



Course Outline

Catalog Information:

DMEDIA 21

Video Production

3.000 Units

This is a hands-on, project-oriented course teaching theory, aesthetics, technical skills, editing, and distribution of single-camera video content production. Emphasis is placed on understanding and utilizing the three major phases of production. This course provides fundamentals on basic camera composition, audio for video, portable lighting, and content distribution for a variety of platforms including television, cable, video, streaming, and mobile digital communication and programming. (HBCU, CSU)

Requisites:**Lecture Hours Per Week:**

Min Hours: 1.000 Max Hours: 1.000

Lecture Hours Per Semester:

Min Hours: 16.000 Max Hours: 18.000

Lab Hours Per Week:

Min Hours: 6.000 Max Hours: 6.000

Lab Hours Per Semester:

Min Hours: 96.000 Max Hours: 108.000

Outside-of-Class Hours Per Semester:

Min Hours: 32.000 Max Hours: 36.000

Total Student Learning Hours Per Semester:

Min Hours: 144.000 Max Hours: 162.000

Course Repeatability: No**Course Objectives:**

Upon successful completion of this course, the student will be able to:

1. Demonstrate knowledge of both the technical and aesthetic aspects of video field production.
2. Correctly operate field and video equipment.
3. Conceive and execute a plan for shooting and editing field footage into a cohesive project.
4. Demonstrate the skills needed for successful teamwork in a production environment.
5. Demonstrate through projects the moral and ethical responsibility of the digital media communicator.
6. Use nonlinear editing software to create cohesive digital storytelling projects.
7. Write a video production script and draw a video production storyboard.

8. Direct and produce a basic video production project.
9. Identify and apply industry-specific employability skills.

Course Learning Outcomes:

Upon successful completion of this course, the student will be able to:

1. Demonstrate and apply an understanding of the three basic phases of production (1. Preproduction 2. Production 3. Post-Production).
2. Demonstrate the ability to shoot and export a short video project by utilizing a digital video camera with audio accessories and appropriate audio/video cabling.

Outline of Topics:

- An overview of the process of pre-production, production and post-production
- Camera operation including file formats, lens operation, basic filters and tripod use
- Picture composition
- Basic lighting techniques and equipment
- Basic audio including different microphones and mounting techniques, and appropriate sound theory (i.e. balance, presence, and perspective)
- General concepts of acting and directing
- Post-production theory (i.e. continuity and dynamic editing) plus basic operation of an editing program, including importing, editing operation, and exporting
- Promotes content creation in relation to social justice, race/ethnicity, gender, class, sexual orientation, and ability
- Formal and informal controls
- Ethical obligations of video content creators
- Social media video applications
- Video content distribution methods and formats

Sample Assignments:**Reading:**

The student will read information on video production content creation.

Writing:

A student's written assignments may include a project design proposal, storyboard and script.

Written critique assessment of peer's video production.

Out-of-Class:

Students will plan, produce, edit and distribute their own video production.

- Participate in group project work

- Assemble a final video project suitable for review and evaluation during a screening

Methods of Instruction:

Methods of instruction may include, but are not limited to, the following: (from methods of instruction data page).

- Lab
- Lecture

Methods of Evaluation:

A student's grade will be based on a required final examination and multiple measures of performance including critical thinking. These methods may include, but are not limited to the following:

- Projects
- Equipment Usage Demonstrations
- Lab Assignments

Other Method of Evaluation

This is a lecture and laboratory class with emphasis on the skills exhibited in executing assigned projects.

Students will demonstrate subject matter proficiency through the submission of:

Lab projects.

Written assignments, including a project design proposal, script and storyboard.

Successful completion of:

Scheduled quizzes and or exams will show appropriate theoretical background and critical thinking about basic single-camera video production.

Projects of increasing difficulty and scope resulting in a final project, demonstrating appropriate practical knowledge.

Participation in classroom discussions related to course topics required.

Textbooks:

1. Ronald Campesi . *Video Field Production and Editing* Current Edition. Taylor and Francis. 2019
2. Steve Stockman. *How to Shoot Video that Doesn't Suck* 1st edition or current. Wadsworth Publishing. 2011
3. Herbert Zettl. *Video Basics* 8th or Current. Wadsworth Publishing. 2017
4. Lynne S. Gross, Larry W. Ward. *Digital Moviemaking* 7th Edition. Cengage Learning. 2008

Manuals: None

Periodicals: None

Other Instructional Materials:

1. Students will need to supply an SD memory card, a flash drive and/or an external hard drive and headphones.

Comparable Courses:

1. **Community College Course**

Mt. San Antonio College

Beginning Video Production

R-TV19A

2. **CSU**

San Francisco State University

Field Video Production

BCST 141

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