

ROCK VALLEY COLLEGE
Humanities and Fine Arts Division
Mass Communication Program

COM 157 Video Production 1

PCS: 1.1

IAI: MC 916

Video Production 1 is a basic introduction to the equipment, facilities and terminology of the video media industry. Students will work in a multiple camera studio producing: newscasts, public service announcements, commercials and talk shows. Students will also be introduced to the fundamentals of script writing, non-linear video editing, field and studio lighting and field production.

Lect: 1 Lab: 4 Credit: 3

Course Objectives:

To demonstrate an understanding of production elements and personnel in a television system
To demonstrate an understanding of studio television production, directing, and studio control room audio and video equipment.
To demonstrate knowledge of technical and non-technical objectives of studio and field lighting
To demonstrate a basic understanding of television script writing
To demonstrate a basic understanding of non-linear video editing

Course Topic Outline:

Studio Equipment

- A. Cameras
- B. Lenses
- C. Depth of Field
- D. Focal Length
- E. Aspect Ratio
- F. Camera Moves
- G. Lighting Instruments
- H. Switchers
- I. Graphics
- J. Audio
- K. Crew Positions

Pre-Production

- A. Concept
- B. Storyboard
- C. Scriptwriting
- D. Studio Layout
- E. Lighting Design
- F. Scheduling
- G. Budgeting

Post-Production

- A. Review
- B. Edit Decisions
- C. Audio Mix
- D. Mastering

- Production
- A. Live Directing
 - B. Live Sound
 - C. Live Switching
 - D. Talent

Method of Student Assessment:

Students will actively participate in multiple class studio assignments and will demonstrate knowledge of terminology in written examinations.

Students will participate in live studio production, rotation through each crew position in the studio to perform all crew functions.

Student will be required to write scripts for individual productions.

Students will be required to complete post-production on individual studio productions.

Required Readings (And Supplies):

Zettl, Herbert. [Television Production Handbook](#)

Recommended Readings (And Supplies):

Date Submitted: 10/2000

Review Dates: 02/2004