COURSE OUTLINE

Course Number	Course Title	Credits
CMN241	**Applied Field Production**	**3**

Hours: Lecture/Lab/Other **2 Lecture / 2 Lab**	Co- or Pre-requisite	Implementation Semester & Year **Fall 2022**

Catalog description:

Develops practical skills and knowledge of video production while executing a project for a community client in a professional atmosphere. Pre-production, production, and post-production activities center around the realities of client expectations, professional deadlines, and working together as one production unit. Advanced post-production techniques are implemented utilizing professional-level software and applications.

General Education Category: **Not GenEd**	**Course coordinator:** Barry Levy, 609-570-3465, levyb@mccc.edu

Required texts & Other materials:

There is no required textbook for this course. Materials will be provided through Blackboard.

Course Student Learning Outcomes (SLO):

Upon successful completion of this course the student will be able to:

1. Complete a professional video production for an outside community client (approximately 30-minute length). [Supports ILG # 1, 4 ; PLO #1, 2, 4, 5, 6]
2. Summarize the value of teamwork in video production. [Supports ILG # 8; PLO #5]
3. Assess and evaluate media from all aspects of video production (pre-production, production, and post-production). [Supports ILG #1, 6 ; PLO #3, 5]
4. Demonstrate practical working knowledge of an advanced Non Linear Editing platform. [Supports ILG #4 ; PLO #2]
5. Describe in their own words the value of meeting client deadlines and expectations. [Supports ILG #1, 8 ; PLO #5, 6]
6. Assess the overall quality of a video production. [Supports ILG #4, 6 ; PLO #3]
7. Illustrate the relationship between quality pre-production planning and final production output. [Supports ILG #1, 4, 6 ; PLO #1, 5]
8. Identify current and future employment opportunities in video production in various forms of the industry including, but not limited to, multimedia, distance learning, education, web design, and high definition. [Supports ILG #4, 6, 8 ; PLO #6]

Course-specific Institutional Learning Goals (ILG):

Institutional Learning Goal 1. Written and Oral Communication in English. Students will communicate effectively in both speech and writing.

Institutional Learning Goal 4. Technology. Students will use computer systems or other appropriate forms of technology to achieve educational and personal goals.

Program Learning Outcomes for Digital Film & Television (PLO)

1. Write, produce, direct, and edit a variety of digital films and video productions.
2. Utilize digital and audio editing software to express their creative visions through vision and sound.
3. Analyze Films representing a wide range of historical and cultural perspectives.
4. Demonstrate technical proficiency in all aspects of a broadcast studio.
5. Manage the collaborative creative process, working within all aspects of the production process.
6. Create a professional portfolio to serve in the pursuit of further education or employment.

Units of study in detail – Unit Student Learning Outcomes:

Unit I   **Advanced Editing [**Supports Course SLO #4]
Learning Objectives
The student will be able to:
- Explain the importance of quality post-production.
- Demonstrate working knowledge of an advanced Non Linear Editor
- Identify and comprehend key words associated with post-production
- Describe the importance of match-action editing.
- List the rationale for creating mental maps for each shot.
- Describe the importance of continuity in post- production.
- Describe the concepts of post-production composition.
- Demonstrate how to properly utilize the current post-production software
- Demonstrate how to digitally capture audio and visual media.
- Demonstrate how to render and export a finished post-production.
- Explain in his/her own words the importance of graphics, text, animation, and audio in post-production.

Unit II   **Professional Client [**Supports Course SLOs # 1, 3, 5, 8]

Learning Objectives
The student will be able to:
- Recall and implement pre-production principles to create post-production.
- Create goals and objectives for finished video production.
- Identify potential hurdles for video production.
- Identify target audience for video production.
- Create a working relationship with an outside client.
- Summarize their creative vision and present to client.
- Discuss and debate concepts with client.
- Recommend solutions to client.
- Debate and discuss concepts with peers.
- Design a quality shooting script.
- Present and defend shooting script to client.
- Rewrite the shooting script after client revisions.
- Create an effective shooting schedule.

Unit III   **Production [**Supports Course SLOs #1, 2, 6, 7]

Learning Objectives
The student will be able to:
- Recall and implement production principles to create effective video productions.
- Evaluate proper image composition
- Demonstrate how to direct a field production.
- Demonstrate how to be part of a crew for a field production.
- Demonstrate how to record audio for a field production.
- Demonstrate how to work within a team for a field production.
- Demonstrate how to work with on-screen talent for a field production.
- Compare and contrast differing video angles for desired shots
- Develop effective shooting schedule with peers.
- Design and formulate a production plan to unite class towards one end goal.
- Integrate practical working knowledge of proper EFP practices and theories to create production.
- State the rationale for effective logging of all recorded camera footage.
- Summarize three point field lighting techniques.
- Compare and contrast lighting quality on location.
- Evaluate and choose required microphones for field productions.
- Evaluate recorded image quality.

Unit IV   Graphics [Supports Course SLOs # 4]

Learning Objectives
The student will be able to:
- Distinguish between quality fonts and difficult-to-read fonts.
- Identify broadcast-safe colors.
- Design broadcast-quality lower-third graphics.
- Select fonts for dissemination of information for final video production.
- Create effective graphics for final video production.
- Select appropriate graphics for final video production.
- Select broadcast-quality backgrounds for final video production.

Unit V   Sound [Supports Course SLOs #3, 4]

Learning Objectives
The student will be able to:
- Identify proper microphone to utilize for field productions.
- Combine various forms of audio (Natural Sound, Voiceover, SFX, Ambient noise) for final production
- Evaluate and edit audio for final video production.
- Select effective background music for final video production.

Unit VI   Post Production [Supports Course SLOs #2, 4, 6, 7]

Learning Objectives
The student will be able to:
- Analyze and evaluate various forms of production (sound, video, graphics, and on screen performances).
- Demonstrate practical working knowledge of a non-linear editing platform.
- Recall and implement editing and post production principles to create effective video productions.

- Evaluate and implement effective graphics, images and fonts to present information on video production.
- Arrange sound and video into logical informational chunks.
- Discuss post-production problems with peers.
- Develop post-production solutions working with peers.
- Evaluate and assess final video production to present to client.

Evaluation of student learning:

All course student learning outcomes will be assessed by the following activities. Quizzes and Assignments are designed to evaluate the student's knowledge and comprehension of the lecture materials. Students will be evaluated based on their ability to demonstrate practical working knowledge of the various pieces of studio and control room equipment in productions and the practicum.

Grades will be assigned as detailed below:

Professionalism/Communication with Client	15%
Pre-Production	20%
Production	20%
Post-Production	20%
Final Client Assessment / Growth / Peer Evaluations	25%