CAPITAL COMMUNITY COLLEGE
COURSE OUTLINE
ADVANCED MEDIA PRODUCTION

SECTION I

SYSTEM COMMON COURSE NUMBER: Communication Media COM* 287

COURSE TITLE: Advanced Media Production

CATALOG COURSE DESCRIPTION: This course is a continuation of *Advanced Broadcast/TV Production,* emphasizing EFP/ENG video production techniques and digital non-linear audio/video editing. Students will shoot and digitize footage, trim sequences, edit audio, add sound and visual effects, create titles and graphics, use stock motion backgrounds, and export finished projects to tape, the web, and CD/DVD disc formats. Students will work in small groups to create several short-form video productions such as commercials, vignettes, and self-directed semester projects of their own choosing.

LECTURE /LAB HOURS PER WEEK: 3   **CREDIT HOURS:** 3

PREREQUISITE: COM 242, Advanced Broadcast/TV Production

SECTION II
A. SCOPE:

Upon completion of this lab-intensive, hands-on course, students will have learned how to implement the entire video production process by creating short-form "digital movies" using professional-level digital camcorders, videotape recorders, field lighting instruments, and non-linear audio and video editing systems. This course builds on previous experience with a new emphasis on digital post-production equipment and techniques.

Course subject matter will include:
- A. Preproduction
    1) The brainstorming process
    2) Scriptwriting
    3) Storyboarding
    4) Choosing a production location
    5) Crew and on-camera talent
    6) Developing a project schedule
    7) Budgeting and finance
- B. Production
    1) Electronic field production (EFP) techniques
    2) Directing talent and crew
    3) Shot continuity
    4) Visual special effects
    5) Makeup techniques

   C. Postproduction
      1) Computer-based nonlinear audio/video editing techniques
      2) Selecting music
      3) Preparing and integrating graphical elements
      4) Sound effects
      5) Visual effects and transitions
   D. Distribution Channels
      1) Traditional Display (television, video, etc.)
      2) Digital Display (CD-ROM, internet, etc.)

B. REQUIRED WORK: determined by the instructor as described in the course syllabus.

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: Each faculty member determines the methods of instruction for the semester. Methods may include, but are not limited to, lecture, lecture/discussion, small group collaborative learning, guest speakers, student presentations, internet-based assignments using distance learning methodologies, required field trips, and the use of classroom audiovisual and computer-based presentation materials.

E. OBJECTIVES, OUTCOMES, ASSESSMENT
The following objectives and outcomes represent the department's core requirements for student achievement.

To demonstrate an understanding of:	Students will:	As measured by:
Planning, preparing, and executing high-quality video production projects	a) Read all assigned material from textbooks, handouts, online course homepages, or Library resources b) Create, from concept to completion, a comprehensive video project representative of the semester's activities	Written in-class or online quizzes, tests, and examinations; written reports, production notes, and scripts
Advanced skills in digital video production techniques and equipment operation	a) Read all assigned material from textbooks, handouts, online course homepages, or Library resources b) Participate in classroom discussions c) Participate in hands-on workshops using	Written reflective essay; class participation; attendance
Using complex computer-based systems for audio/video acquisition, manipulation, editing, and distribution	a) Operate digital audio and video production and editing equipment b) In small groups, complete skill-building and team-building "mini projects" c) Create, from concept to completion, a comprehensive video project	Homework assignments; submission of small group video projects; successful completion of a comprehensive semester video project

Good interpersonal communication skills when working in a video production team		

Note 1: This table of learning outcomes should not be considered exhaustive; other learning outcomes may also support the objectives. The list is not intended to limit the learning outcomes that can be used to achieve the objectives.

Note 2: There is no expectation that an instructor will employ all the assessment methods or any particular set of them. Also, the list of applicable assessment methods is not exhaustive. Other methods that measure the learning outcomes may be used.

F. TEXTS AND MATERIALS:
College-level textbooks, software user's guides, equipment manuals, audiovisual materials, and other materials placed in Library reserve for the course.

G. INFORMATION TECHNOLOGY:
Access to audiovisual and computer-based presentation equipment, digital video camcorders and videotape machines, non-linear audio-video editing systems, and online course content delivery systems.