COM 429 Advanced Multi-Camera Studio Production

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

Catalog Description:
Prerequisite: COM 329
Capstone experience in studio television production using news and/or other genres requiring advanced skills; Requires hands-on practice in studio-based productions.

Reasons for Addition:
(Fall 2008). This course, formerly called Advanced Studio Production, was last revised in 1997 as part of a departmental program restructuring and is designed to provide a capstone hands-on professional experience in television studio production. 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. 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, visual communication, critical thinking, law and ethics.

Student Learning Outcomes:
At the completion of this course, students will be able to:

1. Execute various roles in multi-camera productions with an advanced level of proficiency
2. Plan and direct multi-camera studio productions
3. Evaluate and apply production standards required in studio production
4. Integrate learning about program content and production technique to plan for and solve problems associated with studio production
5. Develop and execute plans to address ethical and legal issues surrounding studio production

Course Content References:

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Assessment:

1. Applied projects, in-class exercises
2. Applied projects, written assignments, in-class exercises
3. Exams, written assignments, in-class exercises, applied projects
4. Applied projects, in-class exercises, peer evaluation, instructor observation
5. Written assignments, exams, applied projects
6. Analyze and evaluate examples of both planned and completed productions at the advanced level

| IV, V | 6. In-class critique, written assignments, exams |

**Course Content:**

I. Advanced production elements
   A. Equipment
   B. Personnel
   C. Standards of production

II. Advanced production process
   A. Production planning
      1. Audience analysis
      2. Visual support for program content
      3. Preparation of scripts for production
   B. Production process
      1. Pre-production
      2. Production
      3. Post-production

III. Advanced production performance
   A. Director
   B. Assistant director
   C. Switcher
   D. Audio board operator
   E. Videotape machine operator
   F. Character generator operator
   G. Teleprompter operator
   H. Camera operator
   I. Floor manager
   J. Interactions with producer and talent

IV. Production analysis
   A. Production quality
   B. Measurement
   C. Evaluation
   D. Ethical issues
   E. Legal issues

V. Examples of production genre
   A. News
   B. Sports
   C. Weather
   D. Interviews
   E. Public affairs
   F. Other genres requiring advanced production skills
**Resources:**

**Scholarship:**


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*

*Broadcasting Resources at World News Network*

*Broadcast Engineering Magazine*
  [http://www.broadcastengineering.com](http://www.broadcastengineering.com)

*Digital Content Producer*

*ITVS – Independent Television Service*
  [http://www.itvs.org/producers/](http://www.itvs.org/producers/)

*Journal of Broadcasting and Electronic Media*

*National Association of Broadcasters*

*Newsroom Magazine*

*TVB – Television Broadcast*