ROSE STATE COLLEGE

Division Course Syllabus

Division   Humanities  Course Prefix and Number   MCOM 2503
Course Title   Media Production
Semester and Year Submitted   Spring 2014   Credit Hours   3
Prepared by   Susan Dawson-O’Brien & Skip Leckness
Hours Per Week:   Class   1   Lab   3
Course Description (as it appears in Catalog)
    Basic techniques for planning, shooting and editing of audio, video and online media. Coursework features field camera operation, audio and video recording, basic lighting techniques, and computer editing of audio and video media, as well as following a basic script. Course includes a laboratory component. Prerequisite: C or better in MCOM 1203. Lab fee: $10.00

Prerequisites
    Prerequisite: C or better in MCOM 1203. Lab fee: $10.00

Text(s):
    Title: Television Field Production and Reporting
    Author: Frederick Shook
    Publisher: Pearson
    Copyright Date: 2012
    ISBN #: 978-0-205-11158-9

Supplemental Materials: (Other books, audio visual aids, etc.)
Outline for Remainder of Syllabus:

Rationale: Today's media professionals must be proficient in all areas of media: print, broadcast and online. This course introduces digital media production techniques students will need in order to tell basic stories in video, audio, and online formats.

Expected Outcomes: At the end of the semester, successful students will be able to:
1) Create a list of the steps and supplies needed to complete a successful digital production;
2) Shoot video and audio from which to create a production;
3) Use computer editing techniques to create a production from the sounds and images gathered;
4) Write a script from which to narrate the production;
5) Prepare the production for broadcast and online formats; and
6) Fully produce a production that tells a story.

Methods of Instruction: Lecture, demonstration, in-class participation, and audio-visual materials.

Assessment (Including Critical Thinking measurements):
Students will be assessed on in-class participation, written assignments, quizzes, examinations, and productions.

Grade scale: A’s are earned for work that shows creative solutions to assignments, accuracy, excellent technical work, logical story flow, and/or good video to accompany the script; productions are ready for broadcast/publication. B’s are for work that offers reasonable assignment solutions, accuracy, good technical work, story flow that an audience can follow, and/or good video to accompany a script; productions could be easily edited before broadcast/publication. C’s are for work that offers acceptable solutions, accuracy, acceptable technical work, an attempt to create a story, and/or acceptable video to accompany a script; productions need some editing work before consideration for broadcast/publication. D’s are earned for work that lacks a good solution to the assignment, has accuracy problems, features unacceptable technical work, lacks story flow, and/or has unacceptable video to accompany a script; productions could not be considered for broadcast/publication. F’s are for unacceptable work that does not meet assignment criteria, lacks accuracy, is riddled with technical errors, has no logic or coherence, and/or plagiarises. There would be no broadcast/publication.
Note: Missing deadlines and being absent will also affect students' grades.

Learning Objectives:
Unit 1: Students will learn to plan a production using a formula that addresses:
a. Determining a story line. (Outcome 1)
b. Contacting parties that either authorize or participate in the shoot and gaining the proper clearances or releases. (Outcome 1)
c. Deciding what equipment will be needed, including camera and audio gear, and provide such equipment, based on needs determined after performing a site investigation. (Outcome 1)
d. Scheduling editing time to complete the assignment within the prescribed timeframe or by a predetermined deadline. (Outcome 1)

Unit 2: Students will shoot video and audio for a program, utilizing correct camera settings such as:
a. Color temperature filter; (Outcome 2)
b. Focal length; (Outcome 2)
c. Framing; (Outcome 2)
d. Lighting for the desired effect or location needs; (Outcome 2)
e. White balance; (Outcome 2)
f. Use of angles; (Outcome 2)
g. Camera stabilization; and (Outcome 2)
h. Audio settings based on the choice of microphone. (Outcome 2)

Unit 3: Students will edit gathered video/audio on AVID Media Composer or other such provided non-linear editing system, demonstrating:
a. Knowledge and correct usage of special effects; (Outcome 3)
b. Color correction; (Outcome 3)
c. Use of multiple video/audio tracks; (Outcome 3)
d. Audio manipulation to assure matching volume and sound perspective; and (Outcome 3)
e. Story-telling techniques fostered by the National Press Photographer’s Association. (Outcome 3)

Unit 4: Students will write scripts that:
a. Tell a cohesive story; (Outcome 4)
b. Demonstrate correct voiceover usage; (Outcome 4)
c. Use sound bites; and (Outcome 4)
d. Make effective use of natural sound. (Outcome 4)

Unit 5: Students will demonstrate knowledge of preparing the finished product for on-air broadcast or online distribution by ensuring that the program is exported in the proper format. (Outcome 5)

Unit 6: The finished product/production will tell a story that:
a. Has a beginning, middle and end; (Outcome 6)
b. Is informative and entertaining to a diversified audience; and (Outcome 6)
c. Fits the category of news, feature, demonstrative, or another area. (Outcome 6)