

## Course Number and Title: COM 210 Advanced Video Production

**Campus Location:**

Georgetown

**Effective Date:**

2021-51

**Prerequisite:**

COM 140, COM 110

**Co-Requisites:**

none

**Course Credits and Hours:**

3.00 credits

2.00 lecture hours/week

3.00 lab hours/week

**Course Description:**

This course provides intermediate-level training in digital video production. Emphasis is placed on the production of professional-quality videos using professional non-linear editing software and employing visually aesthetic videography, editing, writing, and performance techniques.

**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. Construct a television news story script. (CCC 1, 2, 5, 6; PGC 2, 4, 5)
2. Produce a news story package. (CCC 1, 2, 3, 4, 5, 6; PGC 2, 3, 4, 5)
3. Capture footage and audio that incorporates advanced cameral composition techniques. (CCC 2; PGC 2, 3, 4)
4. Assemble video that reflects professional standards for detail, timing, continuity, pace, and use of transitions. (CCC 1, 2, 6; PGC 2, 3)
5. Export video to create compressed video files, and import industry-standard files to a video hosting website. (CCC 2, 4; PGC 2, 4)

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. Construct a television news story script.
  1. Use correct grammar, spelling, and Associated Press Style for broadcast copy writing.
  2. Interview sources and use research skills to prepare a news story.
  3. Prepare a news story script in the proper format making best use of sound, pictures, graphics, and words.
  4. Analyze the target audience to communicate complex ideas to viewers.
2. Produce a news story package.
  1. Compose a focus for a news story.
  2. Plan interviews and prepare shot logs.
  3. Write a news script.
  4. Videotape interviews.
  5. Generate video that makes use of picture composition.
  6. Produce audio and video with correct picture and sound levels.
  7. Edit audio and video that demonstrate continuity.
  8. Design complementary and readable character graphics.
  9. Integrate computer graphics and still images.
  10. Perform a stand-up in the video that maintains the focus of the story.
  11. Produce a voice over to narrate the news story.
  12. Create a news production proposal.
3. Capture footage and audio that incorporates advanced cameral composition techniques.
  1. Generate video that exemplifies basic picture composition and correct screen direction.
  2. Determine the best use of screen space.
  3. Record cutaways and overlapping action.
  4. Record proper video levels.
  5. Record proper audio levels.
  6. Frame pictures effectively.
  7. Use appropriate camera movements to direct the audience's attention.
  8. Produce video that can be edited digitally.
4. Assemble video that reflects professional standards for detail, timing, continuity, pace, and use of transitions.
  1. Use industry standard software to edit footage.
  2. Perform proper digital editing functions.
  3. Use transition devices effectively.
  4. Incorporate readable character graphics to communicate essential information to the audience.
  5. Maintain proper audio levels.
  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. Edit shot lengths to maintain pacing.
  9. Digitize and capture video and audio into an editing software system.
5. Export video to create compressed video files, and import industry-standard files to a video hosting website.
  1. Locate metadata information within media files.
  2. Manipulate software options to export video using correct compression, data rate, and quality settings.
  3. Render project files to build special effects and other complex transitions frame-by-frame.
  4. Differentiate compression schematics.
  5. Use lossless and lossy compression schemes to produce smaller audio files.
  6. Apply website standards to encode and upload streaming audio and video.

**Evaluation Criteria/Policies:**

The grade will be determined using the Delaware Tech grading system:

90	-	100	=	A
80	-	89	=	B
70	-	79	=	C
0	-	69	=	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)	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):****COMAASCOM**

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.