Prefix, Number and Name of Course:
COM 312 Basic Media Production

Credit Hours: 3
In Class Instructional Hours: 2  Labs: 2  Studio:  Field Work: 0

Catalog Description:
Prerequisites: COM 215 or COM 212 or TFA 201

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

Offered every semester

Reasons for Revision:

This course was last revised in 2008. This revised proposal is part of a Media Production major program revision, in light of departmental experience with the previous program version, evolving departmental needs, and new approaches in the field. In particular, the course is eliminating introductory studio production, which is being shifted to a new Intro to Digital Storytelling course (COM 212), and increasing emphasis on server protocols, digital compression, digital formats and online distribution. These changes also update the curriculum in preparation for accreditation renewal by the Accrediting Council for Education in Journalism and Mass Communication.

<table>
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<tr>
<th>Student Learning Outcomes:</th>
<th>Course Content References:</th>
<th>Assessment:</th>
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<tbody>
<tr>
<td>At the completion of this course, students will be able to:</td>
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<tr>
<td>1. practice field production techniques in the roles of the videographer and sound recordist</td>
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<td>I, II, III</td>
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<td>Written exams, in-class camera and recording exercises, field media projects</td>
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<td>2. apply digital video and audio editing techniques in the post production process</td>
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<td>IV, V, VI</td>
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<tr>
<td>In-class editing and mixing exercises, post-production media projects</td>
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3. explain digital compression, media formats and codecs | VI | Written exams, written quizzes, digital compression exercises

4. produce short video and audio projects utilizing skills and techniques introduced in the course | I - VIII | Media projects

5. analyze planned and completed media productions at an introductory level | VII, VIII | Participation in class discussions

6. describe professional standards and career opportunities | VIII | Participation in class discussion; written exams

**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 technique  
   B. Microphone selection and 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. Planning the film sequence  
   A. Storyboarding  
   B. Story structure
C. Aesthetic and narrative choices

V. Editing overview and choices
   A. Purposes of editing
   B. Types of edits
   C. Continuity editing
   D. Coverage, shooting for the edit
   E. Digital editing software basics
   F. Foleying and ADR (Additional Dialogue Recording)

VI. Importing and exporting
   A. Server protocols
   B. Compression
   C. Digital formats
   D. Digital codecs

VII. Evaluation and production standards
   A. Analytical skills
   B. Approaches to critique and evaluation
   C. Aesthetic choices
   D. Mise en scene
   E. Performance standards

VIII. Professionalism in the media field
   A. Careers
   B. Ethics
   C. Networking and professional organizations
   D. Equity in hiring and casting
   E. Legal issues
   F. Copyrights

Resources:

Scholarship:


**Periodicals:**


*Film Quarterly*, Univ. of California Press.


Electronic and/or Audiovisual Resources:

Creative Commons: https://www.creativecommons.org
EDIT Media: https://www.editmedia.org
Free Sound: https://www.freesound.org
Internet Archive: https://www.archive.org
National Association of Broadcasters: https://www.nab.org
Videomaker magazine: https://www.videomaker.com/magazine
Writer’s Guild of America: https://www.wga.org/writers-room/on-the-web/guilds-organizations