Videography

Active as of Fall Semester 2016

I. General Information

1. Course Title:
Video Editing Workflow

2. Course Prefix & Number:
VPRO 1110

3. Course Credits and Contact Hours:
Credits: 3

Lecture Hours: 2

Lab Hours: 2

4. Course Description:
This course consists of entry-level videography skills used to produce motion pictures from conception to completed video. Students will produce commercials, documentaries and fictional narratives from start to finish. The emphasis is on postproduction techniques - namely, editing. However, basic terminology and strategies of all production aspects will be examined. The three main phases of production will be deconstructed to reveal a film's internal development. Students will divide into production teams and immediately begin creating content. Students will complete the course with one or more portfolio videos.

5. Placement Tests Required:

6. Prerequisite Courses:
There are no prerequisites for this course.

9. Co-requisite Courses:
There are no corequisites for this course.

II. Transfer and Articulation

1. Course Equivalency - similar course from other regional institutions:

2. Transfer - regional institutions with which this course has a written articulation agreement:

III. Course Purpose

1. Program-Applicable Courses – This course is required for the following program(s):
Videography Production, AAS
Videography Production, Diploma

IV. Learning Outcomes

1. College-Wide Outcomes

College-Wide Outcomes/Competencies	Students will be able to:
Analyze and follow a sequence of operations	Trace a motion picture project from conception to completion, through structured activities in the three phases of production.
Utilize appropriate technology	Produce completed versions of videos using current industry standard editing software programs and computers.
Apply ethical principles in decision-making	Apply journalistic integrity to all levels of production. Avoid plagiarism in scripting & creative development.
Work as a team member to achieve shared goals	Identify and practice successful, proven 'film-crew' conduct that enhances production and leads to life-long career skills.

2. Course Specific Outcomes - Students will be able to achieve the following measurable goals upon completion of the course:
- Identify key components of the video-production process;
- Demonstrate proficiency in team interactive skills;
- Apply audience-based objectives to video outcomes;
- Comprehend successful elements of pre-production;
- Comprehend successful elements of field production;
- Comprehend successful elements of post-production;
- Gain proficiency in current non-linear editing programs;
- Apply accepted editing principles to all video mastering;
- Construct effective commercials using proven attention-getting devices;
- Explore successful documentary filmmaking styles that establish coherent communication of ideas;
- Demonstrate effective techniques for managing large volumes of recorded media;
- Express theoretical ideas through visual media.

V. Topical Outline

Listed below are major areas of content typically covered in this course.
Lecture Sessions
1. Topic 1: Preproduction, 20%
    - general terms of production
    - processes of pre-planning
        - Brainstorming, creative concept, treatments, scripts, outlines
    - scheduling
    - budgeting
    - pitching
    - treatments
    - research
    - client relations
2. Topic 2: Field Production: 20%
    - directing talent
    - working with clients
    - setup/tear down
    - time management
    - support positions
    - team dynamics
3. Topic 3: Postproduction: 60%
    - media management
    - video editing
    - enhancement through external software/plugins
    - revisions and follow up

○　exporting to tape/media
　　　○　distribution

2. Laboratory/Studio Sessions
During labs, students will concentrate on producing each of the following styles of motion pictures, using techniques examined during lecture.
1. Project 1 - Master Scene
2. Project 2 - Commercial/PSA
3. Project 3 - Documentary
- Preproduction – on each project
- Field production – on each project
- Postproduction – on each project
- Video projects will become progressively more complex – adding challenges and problem-solving opportunities.
- Estimated average time per project, per student is 17 hours

VI. Textbook and Supplemental Reading Materials

Textbook			
Author(s)	*Title(s)*	*Publisher(s)*	*Edition/Date(s)*
Herbert Zettl	Television Production Handbook	Wadsworth Cengage Learning	12th Edition