DEPARTMENT OF COMMUNICATION  
COURSE NO. MC 351

COURSE TITLE: Basic Video and Film Production  
REVISION 2007

I. Catalog Description

An introduction to the principles of video and film production, with emphasis on multi-camera production, basic field techniques and linear editing. (3 credit hours)

II. Prerequisite(s)

45 hours + MC 101

III. Objectives

A. To introduce students to the basic tools of the video medium; including cameras, lighting, sound, and studio equipment.

B. To identify the key technological and theoretical principles of video and film production.

C. To teach students how to use the medium to communicate their ideas effectively and creatively.

D. To promote the creative techniques of students within the group work environment of video and film production.

IV. Expectations of Students

A. To attend lectures and labs regularly

B. To read all text and supplemental assignments

C. To work as a member of a crew on the taping of four in-class studio productions

D. To produce three short video productions using field techniques

E. To participate in a number of video productions for classmates and the department

F. To complete all other class assignments

G. To demonstrate their knowledge of the craft of video and film production in at least two examinations
V. Course Content

A. Basic Videography  2 weeks

1. Imaging process
   a. Electronic imaging in video
   b. Chemical imaging in film

2. Basic controls and terminology

3. Lens characteristics
   a. Aperture and lens speed
   b. Depth of field and focus
   c. Perspective and focal length

4. Composition and movement
   a. Terminology for framing
   b. Basic compositional theory
   c. Terminology for movement

B. Basic Sound Recording  1 week

1. Microphones
   a. Sound generation
   b. Pickup patterns
   c. Microphone types
   d. Proper usage

2. Sound Mixers
   a. Board controls
   b. Mixing techniques

3. Sound Design
   a. Dialogue
   b. Effects
   c. Ambient
   d. Music

C. Basic Lighting  1 week

1. Basic spot and flood lights

2. Color temperature
   a. Daylight vs. tungsten light
   b. Color correction

3. Lighting safety

4. Lighting tools
5. Basic lighting techniques
   a. Three-point lighting
   b. High-key vs. low-key lighting

D. Studio Production 4 weeks
   1. Basic video principles
      a. International television standards
      b. Color attributes
      c. Time code
   2. Switchers
   3. Video tape recorders
   4. Multi-camera directing
      a. Production cues
      b. Creative techniques
   5. Producing
      a. Pre-production planning
      b. Studio production

E. Field Production 4 weeks
   1. Shooting for post-production
   2. Outdoor vs. indoor videography
   3. Field audio
   4. Interviewing techniques

F. Linear Editing 1 week
   1. Editing equipment
      a. Linear vs. non-linear
      b. Basic controls
      c. Insert vs. assemble editing
   2. Editing techniques
      a. Choosing proper shots
      b. Cuts to avoid
      c. Manipulating time

G. Writing for the screen 1 week
   1. Master-scene screenplay format for film
   2. Split-page format for video and broadcast
H. Legal Issues for Video and Film Production 1 week

1. Clearance
   a. Performance and location concerns
   b. Music concerns

2. Fair Use
   a. Typical fair use situations
   b. “de minimis” use
   c. Public domain

3. Copyright
   a. Common law
   b. Statutory

VI. Textbook


VII. Basis for Student Evaluation

A. Thirty percent will be determined by two objective exams

B. Fifteen percent will be based on the quality of group-project studio productions

C. Thirty percent will be based on the quality of various field production assignments

D. Fifteen percent will be based on written assignments

E. Ten percent will be based on class participation