COM 329 Intermediate Video Production

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

Catalog Description:
Prerequisite. COM 312

Continuing study of the theory, aesthetics and fundamentals of video production; emphasis on visual, auditory and motion elements of communication in television and video; practice in studio production setting

Reasons for Revision:
(2008). This course, formerly called TV Studio Production, was last revised in 1997 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. Additionally, the department is undertaking this revision to position itself for accreditation by the Accrediting Council for Education in Journalism and Mass Communication, specifically addressing ACEJMC standards focused on history, technology, visual communication, law and ethics.

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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>
<td>I, II, III, VII, VIII</td>
<td>1. Applied projects, in-class exercises</td>
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<td>1. Apply fundamental techniques of in-studio video production at an intermediate level</td>
<td>III, IV, VI</td>
<td>2. Exams, quizzes, presentations</td>
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<td>2. Explain the function of various elements of the production process</td>
<td>V</td>
<td>3. Exams, quizzes, applied projects, presentations</td>
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<td>3. Execute and explain the various roles associated with video production</td>
<td>I, IV</td>
<td>4. Exams, papers, presentations</td>
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<td>4. Discuss the role of written communication in television</td>
<td>III, IV, V</td>
<td>5. Applied projects, in-class exercises</td>
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<td>5. Execute studio video productions</td>
<td>III, VI</td>
<td>6. Applied projects, in-class exercises</td>
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<td>6. Integrate learning about program content and production techniques to plan for and solve problems associated with video production</td>
<td>III</td>
<td>7. Exams, papers, presentations</td>
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<td>7. Evaluate legal and ethical aspects of television production, including diversity</td>
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8. Analyze and evaluate examples of video productions at an intermediate level I, VI

9. Explain and utilize various output formats and dissemination modes for video production VIII

8. Critiques, class participation, written assignments

9. Exams, papers, applied projects, presentations

Course Content:

I. Visual storytelling
   A. Research and planning
   B. Scripting
   C. Production
   D. Post-production

II. Video fundamentals
   A. Visual and acoustical theory
   B. Technology
   C. Television history
   D. Contemporary practice
   E. Trends and projections

III. Standards
   A. Ethical principles
   B. Legal principles
   C. Diversity
   D. Licensing
   E. Permits

IV. Production process
   A. Research and planning
   B. Scripting
   C. Lighting
   D. Cameras
   E. Audio
   F. Graphics
   G. Video switching
   H. Set design and props
   I. Post-production editing

V. Production roles
   A. Producer
   B. Director
   C. Assistant director
   D. Video switching operator
   E. Lighting engineer
   F. Camera operator
   G. Floor manager
H. Audio engineer
I. Character-generator engineer
J. TelePrompTer engineer

VI. Video production in context
   A. Television cameras
      1. Theory and aesthetics
      2. Lenses and optics
      3. Basic movements
      4. Shot composition
   B. Television lighting
      1. Theory and aesthetics
      2. Technical requirements
      3. Relationship between cameras and lighting
   C. Television audio
      1. Theory and aesthetics
      2. Microphone placement
      3. Audio equipment
   D. Control room
      1. Video sources
      2. Video switcher
      3. Electronic special effects
      4. Recording and playback
      5. Teleprompter
      6. Character generator
   E. Television set design
      1. Floor and set design
      2. Flat construction and risers
      3. Color theory and painting techniques

VII. Production types
   A. News
   B. Event coverage
   C. Advertising
   D. Program/station promotion
   E. Public service promotion
   F. Entertainment
   G. Talk formats

VIII. Dissemination venues
   A. Broadcast television
   B. Cable television
   C. Satellite television
   D. Digital audio & webcasting
   E. DVD/Blu-Ray and other digital media
   F. PDA’s, new technologies
Resources:

Scholarship in the Field:

Periodicals:

*Beyond the Box Monthly: ITVS*

*Broadcasting and Cable Magazine*

*Broadcast Engineering Magazine*

*DV Digital Video*

*HDTV Magazine*
Electronic and/or Audiovisual Resources:

Broadcasting & Cable Magazine
http://www.broadcastingcable.com/

Broadcasting Resources at World News Network
http://www.broadcasting.com/

Broadcast Engineering Magazine
http://www.broadcastengineering.com

ITVS
http://www.itvs.org/producers/

National Association of Broadcasters
http://www.nab.org/AM/Template.cfm?Section=Home

Newsroom Magazine
http://newsroom-magazine.com/

Digital Content Producer
http://digitalcontentproducer.com/

TVB – Television Broadcast
http://www.televisionbroadcast.com/