



Course Number and Title: COM 110 Introduction to Video Production

Campus Location:

Georgetown

Effective Date:

2020-51

Prerequisite:

ENG 090 or ENG 091, SSC 100 or concurrent

Co-Requisites:

none

Course Credits and Hours:

3.00 credits

2.00 lecture hours/week

3.00 lab hours/week

Course Description:

This course explores the principles, mechanics, techniques, and aesthetics of video production. Topics include pre-production planning and writing, production procedures, and post-production editing.

Required Text(s):

Obtain current textbook information by viewing the [campus bookstore - https://www.dtcc.edu/bookstores](https://www.dtcc.edu/bookstores) online or visit a campus bookstore. Check your course schedule for the course number and section.

Additional Materials:

None

Schedule Type:

Classroom Course

Disclaimer:

None

Core Course Performance Objectives (CCPOs):

1. Demonstrate competency in pre-production planning. (CCC 1, 2; PGC 2, 3, 4)
2. Operate a video camera and microphones to obtain footage and sound. (CCC 1, 2; PGC 2, 3, 4)
3. Capture and edit video using non-linear editing software. (CCC 2, 6; PGC 2, 3)

See Core Curriculum Competencies and Program Graduate Competencies at the end of the syllabus. CCPOs are linked to every competency they develop.

Measurable Performance Objectives (MPOs):

Upon completion of this course, the student will:

1. Demonstrate competency in pre-production planning.
 1. Identify and appraise target audience.
 2. Examine site environment for lighting, sound, and surroundings to assess technical qualities and production treatment.
 3. Formulate a production plan with contingency options.
 4. Create a production time budget.
 5. Identify images and sounds that create impact, emotion, and meaning.
2. Operate a video camera and microphones to obtain footage and sound.
 1. Identify the purpose of the video controls and setting functions of a video camera.
 2. Manipulate white balance, aperture, and focus in a video camera to optimize the picture quality in video images.
 3. Record video that demonstrates correct composition, screen direction, and framing.
 4. Record cutaways and overlapping action.
 5. Use appropriate camera movements to direct the audience's attention.
 6. Use the audio controls on a video camera.
 7. Record and edit correct audio levels.
3. Capture and edit video using non-linear editing software.
 1. Manipulate video using non-linear editing software.
 2. Capture and import digitally recorded footage and graphics.
 3. Transition scenes appropriately.
 4. Determine effective pacing of audio and video.
 5. Integrate readable text with video to communicate essential information to an audience.
 6. Produce video and audio with matched sequences to compress time and advance the action.
 7. Determine the proper order of shots to create continuity.
 8. Select proper digital editing functions.

Evaluation Criteria/Policies:

Students must demonstrate proficiency on all CCPOs at a minimal 75 percent level to successfully complete the course. The grade will be determined using the Delaware Tech grading system:

| | | | | |
|----|---|-----|---|---|
| 92 | - | 100 | = | A |
| 83 | - | 91 | = | B |
| 75 | - | 82 | = | C |
| 0 | - | 74 | = | F |

Students should refer to the [Student Handbook - https://www.dtcc.edu/handbook](https://www.dtcc.edu/handbook) for information on the Academic Standing Policy, the Academic Integrity Policy, Student Rights and Responsibilities, and other policies relevant to their academic progress.

Final Course Grade:

Calculated using the following weighted average

| Evaluation Measure | Percentage of final grade |
|---|---------------------------|
| Summative: Video Projects (3) <i>(Postcard 10%, Sequence 20%, Feature Profile 20%)</i> | 50% |
| Formative: Project Proposals (3) | 15% |
| Summative: Quizzes (7) | 15% |
| Formative: Professionalism and Participation | 10% |
| Formative: Activities, Training, and Critiques | 10% |
| TOTAL | 100% |

Core Curriculum Competencies (CCCs are the competencies every graduate will develop):

1. Apply clear and effective communication skills.
2. Use critical thinking to solve problems.
3. Collaborate to achieve a common goal.
4. Demonstrate professional and ethical conduct.
5. Use information literacy for effective vocational and/or academic research.
6. Apply quantitative reasoning and/or scientific inquiry to solve practical problems.

Program Graduate Competencies (PGCs are the competencies every graduate will develop specific to his or her major):
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1. Analyze the impact of media on society.
2. Produce print, radio, video and web media products that meet professional standards.
3. Apply principle of design to media products.
4. Demonstrate effective professional communication skills.
5. Apply professional, ethical, and legal standards of behavior.

Disabilities Support Statement:

The College is committed to providing reasonable accommodations for students with disabilities. Students are encouraged to schedule an appointment with the campus Disabilities Support Counselor to request an accommodation needed due to a disability. A listing of campus Disabilities Support Counselors and contact information can be found at the [disabilities services - https://www.dtcc.edu/disabilitysupport](https://www.dtcc.edu/disabilitysupport) web page or visit the campus Advising Center.