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.

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

1. Demonstrate an advanced understanding of television studio and/or field production
2. Execute the major roles in video productions with an advanced level of proficiency
3. Integrate research, writing storytelling into video productions
4. Integrate learning about program content and production techniques to plan for and solve problems associated with studio-based video production

Course Content References:

<table>
<thead>
<tr>
<th>Student Learning Outcomes</th>
<th>Course Content References</th>
<th>Assessment</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Demonstrate an advanced understanding of television studio and/or field production</td>
<td>I, II</td>
<td>1. Exams, applied projects, presentations</td>
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<tr>
<td>2. Execute the major roles in video productions with an advanced level of proficiency</td>
<td>I, II</td>
<td>2. Applied projects, in-class and assigned exercises</td>
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<td>3. Integrate research, writing storytelling into video productions</td>
<td>II, IV</td>
<td>3. Exams, papers, proposals, scripts, in-class and out-of-class assignments; applied projects</td>
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<td>4. Integrate learning about program content and production techniques to plan for and solve problems associated with studio-based video production</td>
<td>II, III, V</td>
<td>4. Applied projects, presentations and written assignments</td>
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5. Analyze and evaluate both planned and completed studio productions at an advanced level.

6. Develop and execute plans to address ethical and legal issues surrounding field and remote television production

**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

| 5. Exams, presentations, in-class critiques, written assignments |
| 6. Applied projects, presentations, written assignments |
| C. Technological issues | D. Professional issues |

**RESOURCES:**

**Scholarship:**


**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

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

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