

Tompkins Cortland Community College
Master Course Syllabus

Course Discipline and Number: COMM 115

Year: 2012-2013

Course Title: Introduction to Digital Video

Credit Hours: 3

Attendance Policy: *To maintain good grades, regular attendance in class is necessary. Absence from class is considered a serious matter and absence never excuses a student from class work. It is the responsibility of all instructors to distribute reasonable attendance policies in writing during the first week of class. Students are required to comply with the attendance policy set by each of their instructors. Students are not penalized if they are unable to attend classes or participate in exams on particular days because of religious beliefs, in accordance with Chapter 161, Section 224-a of the Education Law of the State of New York. Students who plan to be absent from classroom activity for religious reasons should discuss the absence in advance with their instructors. See college catalog for more information.*

Services for Students with Disabilities: *It is the College's policy to provide, on an individual basis, reasonable accommodation to students with disabilities, which may affect their ability to fully participate in program or course activities or to meet course requirements. Students with disabilities should contact the Coordinator of Access and Equity Services, to discuss their particular need for accommodations. All course materials are available in alternate formats upon request.*

Course Description

Designed for new media and photography majors, this is a basic, practical, hands-on introduction to the professional creation of video material for digital presentation. Students learn the theoretical knowledge of basic production along with the tactile and artistic skills to design and produce basic video material. Composition, lighting, sound techniques, and artistic arrangement in video productions are covered. Digital equipment, including camera and non-linear editing systems, are used. Because of the similarity in course content, students completing this course cannot also receive credit for COMM 140 or COMM 240. Prerequisites: RDNG 099 if required by placement testing; prior completion or concurrent enrollment in ENGL 100. 3 Cr. (2 Lec., 2 Lab.) Fall and spring semesters.

Course Context/Audience

This course has been specifically designed for new media and photography majors to introduce them to working with moving images and to teach them how to digitize those images for use in an electronic format. It is not appropriate for broadcast production majors who should take COMM 140 and COMM 240. Students will be expected to write scripts, prepare written plans, and make business-like presentations along with working as part of a professional production team.

Basic Skills/Entry Level Expectations

Writing: WC College level writing skills are required. See course co-requisites or pre-requisites.

Math: M0 Course requires very little or no math.

Reading: R2 Before taking this course, students must have a C or better in RDNG 099 or assessment indicating that RDNG 099 was not required.

Course Goals

Short-Term: Students will develop work habits and skills required by other courses in their field of study. Students will learn basic production and artistic skills necessary for the production of video material suitable for digital applications.

Midterm: Students will have a marketable portfolio piece for an internship or job opportunity.

Long-Term: Students will develop the skills, work habits, and ethics required by professionals within the industry. These skills will prepare students for job opportunities in the artistic and communications industries.

The ultimate goal is production equipment literacy. That means students will not only know how to operate the equipment, but will know how to use the equipment to help them create images and projects to showcase their artistic vision.

Course Objectives/Topics

Objective/Topic	% Course
<p>Students will spend most of their class time for the first few weeks of the class in lecture. They will be introduced to the camera, portable video equipment, and editing systems. Topics will include: a) Field production vs. studio production b) Basic shots, camera action shots, special-use shots, composition and composing specific shots c) Lens principles and operation, camera principles and operation, battery use and care, tripods and camera mounting devices d) Microphones and audio-recording techniques e) Lighting: understanding and usage f) Scriptwriting, budgeting, copyrights and legal issues, liability g) New trends and technologies</p>	45%
<p>Students will practice editing through demonstrations and projects. Topics will include: a) Analog vs. digital b) Compression and digitization c) Video settings d) Trimming, splitting, effects, putting scenes together, transitions, titling, audio, special effects and finish e) Sequencing shots, maintaining continuity, establishing a storyline, packing f) Adding post-production values, editing sound g) Exporting and compression options</p>	55%

General Education Goals - Critical Thinking & Social/Global Awareness

CRITICAL THINKING OUTCOMES	HOW DOES THE COURSE ADDRESS THE OUTCOMES (Include required or recommended instructional resources, strategies, learning activities, assignments, etc., that must or could be used to address the goal/outcomes)
<p>Students will be able to</p> <ul style="list-style-type: none"> ➤ develop meaningful questions to address problems or issues. ➤ gather, interpret, and evaluate relevant sources of information. ➤ reach informed conclusions and solutions. ➤ consider analytically the viewpoints of self and others. 	
SOCIAL/GLOBAL AWARENESS OUTCOMES	HOW DOES THE COURSE ADDRESS THE OUTCOMES (Include required or recommended instructional resources, strategies, learning activities, assignments, etc., that must or could be used to address the goal/outcomes)
<ul style="list-style-type: none"> ➤ Students will begin to understand how their lives are shaped by the complex world in which they live. ➤ Students will understand that their actions have social, economic and environmental consequences. 	

Instructional Methods

The class is to be taught using a series of assignments as a way to get students engaged in the process. To start, the instructor will give small shooting assignments to familiarize students with the equipment they'll be using and to help them understand good composition, lighting, audio, etc. As the course progresses students will begin working with clips on the computers. The assignments at that point will help the student become familiar with the non-linear editing system and working in a non-linear environment.

Finally, the assignments will become more professional in nature. Students will be assigned video clips to shoot, edit and post-produce to keep in their scrapbook for use in their photography and new media programs. These assignments may be ones that the student chooses, or something that is assigned to them, depending on the nature of the course and the needs of the student/instructor.

Methods of Assessment/Evaluation

Method	% Course Grade
Written critiques of individual work	60%
Participation, effort, attendance	25%
Quizzes and Tests	15%

Text(s)

Adobe Premiere Pro, Botello, Chris., Latest Edition, Boston: Thomson.

Required:

Bibliography

Arant, David. Perspectives: Ethics, Issues and Controversies in Mass Media. St. Paul: Houghton Mifflin, © 1999.

Block, Bruce. The Visual Story: Seeing the Structure of Film, TV and New Media. San Francisco: Focal Press, © 2003.

Dancyger, Ken. World of Film and Video Production-Aesthetics and Practice. 1st edition, Belmont, CA: Wadsworth Thomson Learning, © 1999.

Elin, Larry. Designing and Developing Multimedia: A Practical Guide for the Producer, Director and Writer. Boston: AB Longman, © 2002.

Gross, Lynne and Ward, Larry. Digital Moviemaking. 5th edition, Belmont, CA: Wadsworth Thomson Learning, © 2004.

Head, Sterling, Schofield, Spann and Michael McGregor. Broadcasting in America: A Survey of Electronic Media. Boston: Houghton Mifflin, © 1998.

Leiter, Harriss, Johnson. The Complete Reporter: Fundamentals of News Gathering, Writing and Editing. 7th edition, Boston: Allyn & Bacon, © 2000.

Shyles, Leonard. Video Production Handbook. Boston: Houghton Mifflin, © 1998.

Stevenson, Douglas & Wolenik, Robert. Creating PC Video. San Francisco: Focal Press, © 1998.

Willis and Henry Aldridge. Television, Cable and Radio: A Communications Approach. Englewood Cliffs, NJ: Prentice Hall, © 1992.

Zettl, Herbert. Television Production Handbook, 7th edition, Belmont, CA: Wadsworth Thomson Learning, © 2000.

Other Learning Resources

Audiovisual

Not available at this time

Electronic

Not available at this time

Other

Not available at this time