmylibrary.com/coms2/browse_JJ_J196)

*National Association of Broadcasters*

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

*TVB Television Broadcast*

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