

CMS 425: Video Production

Credit Hours: 3

Scheduled hours per week

Lecture: 3 Lab:0

Other: N/A

Catalog Course Description: Video production, also known as videography, is the process of capturing video by capturing moving images and creating combinations of parts of the video in live production and post-production.

Pre-requisites: CMS 235

Co-requisites: N/A

Course Learning Outcomes:

At the conclusion of this course, students should be able to:

1. Understand the process of making a short digital movie.
2. Create short films – fiction and nonfiction.
3. Operate a camera and put footage onto the computer for editing.
4. Discern when editing is necessary.
5. Utilize basic digital editing techniques (beats, rhythm, reaction shots, intercutting, visual logic and lighting).
6. Develop quick judgment of video and graphic values.
7. Work in teams.

Topics to be studied:

- Roles of video producers
- Basics of linear video shooting and editing
- Video storyboards, time, frames, size, resolution
- Video trimming and assembly
- Digital tools for journalists
- Incorporating video transitions, graphics and title screens
- Synchronize audio with video
- Content-editing skills
- Video mood and style
- Video flow
- Tailoring footage
- Applying correction and enhancements
- Applying scripts to video footage
- Incorporating themes into video production
- Experience with camera shots, moves, cinematography
- Transitions and video effects
- Journalism ethics

Relationship of Course to Discipline Learning Outcomes	
Students will demonstrate an ability to select the appropriate channels to communicate effective messages.	X

Students will demonstrate an ability to evaluate and critique their own and others' communication.	X
Students will exhibit strong listening skills.	
Students will demonstrate an ability to produce strategic communication materials that are clear, accurate, thorough, cogent, and fair.	X
Students will demonstrate an ability to apply communication theory and mass communication principles to real-life situations.	
Students will exhibit creativity and innovation in the delivery of messages.	X
Students will competently analyze an audience to create effective messages.	
Students will articulate the role of ethics in media and communication.	X

Relationship of Course to General Education Learning Outcomes:	
Composition and Rhetoric Students illustrate a fundamental understanding of the best practices of communicating in English and meet the writing standards of their college or program-based communication requirements.	X
Science & Technology Students successfully apply systematic methods of analysis to the natural and physical world, understand scientific knowledge as empirical, and refer to data as a basis for conclusions.	
Mathematics & Quantitative Skills Students effectively use quantitative techniques and the practical application of numerical, symbolic, or spatial concepts.	
Society, Diversity, & Connections Students demonstrate understanding of and a logical ability to successfully analyze human behavior, societal and political organization, or communication.	X
Human Inquiry & the Past Students interpret historical events or philosophical perspectives by identifying patterns, applying analytical reasoning, employing methods of critical inquiry, or expanding problem-solving skills.	X
The Arts & Creativity Students successfully articulate and apply methods and principles of critical and creative inquiry to the production or analysis of works of art.	X

Special requirements of the course:

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

Additional information:

N/A

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Date: 10/15/17

Course Schedule

Class Calendar	Assignment title (Proposed Assessment Measures) More details on each assignment will be provided in the classroom
Week 1	Syllabus (quiz), Class overview and plan for semester Review of video equipment operation, interviewing techniques, b-roll (Writings, class discussion)
Week 2	Discussing trends in video programming, role of video producers

	The process of making a short digital movie (Writings, class discussion, analysis)
Week 3	Discussing trends in video programming, role of video producers The process of making a short digital movie (Writings, class discussion, analysis)
Week 4	Plan short film ideas for fiction and nonfiction Develop plans for such shows Applying scripts to video footage *** Students will shoot weekly videos for the rest of the course (Script, project-based assessment)
Week 5	Video storyboards, time, frames, size, resolution Basic digital editing techniques (beats, rhythm, reaction shots, intercutting, visual logic and lighting (Writings, class discussion, project-based assessment)
Week 6	Review ethical standards, understanding bias, and privacy rights. Review basics of linear video shooting and editing Record weekly video (Writings, class discussion, project-based assessment)
Week 7	Video trimming and assembly Record weekly video and begin editing videos ***Students will now also edit videos weekly for the rest of the course (Writings, class discussion, project-based assessment)
Week 8	Mid-term week Incorporating video transitions, graphics and title screens Record weekly video Edit weekly video (Writings, class discussion, project-based assessment)
Week 9	Synchronizing audio with video Record weekly video Edit weekly video (Writings, class discussion, project-based assessment)
Week 10	Importing video Exporting video Dubbing video Transferring video Other content-editing skills Record weekly video Edit weekly video (Writings, class discussion, project-based assessment)
Week 11	Edit weekly video (Writings, class discussion, project-based assessment)
Week 12	Experience with camera shots, moves and cinematography Record weekly video Edit weekly video (Writings, class discussion, project-based assessment) 100 points
Week 13	Transitions and video effects

	Record weekly video Edit weekly video (Writings, class discussion, project-based assessment) 100 points
Week 14	Tailoring footage Incorporating themes into video production Record weekly video Edit weekly video (Writings, class discussion, presentation) 100 points
Week 15	Video mood and style Video flow Record weekly video Edit weekly video (Writings, class discussion, project-based assessment) 100 points
Week 16	Applying corrections and enhancements Other digital tools for journalists (Writings, class discussion, project-based assessment) 100 points
