**ESSEX COUNTY COLLEGE**

**Humanities Division**

**CMS 219 – Video Production**

**Course Outline**

**Course Number & Name:**  CMS 219 Video Production

**Credit Hours:**  3.0 **Contact Hours:**  3.0 **Lecture:** 2.0 **Lab:**  2.0 **Other:**  N/A

**Prerequisites**:  Grade of “C” or better in CMS 110

**Co-requisites:** None **Concurrent Courses:** None

**Course Outline Revision Date:**  Fall 2010

**Course Description**: This advanced hands-on course allows students to create and develop a series of independent video productions. The tasks that students undertake include script writing, producing, directing, scheduling productions, camera operating, field videotaping, and post-production editing. Note:  Students are required to purchase their own videotapes or storage media.

**Course Goals:** Upon successful completion of this course, students should be able to do the following:

1. plan and script an independent video production;

2.    direct an independent video production involving a variety of elements;

3.  edit an independent video production involving complex graphic elements; and

4. prepare a distribution plan that utilizes traditional and new media.

**Measurable Course Performance Objectives (MPOs)**: Upon successful completion of this course, students should specifically be able to do the following:

1. Plan and script an independent video production:

* 1. *use and create pre-production tools such as storyboards, budgets, production schedules, call sheets, etc.*;
  2. *write scripts and narrations;* and
  3. *cast talent and organize crew*

2. Direct an independent video production involving a variety of elements:

2.1 *incorporate a variety of footage and b-roll to create visual interest;*

2.2 *manage effectively talent and crew;*

2.3 *investigate and discuss legal ramifications of archival footage, including copyright and releases;* and

2.4 *organize and direct at least one shoot*

**Measurable Course Performance Objectives (MPOs)** (continued):

3. Edit an independent video production involving complex graphic elements:

3.1 *utilize a- and b-roll to create visual interest;*

3.2 *execute clean edits and implement a distinctive visual style;* and

3.3 *incorporate appropriately motion graphics, text and special effects*

4. Prepare a distribution plan that utilizes traditional and new media:

3.1 *research and discuss various modalities of distribution;*

3.2 *develop a distribution budget and plan;* and

3.3 *analyze and discuss different variables shaping distribution, such as cost and audience*

**Methods of Instruction**: Instruction will consist of lectures, screenings, demonstrations, and individual and group production work.

**Outcomes Assessment:** Rubrics are used to assess the student productions and writing assignments for the presence of the measurable course performance objectives (MPOs). Quiz and exam questions are blueprinted to the MPOs. Data is collected and analyzed to determine the level of student performance on these assessment instruments in regards to meeting course objectives. The results of this data analysis are used to guide necessary pedagogical and/or curricular revisions.

**Course Requirements:** All students are required to:

1. Participate actively in class.

2. Complete all written assignments on time and take all quizzes and exams as scheduled.

3. Complete all productions on time.

4. Direct at least one shoot.

**Methods of Evaluation:** Final course grades will be computed as follows:

**% of**

**Grading Components final course grade**

* **Class Participation 15 – 30%**

Class participation includes attendance, completing class assignments, and involvement in class discussion. Assignments and discussion will provide evidence of student mastery of course objectives.

* **Video Productions 25 – 50%**

Students plan, record and edit a variety of productions, which are assessed to determine mastery of course objectives.

**Methods of Evaluation:** Final course grades will be computed as follows:

**% of**

**Grading Components final course grade**

* **Quizzes and Exams 15 – 30%**

Quizzes and exams will provide evidence of student mastery of course objectives and synthesis of course material.

Note: The instructor will provide specific weights, which lie in the above-given ranges, for each of the grading components at the beginning of the semester.

**Academic Integrity:** Dishonesty disrupts the search for truth that is inherent in the learning process and so devalues the purpose and the mission of the College. Academic dishonesty includes, but is not limited to, the following:

* plagiarism – the failure to acknowledge another writer’s words or ideas or to give proper credit to sources of information;
* cheating – knowingly obtaining or giving unauthorized information on any test/exam or any other academic assignment;
* interference – any interruption of the academic process that prevents others from the proper engagement in learning or teaching; and
* fraud – any act or instance of willful deceit or trickery.

Violations of academic integrity will be dealt with by imposing appropriate sanctions. Sanctions for acts of academic dishonesty could include the resubmission of an assignment, failure of the test/exam, failure in the course, probation, suspension from the College, and even expulsion from the College.

**Student Code of Conduct:** All students are expected to conduct themselves as responsible and considerate adults who respect the rights of others. Disruptive behavior will not be tolerated. All students are also expected to attend and be on time for all class meetings. No cell phones or similar electronic devices are permitted in class. Please refer to the Essex County College student handbook, *Lifeline*, for more specific information about the College’s Code of Conduct and attendance requirements.

**Course Content Outline:** There is no textbook for this course. Readings are assigned by the instructor.

**WeekContent/Topic**

1 Course introduction | Pre-production review

2 Field Camera Review

3 Edit Review | **Proposal due**

4 Production meeting | Pre-production planning

5 First shoot | **Revised proposal due**

6 Second shoot | **Quiz 1**

7 Third shoot

8 Fourth shoot | **Selects due**

9 Fifth shoot | **Quiz 2**

10 Edit | **Distribution plan due**

11 Edit (continued) | **Quiz 3**

12 Edit (continued)| **Rough cut due**

13 Edit (continued) | **Final Exam due**

14 **FINAL CUT DUE**

15 Wrap up and Screening