

## CMS 235 – Fundamentals of Video Production

**Credit Hours:** #3**Catalog Course Description:** This course is designed to teach broadcast students digital video and audio techniques for productions, including field reports, newscasts and studio-based programs.**Course learning Outcomes:**

By the end of the semester, students will be able to do the following:

- Write in industry standard script and storyboard formats
- Capture and record audio and video signals in digital formats
- Edit and re-master video files and digital audio on the computer
- Compress and convert digital audio and video various delivery platforms, including DVD-Video
- Evaluate the aesthetic and technical sound and video quality of various productions and their appeal to the intended audience
- Author DVDs including custom interfaces and video chapter markers
- Compare and contrast various interface theories and practices
- Research career options in digital audio/video
- Comply with ethics related to the use of audio and video copyrighted materials
- Model proper video production standards

**Topics to be studied:**

- Appropriate composition techniques
- Correct technical attributes
- Making an intended point
- Video industry standards
- Script and storyboard formats
- Video production equipment
- Video production software

**Relationship of course to program outcomes:**

What program outcomes are being met by this course?

Students will demonstrate an understanding of the how to become an effective media user in a variety of formats expected of journalists and to study cases and situations designed to help students develop agility in applying effective journalistic practices through application of the skills activities, completion of assignments, participation in class discussions, quizzes, tests, and display of portfolio.

- Analyze and articulate the theories and critical models of the broadcasting industry
- Demonstrate an understanding of the principles of radio production and announcing, including professional terminology and procedures

- Demonstrate the basic oral and written communication tools needed to function professionally in a radio and television production environment, including the ability to research, structure and write dramatic and non-dramatic scripts for radio
- Acquire the critical thinking and professional skills necessary to collect, evaluate, and organize information in ways that fulfill the journalist's responsibility to the public
- Learn to present multimedia stories in new ways while maintaining traditional journalism standards of fairness, accuracy, and quality
- Evaluate and apply the basic principles of post-production digital audio editing, mixing and mastering for final distribution
- Demonstrate and employ operation of recording studio hardware and software.

**General Education Competencies met in this Course:**

<i>Competency</i>	<i>Met in this course</i>
Communication	X
Higher Order Thinking Skills	X
Historical and Diverse Perspectives	X
Scientific Inquiry	
Aesthetic Awareness	X

**Special projects or requirements of the course:**

Student must maintain a portfolio of all work throughout the semester.