

ROCK VALLEY COLLEGE
Humanities and Fine Arts Division
Mass Communication Program

COM 257 Advanced Video Production PCS 1.1

IAI: 0

Advanced video production is designed to give students specialized training in the video production industry. Students will produce multiple group and independent projects. These projects include a weekly television production, music videos, video art, short films and documentary. This course will provide students with advanced knowledge of non-linear video editing systems and field camera work.

Credit 3 Lect: 1 Lab: 4

Course Objectives:

To work successfully as a crew member on a weekly television series
To demonstrate the ability to perform field camera work.
To demonstrate the ability to perform creative non-linear editing
To demonstrate the ability to produce and complete a short film and/or video art project.

Course Topic Outline:

Television Series Production

- A. Crew Positions
- B. Lighting
- C. Set Design
- D. Guest Booking
- E. Script Writing
- F. Graphics
- G. Post-Production

Music Video Production

- A. Music Choice
- B. Genre
- C. Music Video Theory
- D. Field Camera Work
- E. Field Lighting
- F. Audio for Video
- G. Post Production

Short Film/Video Art

- A. Script Writing
- B. Camera Techniques
- C. Genre
- D. Casting
- E. Effects
- F. Post Production

Public Service Announcement

- A. Choosing a Client
- B. Script Writing
- C. Style
- D. Standards

Method of Student Assessment:

Students will participate in a crew rotation producing a weekly Television series.
Students will shoot footage to be used in video.
Students will edit video and music footage to create a finished video.
Students will produce a video art and a short film project.

Required Readings (And Supplies): Zettl: Television Production Handbook.
Fauer: DVCAM: A Practical Guide

Recommended Readings (And Supplies): All mass communication students should keep current with The Independent, American Cinematographer and Broadcasting and Cable.

Date Submitted: 10/2000

Review Dates: 02/2000