

Washtenaw Community College Comprehensive Report

VID 101 Video Production I

Effective Term: Fall 2011

Course Cover

Division: Business and Computer Technologies

Department: Digital Media Arts

Discipline: Video Production

Course Number: 101

Org Number: 14540

Full Course Title: Video Production I

Transcript Title: Video Production I

Is Consultation with other department(s) required: No

Publish in the Following: College Catalog , Time Schedule , Web Page

Reason for Submission: Three Year Review / Assessment Report

Change Information:

Outcomes/Assessment

Objectives/Evaluation

Rationale: Changes in hardware/software

Proposed Start Semester: Fall 2011

Course Description:

This is an introductory course that teaches the basics of video production. Basic videography, lighting, storyboarding, composition, and audio will be covered. Students are guided through a series of demonstrations and hands-on exercises to develop their skills. A brief overview of the history and language of production is included.

Course Credit Hours

Variable hours: No

Credits: 3

Lecture Hours: Instructor: 45 Student: 45

Lab: Instructor: 0 Student: 0

Clinical: Instructor: 0 Student: 0

Total Contact Hours: Instructor: 45 Student: 45

Repeatable for Credit: NO

Grading Methods: Letter Grades

Audit

Are lectures, labs, or clinicals offered as separate sections?: NO (same sections)

College-Level Reading and Writing

College-level Reading & Writing

College-Level Math

Requisites

Corequisite

VID 110

General Education

Request Course Transfer

Proposed For:

Student Learning Outcomes

1. Recognize and apply basic video pre-production and production skills and techniques.

Assessment 1

Assessment Tool: Comprehensive exam.

Assessment Date: Winter 2012

Assessment Cycle: Every Three Years

Course section(s)/other population: All

Number students to be assessed: 24-48

How the assessment will be scored: Answer Key

Standard of success to be used for this assessment: 70% of students will score 70% or above.

Who will score and analyze the data: Faculty who teach video classes will score and analyze data.

2. Use equipment to record video productions.

Assessment 1

Assessment Tool: Final production.

Assessment Date: Winter 2012

Assessment Cycle: Every Three Years

Course section(s)/other population: All

Number students to be assessed: Random selection of 3 (60 - 75%) final student productions from each section.

How the assessment will be scored: Departmentally-developed rubric

Standard of success to be used for this assessment: 70% of productions will "meet competency" (2 on a 1 to 3 scale).

Who will score and analyze the data: Departmental faculty with expert input.

Course Objectives

1. Compare and contrast a variety of compositional techniques and identify their effects in producing a moving image, as well as their effect on audiences.

Methods of Evaluation

Exams/Tests

Matched Outcomes

2. Explain how different camera angles, camera movement, shot compositions, appropriate use of close-ups, medium shots, and long shots are used to create various effects in film production.

Methods of Evaluation

Exams/Tests

Matched Outcomes

3. Use colors to create various effects in a video production.

Methods of Evaluation

Exams/Tests

Matched Outcomes

4. Examine and identify differences in various styles of production including documentaries, feature narrative film/video, public service ads, commercial ads, information productions, music videos and artistic productions.

Methods of Evaluation

Exams/Tests
Matched Outcomes

5. Identify several benefits of employing continuity in film production.

Methods of Evaluation

Exams/Tests
Matched Outcomes

6. Demonstrate good skills in managing time and budgeting for a production.

Methods of Evaluation

Class Attendance, Participation or Work
Paper(s)
Matched Outcomes

7. Use release forms for talent, music, and location shoots.

Methods of Evaluation

Class Attendance, Participation or Work
Paper(s)
Matched Outcomes

8. Identify the steps of the pre-production process.

Methods of Evaluation

Class Attendance, Participation or Work
Paper(s)
Matched Outcomes

9. Through examples and written assignments, develop an idea and determine whether or not it is feasible.

Methods of Evaluation

Class Attendance, Participation or Work
Paper(s)
Matched Outcomes

10. Develop a coherent outline and story board, as well as complete a workable shot list.

Methods of Evaluation

Class Attendance, Participation or Work
Paper(s)
Matched Outcomes

11. Demonstrate the various functions and capabilities of the camera, tripod and all accessories.

Methods of Evaluation

Exams/Tests
Other
Matched Outcomes

12. Explain the need for a tripod and under which circumstances they are or are not to be used.

Methods of Evaluation

Exams/Tests
Other
Matched Outcomes

13. Critique student's own and classmates in-class shooting assignments.

Methods of Evaluation

Exams/Tests

Other

Matched Outcomes

14. Demonstrate the steps between formulating an idea and the actual outcome achieved.

Methods of Evaluation

Exams/Tests

Other

Matched Outcomes

15. Demonstrate the appropriate use of audio as it relates to a visual production.

Methods of Evaluation

Exams/Tests

Other

Matched Outcomes

16. Demonstrate the use of different recording conditions, as well as which microphones are appropriate for various conditions.

Methods of Evaluation

Exams/Tests

Other

Matched Outcomes

17. Monitor audio levels effectively while recording.

Methods of Evaluation

Exams/Tests

Other

Matched Outcomes

18. Create a variety of basic lighting effects.

Methods of Evaluation

Other

Matched Outcomes

19. Demonstrate how placement of lights can completely change the look of the same scene, as well as create a variety of atmospheres.

Methods of Evaluation

Other

Matched Outcomes

20. Explain the various responsibilities and duties of the producer, director, director of photography, grips, and production assistants, as well as the client/producer relationship.

Methods of Evaluation

Exams/Tests

Matched Outcomes

21. Demonstrate professional demeanor within the production process.

Methods of Evaluation

Exams/Tests

Matched Outcomes

New Resources for Course
Course Textbooks/Resources

Textbooks
Manuals
Periodicals
Software

Equipment/Facilities
Level III classroom

Reviewer

Faculty Preparer:

Department Chair/Area Director:
Jennifer Baker

Dean: *Rosemary Wilson*

Vice President for Instruction: *Stuart Blacklaw*

Action

Faculty Preparer

Recommend Approval

Recommend Approval

Approve

Date

Mar 08, 2011

Mar 09, 2011

Apr 15, 2011

Jul 21, 2011