

COURSE OUTLINE

PART A: COMMON COURSE OUTLINE

Effective January 2013

Calendar Information

1. Course Title and Number

Communication 231
Video 4

1. Calendar Description

Students will refine and expand their video production skills through a number of projects, and study advanced technology in video applications.

2. Pre-requisites

Communication 230
Video 3

4. Co-requisites

None

5. Course Particulars

- (a) Credits: 4.0
- (b) Components: lecture 33% lab 67%
- (c) Is the course available by distributed education? No
- (d) Contact Hours
 - Hours per week; 8
 - Number of weeks; 14
 - Total contact hours; 112
- (e) Is prior learning assessment available for this course? No

6. Intended Learning Outcomes

The student will be able to

- 1. Conceive, propose, plan and produce sophisticated video productions
- 2. Play a key role in the completion of a half hour video production
- 3. Operate with a high degree of self-direction and independence
- 4. Identify emerging technologies and explain their impact on the video production industry
- 5. Perform tasks in a manner consistent with professional standards
- 6. Assemble a portfolio of projects that demonstrates the student's current professional abilities.

PART B: COURSE DETAILS

Instructor: Andy Bryce

8. Course Content Outline

1. Conceive, propose, plan and produce a sophisticated one-camera video production.
 - a. Successfully pitch a video production
 - b. Successfully complete the pre-production phase by producing a treatment and proposal
 - c. Successfully complete the production phase by gathering all video and audio material
 - d. Prepare a detailed shot list
 - e. Produce a final script based on ideas in the treatment and the results of the shot list
 - f. Edit a final piece using a final script
 - g. Package the production

2. Play a key role in the completion of a studio show
 - a. Successfully participate in the set up of a multiple camera shoot.
 - b. Successfully complete one of the following tasks during a live to tape shoot; director, switcher, audio operator, VTR operator, camera operator.
 - c. Participate in the breakdown of a studio shoot
 - d. Create a document between 500 and 1,000 words describing your role in a multiple camera production, your observations of how the production went, and a rundown of what you learned.

3. Operate with a high degree of self-direction and independence
 - a. Meet all deadlines without prompting
 - b. Complete duties to a professional standard
 - c. Demonstrate that you can prioritize work
 - d. Demonstrate initiative
 - e. Demonstrate problem solving skills

4. Explain emerging technologies and their impact on the video production industry
 - a. Research and explain emerging technologies and/or video production trends using at least two sources of information.
 - b. Explain emerging technologies and/or video production trends
 - c. Explain how those trends may affect the video production industry
 - d. Explain how those trends may affect you.

5. Perform tasks in a manner consistent with professional standards
 - a. Meet deadlines
 - b. Follow procedures
 - c. Transfer skills learned at one task to another, similar task
 - d. Demonstrate punctuality and consistent attendance
 - e. Positively participate in group work
 - f. Positively participate in problem solving
 - g. Critique work in a constructive manner
 - h. Treat equipment and facilities with respect

6. Assemble a portfolio of projects that demonstrates the student's current professional abilities.
 - a. Select three appropriate items for an online demo site.
 - b. Determine an effective order for displaying these items
 - c. Create an attractive and individual looking YouTube site.
 - d. Show that you site is attracting interest.

9. Basis of Student Assessment (Weighting)

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|---------------------|----|
| (a) Projects | 45 |
| (b) Studio | 20 |
| (c) Lab work | 20 |
| (d) V3World | 5 |
| (d) Attend/Conduct: | 10 |

10 Course Schedule

- (a) Class Hours
 - Lecture: 3
 - Showcase: 3
- (b) Lab Hours: 2
- (c) Out of Class Requirements; As Needed

11. Required Materials

- (a) Texts: None
- (b) Other: Manuals and handouts as required.

12. Bibliography

N/A

13. Instructor Information

- (a) On Site; Monday to Friday 8:00-4:00
- (b) Office Location; Y315B
- (c) Phone; 370-3394
- (d) E-mail; bryce@camosun.bc.ca