COURSE INFORMATION FORM

DISCIPLINE               Communications
COURSE TITLE             Digital Video Production
CR.HR        LECT HR.       LAB HR.      CLIN/INTERN HR.   CLOCK HR.
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CATALOG DESCRIPTION
This course provides students with the skills to shoot, edit, and produce digital video content. Students will use modern video lighting, recording, digitizing, and editing equipment to create video productions suitable for broadcast or distribution via optical disc or the web.

PREREQUISITES
ENGL 30 / 90 or appropriate placement test score.

EXPECTED STUDENT OUTCOMES IN THE COURSE (ESO)
Upon completion of this course, the student will be able to:

1. Characterize standard video lighting techniques and identify the primary lighting components and applications of each component.
2. Construct a three-point lighting arrangement using portable lighting equipment.
3. Identify the primary components of a typical video camera and explain the function of each.
4. Apply the concepts of image composition and lighting aesthetics to the production of digital video.
5. Use video compression to prepare digital video for electronic distribution and explain the impact of compression on image quality and file size.
6. Identify appropriate sampling frequencies and bit rates for digital audio in video clips and explain the effects of these parameters on audio quality and file size.
7. Use audio editing software to prepare audio tracks for incorporation into digital video clips.
8. Develop a video script and produce videos that follow a script.
9. Capture and edit digital video, and produce finished videos that are suitable for television, optical disc, and the web.
10. Work in multiple roles on a video production team.

GENERAL EDUCATION OUTCOMES (ESO)
Specify which general education outcomes, if any, are substantially addressed by the course. Numbers in parentheses identify the Expected Student Outcomes linked to the specific General Education Outcome.

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<th>Outcomes</th>
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PROGRAM-LEVEL OUTCOMES

CAREER AND TECHNICAL EDUCATION PROGRAM OUTCOMES
Specify which Career and Technical program outcomes, if any, are substantially addressed by the course by completing the “Career and Technical Education template” to show the relationship between course and program outcomes to assessment measures.

CLASS-LEVEL ASSESSMENT MEASURES
Student accomplishment of expected student outcomes may be assessed using the following measures. (Identify which measures are used to assess which outcomes.)

1. Examinations/Quizzes (1, 3, 5, 6)
2. Class Discussions/Participation (1, 2, 3, 4, 5, 6, 10)
3. Exercises/Projects (1, 2, 3, 4, 5, 6, 7, 8, 9, 10)
I. Overview of video production
   A. Definitions and description
   B. Equipment
   C. Video formats
   D. Production flow
   E. Career opportunities

II. Production crew, organization, and techniques
   A. Titles and roles
   B. Freelance work

III. Camera fundamentals
   A. Models and video formats
   B. Lenses
   C. Aperture
   D. Image sensor
   E. Audio connections, phantom power
   F. Handling and operating the camera
   G. Using a tripod

IV. Video shooting fundamentals
   A. Camera placement
   B. Zooming
   C. Focusing
   D. Depth of field
   E. Exposure
   F. Camera movements
   G. Camera motion
   H. Composition and framing
   I. Perspective

V. Developing scripts
   A. Target audience
   B. Identifying objectives
   C. Storyboards
   D. Production plans

VI. Working with people in video productions
   A. Positioning people and objects
   B. Shot selection
   C. Inexperienced talent
   D. Interviewing
VII. Audio for video
   A. Audio theory
   B. Microphone types and applications
   C. Dynamics
   D. Reverberation
   E. Audio editing

VIII. Video lighting
   A. Lighting fixtures, accessories, and safety
   B. Three point lighting
   C. Color temperature and white balance
   D. Shooting in daylight
   E. Using reflectors

IX. Designing graphics for video
   A. Types of graphics
   B. Titles
   C. Animation

X. Video editing
   A. The nonlinear editing process
   B. Editing goals
   C. Editing for television and the web
   D. Continuity
   E. Transitions
   F. Compression
   G. Rendering

XI. Video broadcast and distribution
   A. Creating video for television and the web
   B. Producing video on disc