

## COURSE SYLLABUS

<b>LAST REVIEW</b>	Fall 2022
<b>COURSE TITLE</b>	Introduction to Video Production
<b>COURSE NUMBER</b>	MMVP 0140
<b>DIVISION</b>	Career and Technical Education
<b>DEPARTMENT</b>	MMVP
<b>CIP CODE</b>	24.0101
<b>CREDIT HOURS</b>	3
<b>CREDIT HOUR BREAKDOWN</b>	Class: 1      Lab: 4
<b>PREREQUISITES</b>	None
<b>COREQUISITES</b>	None

### COURSE DESCRIPTION

The fundamentals of video production will be studied including the production process, the production team the function and elements of the camera, proper mounting, balance and composition.

### PROGRAM LEARNING OUTCOMES

1. The student will define the hardware and interactive requirements that comprise multimedia
2. The student will compare and contrast technical developments in multimedia and their impact on society
3. The student will create digital audio, digital still images and video images that exemplify the elements and principles of professional level asset acquisition
4. The student will edit original digital content including audio, video and still images
5. The student will create original content by applying the elements and principles of aesthetics and design
6. The student will demonstrate the ethical use of video, audio and copyright law to their creation of media.
7. The student will evaluate the time, scope and medium requirements of multiple projects and create a plan that will result in the on-time completion
8. The student will analyze the scope and medium requirements of multimedia projects, project a completion date and submit the finished work by that date

### TEXTBOOKS

<http://kckccbookstore.com/>

### METHOD OF INSTRUCTION

A variety of instructional methods may be used depending on content area. These include but are not limited to: lecture, multimedia, cooperative/collaborative learning, labs and demonstrations,

projects and presentations, speeches, debates, panels, conferencing, performances, and learning experiences outside the classroom. Methodology will be selected to best meet student needs.

## **COURSE OUTLINE**

### **I. Production: Processes and People**

- A. The Production Process:
- B. Effect to cause Production Model
- C. Medium Requirements
- D. Generating Ideas

### **II. The Production Team: Who Does What When**

- A. Production Teams
- B. Passing the Buck
- C. Taking and Sharing Responsibility
- D. The Production Schedule

### **III. The Video Camera**

- A. Basic camera function and elements
- B. Types of cameras

### **IV. Operating the Camera**

- A. Basic Camera Movements
- B. Camera mounts and how to use them
- C. Operational Features
- D. General Guidelines

### **V. Looking Through the Viewfinder**

- A. Framing a Shot
- B. Manipulating Picture Depth
- C. Controlling camera and Object Motion

## **COURSE LEARNING OUTCOMES AND COMPETENCIES**

Upon successful completion of this course, the student will:

### **A. Identify the elements of the production process**

1. Identify the elements of the Effect-to-Cause Production Model
2. Evaluate the actual process message (Real effect)
3. Evaluate the degree of success of the defined process message
4. Explore various ways of generating ideas

### **B. Identify the members and job descriptions of the production team**

5. Identify the production teams
6. Identify personnel in each of the three production teams
7. Identify technical and non-technical production personnel
8. Identify authority structure and responsibility for above and below line personnel
9. Identify the elements of a production schedule

### **C. Identify the types, functions and elements of cameras used in video production**

10. Identify the components of the camera/camcorder
11. Identify the components of the standard camera chain

12. Identify the functions of the camera control unit
13. Distinguish HDTV/ENG/EFP cameras
14. Distinguish between camera's and camcorders
15. Identify standard video connectors

**D. Demonstrate basic camera movements**

16. Demonstrate panning, tilting and canting
17. Demonstrate zooming shots
18. Demonstrate hand held shots
19. Demonstrate set up and breakdown of tripods, mounts and camera
20. Apply general guidelines for successful shooting

**E. Demonstrate appropriate composition**

21. Identify aspect ratios
22. Identify vectors
23. Use the rule of thirds appropriately
24. Manipulate psychological closure
25. Manipulate picture depth

**ASSESSMENT OF COURSE LEARNING OUTCOMES AND COMPETENCIES**

Student progress is evaluated through both formative and summative assessment methods. Specific details may be found in the instructor's course information document.

**COLLEGE POLICIES AND PROCEDURES**

*Student Handbook*

<https://www.kckcc.edu/files/docs/student-resources/student-handbook-and-code-of-conduct.pdf>

*College Catalog*

<https://www.kckcc.edu/academics/catalog/index.html>

*College Policies and Statements*

<https://www.kckcc.edu/about/policies-statements/index.html>

*Accessibility and Accommodations*

<https://www.kckcc.edu/academics/resources/student-accessibility-support-services/index.html>.