

**CAPITAL COMMUNITY COLLEGE**  
**COURSE OUTLINE**  
**TELEVISION PRODUCTION**

**SECTION I**

**SYSTEM COMMON COURSE NUMBER:** Communication Media COM\* 241

**COURSE TITLE:** Television Production

**CATALOG COURSE DESCRIPTION:** Introduction to the unique creative and technical characteristics of video production, and the teamwork and communication concepts required for effective television programs. Students acquire hands-on skills working in the college's professionally equipped digital TV Studio as their laboratory. Scripting, camera set-up, working with talent, and the control room side of TV production are also covered.

**LECTURE HOURS PER WEEK:** 3

**CREDIT HOURS:** 3

**PREREQUISITE:** ENG 101, English Composition.

**SECTION II**

**A. SCOPE:**

The following topics will be included in the framework of the course but are not intended as limits on content. The order of presentation and relative emphasis will vary with each instructor.

Course subject matter will include:

- A. Uses of television as a medium
  - 1) broadcasting (commercial and noncommercial)
  - 2) educational (broadcast, institutional, and market-driven products)
  - 3) industrial (corporate communication, promotions)
  - 4) market-driven products (self-help videos, infomercials)
  
- B. Television production as a process
  - 1) team approach
  - 2) types of jobs – technical and non-technical
  - 3) role of the producer and director
  - 4) the language and vocabulary of TV production
  
- C. Video production equipment: technical description and creative uses of
  - 1) cameras, lenses, and mounting devices
    - a) how the camera makes a picture
    - b) camera shots and movements
    - c) different lenses and their uses
  - 2) lighting
    - a) instruments and controls
    - b) color temperature and filters
    - c) basic portrait lighting
    - d) aesthetics and lighting effects
  - 3) audio sources

- a) microphone types and uses
  - b) line-level sources (CD, tape, etc.)
  - c) audio mixing
  - d) computer-based audio editing
- 4) video switching
  - a) description of video special effects generator
  - b) basic effects (dissolve, cut, downstream key)
  - c) advanced effects (chroma key, multilevel key, digital video effects)
- 5) video systems
  - a) recording
  - b) duplication
- D. Writing for television
  - 1) the script format
  - 2) developing narration
  - 3) adding visual elements to illustrate the narration/text
  - 4) developing a story/progression over time
- E. Directing and Producing TV Programs
  - 1) schedules and deadlines
  - 2) organizing program run-downs
  - 3) director's scripting
  - 4) budgeting

## **B. REQUIRED WORK**

- A. **READING ASSIGNMENTS:** Reading assignments focus on acquiring discipline-specific vocabulary and reinforcing classroom discussions and hands-on projects. Reading is based from the textbook and current articles from trade journals and newspapers/magazines as provided by the instructor.
- B. **WRITING/ORAL ASSIGNMENTS:** Assignments encourage students to develop creative writing skills within definitions of length, story type, and visual emphasis. Students learn how to adapt their written story to a specific, industry-standard printed format.
- C. **ORAL ASSIGNMENTS:** Students learn how to “perform” their written script in front of the camera and how to use television as a persuasive medium. All presentations are recorded for formal evaluation and classroom discussion/critique.
- D. **SKILL-RELATED ASSIGNMENTS:** When not appearing in front of the camera, students perform all of the creative and technical functions used in live studio television production.
- E. **OUTSIDE ASSIGNMENTS:** Students may be encouraged to work individually or in small groups to acquire props, set materials, and costumes for television productions; compose and refine written script material; bring and set up props and staging in advance of studio sessions.

F. **ASSIGNMENTS WHICH DEMONSTRATE CRITICAL THINKING:** Critical thinking is required of students in both written and hands-on assignments. They learn visual problem solving, such as how to adjust lighting in three-dimensional space or add visual illustrations to compliment written material. In addition to making split-second decisions while operating professional television equipment in the production of video-based programs, students will reflect and learn how to critique their own work and that of others in order to practice becoming a more critical consumer of mass media. Visual-spatial problem solving, troubleshooting of equipment and systems, and logistical planning are among the integral skills to be developed through the assignments in this course.

**C. ATTENDANCE AND PARTICIPATION**

Students are expected to attend each class, arrive on time, take exams at the scheduled time, and participate in the in-class learning process. (Specific instructor policies are included on the course syllabus.)

**D. METHODS OF INSTRUCTION**

Methods of instruction must include regular studio sessions per week when students will be given hands-on instruction, practice, and production time in order to execute original television programs. This may be balanced with non-studio sessions, the methods of which are determined by each instructor and may include lecture, lecture/discussion, discussion seminar, computer-assisted instruction, audiovisual, required field trips, and any other unique instructional strategies.

**E. OBJECTIVES, OUTCOMES, ASSESSMENT**

Objectives:

- A. To give students artistic and technical knowledge and hands-on experience using school and professional-level video production equipment including lighting, cameras, video special effects, and audio sources.
- B. To enable students to work as a team through the creative and technical processes of producing television programs.
- C. To develop students' creative thinking and writing processes through development of original script material using guidelines such as length, topic, visual illustration, and use of an industry-standard format.
- D. To enhance the students' knowledge of social issues and responsibilities as they relate to mass media communication activities.

Evaluation is based on performance on writing assignments, quizzes, essay examinations, discussion, and class participation. Attendance is extremely important for the studio sessions, as over the course of the semester. Students are rotated among nearly a dozen jobs in order to learn basic television production functions and are evaluated on their individual performance and ability to work as a team member.

To demonstrate an understanding of:	Students will:	As measured by:
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Effective use of lighting, camera, special effects, and audio equipment.	a) Operate various studio and/or control room equipment in a collaborative studio production with appropriate proficiency.	Class participation. Proper use of equipment in various crew positions. Use of equipment to create intended media.
Teamwork and The Creative Process <i>"Above the Line"</i>	a) Design studio sets and lighting plans. b) Write scripts which conform to industry standards. c) Participate in brainstorming and class discussion. d) Revise original material to suit purpose. e) Plan and execute video production projects. f) Design graphics appropriate to subject matter. g) Reflect on and critique their own work.	Written in-class quizzes, tests, out-of-class projects; written reports; class participation; attendance; homework assignments.
Video Production Technical Process <i>"Below the Line"</i>	a) Operate various studio and/or control room equipment in a collaborative studio production with appropriate proficiency. b) Work as a team. c) Plan and execute video production projects. d) Use appropriate terminology.	Quizzes, tests, homework assignments, and proper use of equipment in various crew positions. Use of equipment to create intended media.
Regulatory Issues in Broadcast Television	a) Complete homework assignments. b) Work as a team.	Homework assignments, Class discussion.
TV Production Facility Protocol	a) Use appropriate terminology. b) Keep the studio and control room neat and orderly. c) Observe safe use of electrical and electronic devices. d) Handle professional equipment with care and respect. e) Return equipment and supplies to appropriate storage place.	Instructor observation

## F. REQUIRED TEXTS AND SUPPLIES

College level television production texts and workbooks, including technical descriptions of equipment and creative and aesthetic uses of that equipment, are appropriate. Students may supply their own recordable media, such as DVD-R, to obtain copies of original class productions.

## G. REQUIRED TECHNOLOGY

This course requires access to a fully-equipped television production studio. Also essential are word processing and graphic processing tools.