

# Washtenaw Community College Comprehensive Report

## VID 102 Video Production II

Effective Term: Fall 2011

### Course Cover

**Division:** Business and Computer Technologies

**Department:** Digital Media Arts

**Discipline:** Video Production

**Course Number:** 102

**Org Number:** 14540

**Full Course Title:** Video Production II

**Transcript Title:** Video Production II

**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:**

Course description

Pre-requisite, co-requisite, or enrollment restrictions

Outcomes/Assessment

Objectives/Evaluation

**Rationale:** Updating master syllabus.

**Proposed Start Semester:** Fall 2011

#### **Course Description:**

This course is intended to provide students with both hands-on technical skills as well as production aesthetics. The technical phase will provide students with advanced skills to shoot with a camera; set up lights and manage audio-recording equipment. The production - aesthetics phase covers the areas of writing, producing and directing. From pre-production through the production phase, students will use storyboarding and writing techniques to create original video projects. During the production phase, they produce and direct their projects in a studio or field setting.

### 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

Prerequisite

VID 101 minimum grade "C-"  
and  
**Prerequisite**  
VID 110 minimum grade "C-"  
and  
**Corequisite**  
VID 112

## **General Education**

### **Request Course Transfer**

**Proposed For:**

## **Student Learning Outcomes**

1. Perform pre-production phase responsibilities, such as scripting, storyboarding, casting and site survey.

### **Assessment 1**

**Assessment Tool:** Portfolio (demo reel).

**Assessment Date:** Winter 2012

**Assessment Cycle:** Every Three Years

**Course section(s)/other population:** All sections

**Number students to be assessed:** Random sample of 50% of the students up to a maximum of 25.

**How the assessment will be scored:** Departmentally-developed rubric.

**Standard of success to be used for this assessment:** 66% of the students will score at the competent (2) level or above on a 1-3 scale.

**Who will score and analyze the data:** Departmental faculty, with the assistance of advisory committee members will blind-score the projects.

2. Perform production phase responsibilities such as securing talent, composing shots and shooting video.

### **Assessment 1**

**Assessment Tool:** Portfolio (demo reel).

**Assessment Date:** Winter 2012

**Assessment Cycle:** Every Three Years

**Course section(s)/other population:** All sections

**Number students to be assessed:** Random sample of 50% of the students up to a maximum of 25.

**How the assessment will be scored:** Departmentally-developed rubric.

**Standard of success to be used for this assessment:** 66% of the students will score at the competent (2) level or above on a 1-3 scale.

**Who will score and analyze the data:** Departmental faculty, with the assistance of advisory committee members will blind-score the projects.

3. Direct the talent (actors) including blocking and staging shots.

### **Assessment 1**

**Assessment Tool:** Portfolio (demo reel).

**Assessment Date:** Winter 2012

**Assessment Cycle:** Every Three Years

**Course section(s)/other population:** All sections

**Number students to be assessed:** Random sample of 50% of the students up to a maximum of 25.

**How the assessment will be scored:** Departmentally-developed rubric.

**Standard of success to be used for this assessment:** 66% of the students will score at the competent (2) level or above on a 1-3 scale.

**Who will score and analyze the data:** Departmental faculty, with the assistance

of advisory committee members will blind-score the projects.

## **Course Objectives**

1. Prepare scenes based on script.

### **Methods of Evaluation**

Activity or Exercise

### **Matched Outcomes**

2. Storyboard and plan shots and compositions.

### **Methods of Evaluation**

Activity or Exercise

### **Matched Outcomes**

3. Arrange all aspects of production. Such as casting; site surveys and scheduling.

### **Methods of Evaluation**

Activity or Exercise

### **Matched Outcomes**

4. Manage production from location: scouting, managing the crew, set design, costumes and catering.

### **Methods of Evaluation**

Activity or Exercise

### **Matched Outcomes**

5. Write production and oversee rehearsals.

### **Methods of Evaluation**

Activity or Exercise

### **Matched Outcomes**

6. Operate a camera, including set up, white balance, control focus and frame shots.

### **Methods of Evaluation**

Activity or Exercise

### **Matched Outcomes**

7. Light a scene that compliments the content and mood for a given scene.

### **Methods of Evaluation**

Activity or Exercise

### **Matched Outcomes**

8. Manage audio equipment, including set up of sound mixer and microphone.

### **Methods of Evaluation**

Activity or Exercise  
**Matched Outcomes**

9. Supervise scripts, actors and sets.

**Methods of Evaluation**  
Activity or Exercise  
**Matched Outcomes**

10. Stylize and oversee how a script is executed before the camera.

**Methods of Evaluation**  
Activity or Exercise  
**Matched Outcomes**

**New Resources for Course**

**Course Textbooks/Resources**

Textbooks  
Manuals  
Periodicals  
Software

**Equipment/Facilities**

**Reviewer**

**Faculty Preparer:**

**Department Chair/Area Director:**  
*Kristine Willimann*

**Dean:** *Rosemary Wilson*

**Vice President for Instruction:** *Stuart Blacklaw*

**Action**

*Faculty Preparer*

*Recommend Approval*

*Recommend Approval*

*Approve*

**Date**

*Feb 25, 2011*

*Feb 28, 2011*

*Mar 02, 2011*

*Apr 07, 2011*