Catalog Course Description:

Introduction to the basic technologies and processes used in video: the system and the equipment, the basic procedures and techniques and the process of design and production. Students shoot, edit in camera, analyze short projects, learn the basic principles of audio and visual communication; and employ the concepts and vocabulary of motion picture aesthetics. The production process and job roles are examined throughout, from idea through shooting, through postproduction.

Entry Level Standards:

Students must be able to read at the college level and should be familiar with the basic operation of a desktop computer.

Prerequisites:

None

Textbook(s) and Other Reference Materials Basic to the Course:

Textbook(s):
Television Production Handbook, most recent edition, Zettl, Herbert, Wadsworth Publishing

Other Reference Material(s):
DVD, Zettl’s VideoLab, most recent version, Wadsworth Publishing.
Also, student must supply own, Sony min DV tape, Sony DV tape and a Jump drive.
Internet and trade journal research will provide other resource material for the class.

I. Topic Basis: General list of topics to be covered in this course

1. Discussion: What is VPT? Who are the instructors? What are VPT graduates doing? What can I expect when I complete my degree? Equipment checkout and lab use procedures. Introduction to the industry: broadcast and non-broadcast, entertainment, other industry aspects... Do you want to become a VPT lab assistant? Reading Assignment: Chapter 1: The Television Production Process (both section 1 and 2 – pages 2 through 25 and also read the Preface).

2. View: Film and video examples of shots, framing, and sequence structures. Discussion: The television production process. How television cameras work. Operating the camera and framing effective shots. Shot sequences and cinematic structure. Exercise: Camera operation. Production Assignment #1 - 30 second piece
pre-scripted (provided by instructor) non-storyboarded.

3 Reading Assignment: Chapter 2; Discussion: Analog and digital television. Critique assignment #1. Exercise: The instructor will use the Video DVD and classroom computer and help you review the sections on Camera Composition, Screen Forces, Screen Motion and Picture Depth. Production Assignment #2: Apply the principles of good composition in this assignment (described by instructor).

4 Reading Assignment: Chapter 12; Discussion: Video recording and storage. Review and critique Assignment #2. VTR operation and basic PC operation (Windows 2000). Computers in the production environment. Accessing the Internet. How to use the VideoLab DVD to complete lab exercises. Exercise: Use the VideoLab DVD and complete the section on “lights” starting with “Meet Mary”. Be sure to complete the quizzes. This will probably take several sessions and some outside-of-class work to complete.

5 Reading Assignment: Chapter 13; Discussion: Postproduction editing. Exercise: Basic edits on the PC and Mac. Production Assignment #3: Storyboard and shoot (edit in camera) a short script provided by the instructor applying what you are learning about composition, screen action, continuity, lighting, shot sequence, story structure, etc.

6 Reading Assignment: Chapter 14; Discussion: Basic effects in-camera, on Grass Valley and PC. View and discuss in class: Orson Welles film, “Citizen Cane”. Special attention will be given to composition, lighting and “deep focus” cinematography. What unusual lens techniques were used in “Citizen Cane”? Image compression, wide angle distortion and depth-of-field as creative tools.


8 Reading Assignment: Chapter 16; Discussion: what production people do. Exercise: Review

9 Midterm Exam; Discussion: Grade and review midterm in class. Production Assignment #4: Student concept (must be submitted and approved by instructor), script and storyboard. Edit-in-camera. Employ what you have learned about composition, screen action, lighting and electronic camera characteristics, and shot sequence structure. Instructor will provide details. Exercise: Work on Assignment #4 concepts and storyboards (after concept approval)

10 Reading Assignment: Chapter 17; Discussion: Production planning and process. Exercise: Work on assignment #4

11 Reading Assignment: Chapter 18; Discussion: The director in preproduction.

12 Reading Assignment: Chapter 19; Discussion: The director in production and postproduction. Exercise: Work on Assignment #4

13 Reading Assignment: Chapter 20; Discussion: Begin viewing and critiquing Exercise: Work on Assignment #4 and/or review VideoLab sections.

14 Discussion: Finish critiques of Assignment #4 and review for final exam.

15 Final Exam
Note: The schedule and contents of lectures, demonstrations, guests, field trips, screenings and assignments are subject to change at the discretion of the instructor with minimum notice.

II. Course Objectives*:

A. Exhibit basic understanding of the various technologies used in the production of video programming. I, IV

B. Identify various career possibilities within this umbrella occupation and skills and experience necessary to pursue them. II

C. Differentiate between skills necessary to utilize the technology and those necessary to create compelling programming. I, III

D. By actual exposure, develop basic knowledge of working professionals, their educational and professional backgrounds, work related responsibilities and specific skills required in their particular vocations. II, V

E. Produce several in class video projects. I, III

*Roman numerals after course objectives reference goals of the VPT program.

III. Instructional Processes*:

Students will:

1. Apply appropriate production skills for production development. Technological Literacy Outcome

2. Internalize the work ethic by regularly attending class, being punctual, being dependable, cooperating with the teacher and other classmates, contributing to class discussion and projects, and acting in a professional manner Transitional Strategy Active Learning Strategy, Transitional Strategy

3. Develop skills necessary to develop video products of good video and audio quality. Technological Literacy Outcome, Active Learning Strategy

4. Apply good video methods in suitable problem-solving situation. Active Learning Strategy, Technological Literacy Outcome

5. Apply leadership and teamwork skills in carrying out team assignments. Communication Outcome, Transitional strategy, Active Learning Strategy

6. Use appropriate technology to function within a discipline. Technological Literacy Outcome

*Strategies and outcomes listed after instructional processes reference Pellissippi States goals for strengthening general education knowledge and skills, connecting coursework to experiences beyond the classroom, and encouraging students to take active and responsible roles in the educational process.

IV. Expectations for Student Performance*:

Upon successful completion of this course, the student should be able to:
1. Identify various technologies used in the video production process. A

2. Describe the function of each production technology and how it contributes to the final product. A,C

3. Contrast the fundamental production approaches involved in ENG/EFP and studio production. A

4. List at least five distinct career choices within the field of video production and the most important skills required for each. B

5. Differentiate between skills necessary to operate equipment and skills necessary to creatively solve communications problems. C

6. Define basic aspects of good visual composition. A

7. Learn and employ correct departmental equipment checkout procedures. A

8. Employ appropriate care when using equipment. B,C

9. Operate a PC to perform basic functions. A,C

*Letters after performance expectations reference the course objectives listed above.

V. Evaluation:

A. Testing Procedures: 30% of grade

The Midterm examination and or project will represent 10% of the grade. The Final examination and project will represent 20% of the grade.

B. Field Work: 50% of grade

The Production Assignments will represent 30% of the grade.

C. Other Evaluation Methods: 20% of grade

10% of the grade will be determined by attendance, participation, effort, growth, dedication and perseverance.

VI. Policies:

A. Attendance Policy:

Pellissippi State Technical Community College expects students to attend all scheduled instructional activities. As a minimum, students in all courses must be present for at least 75 percent of their scheduled class and laboratory meetings in order to receive credit for the course (Pellissippi State Catalog). Individual departments/programs/disciplines, with the approval of the vice president of Academic and Student Affairs, may have requirements that are more stringent.
VPT Program:

The VPT program believes a more stringent requirement is realistic because of the contractual commitment made by the College with local area employers. Therefore, to successfully complete VPT courses, students must attend at least 85% of classes. To be considered “in attendance”, students are expected to be in class at the scheduled starting time for that class. Students will be considered “tardy” from that time until 10 minutes after the scheduled starting time. Three such “tardies” shall constitute an “absence”. Students arriving any time after 10 minutes beyond the scheduled time for a class will be considered “absent”.

B. Academic Dishonesty:

In keeping with college-wide policies, the student is expected to adhere to the general rules and regulations relevant to academic and classroom misconduct as outline in the catalog.

C. Accommodations for disabilities

If you need accommodations because of a disability, if you have emergency medical information to share, or if you need special arrangements in case the building must be evacuated, please inform the instructor immediately. Please see the instructor privately after class or in his/her office. Students must present a current accommodation plan from a staff member in Services with Disabilities (SSWD) in order to receive accommodations in this course. Services for Students with Disabilities may contact by going to Goins 127 or 131 or by phone 694-6751(Voice/TTY) or 539-7153.

D. Other Policies:

Any act of misuse, vandalism, malicious or unwarranted damage or destruction, defacing, disfiguring, or unauthorized use of property/equipment belonging to Pellissippi State is subject to disciplinary sanction.