1. Effective Semester: Fall 2016

2. College: Fine Arts and Communication

3. Department/School/Program: Journalism and Mass Communication

4. Prefix/Subject Number
   M C 5 3 2 8

5. Course Title:
   Proposed Long: Digital Video Production
   Abbreviated (18 characters only including spaces): DIGITAL VIDEO PROD

6. Course Description (complete sentences in 50 words or less):
   This course involves discussion, development and analysis of documentary video and digital media. Students will explore digital media techniques used in writing and producing features, documentaries, and related programming. It is designed for the novice student with emphasis on pre-and-post-production activities from research to final project.

7. Prerequisites (Including Minimum Grade Required): NA

8. Co-Requisites (Including Concurrent Enrollment Allowed): NA

9. Restrictions: NA
### 10. Course Data

<table>
<thead>
<tr>
<th>Instruction Type</th>
<th>Lecture Contact Hours</th>
<th>Lab Contact Hours</th>
<th>Credit Hours</th>
<th>Repeatable for Credit?</th>
<th>Maximum Credit Hours Allowed</th>
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</thead>
<tbody>
<tr>
<td>1-Lecture</td>
<td>2</td>
<td>1</td>
<td>3</td>
<td>Yes (Y)</td>
<td>3 (N)</td>
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<td>2-Lab</td>
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<td>3-Practicum/Internship/Student Teaching</td>
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<td>4-Seminar</td>
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<td>5-Independent Study</td>
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<td>6-Private Lesson</td>
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<td>8-Thesis</td>
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<td>9-Dissertation</td>
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<td>0-Individualized</td>
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<td>C-Clinical</td>
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**CIP Code (10 digits - no spaces or periods):**

0901020001

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<tr>
<th>Valid Grade Mode (choose only one)</th>
<th>Standard Letter (X)</th>
<th>Credit/ No Credit</th>
<th>Leveling/Assistantships/ESL</th>
<th>Developmental</th>
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<tr>
<th>Writing Intensive?</th>
<th>Topics Course?</th>
<th>Course Equivalency(s) (Prefix and Number)</th>
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<tbody>
<tr>
<td>Yes</td>
<td>Yes</td>
<td>MC 5304R</td>
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<td>No</td>
<td>No</td>
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### 11. Justification for the course action:

**Degree:** M.A.  
**Major:** Mass Communication  

**Minor:**  
**Certificate:**

Explain why the new course is needed.
Currently, the course is a special topics course, MC5304R. We are requesting a permanent number for this course. This course is an elective in the program and also an elective in the Digital Media concentration.
12. Course Goals and Objectives:
- Shoot and edit digital video for use in journalistic storytelling.
- Work effectively as part of a team of journalists to produce a story.
- Understand best practices for producing digital video for Web sites.
- Understand basic principles of video compression and online delivery of video.
- Know how to tell a video story, what makes a good video story, and what are the ethical and moral considerations involved in digital video production for mass media.
- Understand the principles of digital video production as they relate to issues of race, culture, class, ethnicity and gender.
- Articulate an informed critical response to visual messages.
- Demonstrate an aesthetic appreciation of video in mass media.
- Demonstrate knowledge of the importance of video in defining or exploring our culture.
- Critically study and investigate digital video production in journalism, electronic media, and new media.
- Stress a command of digital video technology, the fundamentals and techniques of the story process, and the importance of video as an instrument of expression and communication.
- Create knowledge and technical competency in digital video production and demonstrate the use of key technological tools used to express one's own thoughts in mass media.

13. Description of Instructional Methodologies:
This course is designed to integrate students' visual and creative abilities with their rational abilities. The creative experiences and assignments apply theory and techniques to stimulate a student's whole mind. The course includes lecture, group discussion, group and individual projects, intensive writing activities relating to digital video production and research, field experiences in creating digital video, creative exercises in digital video, and instructor workshops.

14. Assessment of Student Learning:
- Student assessment will involve instructor, peer, and self-evaluation of assignments and projects. All assignments and projects include a self-assessment, which helps students reflect on their experiences and think about how they apply to their personal life and professional goals.
- Students will complete six major writing exercises in planning a documentary film
- Students will complete five major assignments in hands on digital video production
- Students will complete a personal story documentary short film
- Students will complete a major research paper on a topic related to digital video production and documentary film
- Students will complete a major documentary film for local and national distribution
### 15. Course Outline:
- Provide a weekly outline as appropriate for an example semester in which the course will be taught.

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<thead>
<tr>
<th>Week 1</th>
<th>Week 2</th>
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<tr>
<td>Introduction and overview; Personal Story exercise; Quantity vs. quality: The online video debate; Premiere Pro Introduction.</td>
<td>Visual structure; Conceptualizing stories; Planning an effective story; Planning a video story project through the use of storyboarding - laying the story out visually; Personal Story Storyboard Assignment 1; Premiere exercise. Work on personal story.</td>
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<tr>
<th>Week 3</th>
<th>Week 4</th>
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<tr>
<td>Editing basics; Basic cuts.; Transitions: Dissolves, wipes, fades; Recording a voice over; Editing audio; Titles; Saving &amp; exporting; Video files &amp; codecs</td>
<td>Present Personal Story Project; Camera introduction; Camera settings (white balance WB, auto-focus, etc.); Cables, connectors &amp; hookups; Camera, cable &amp; equipment care; Capture &amp; Log; Premiere exercise.</td>
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<th>Week 5</th>
<th>Week 6</th>
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<tr>
<td>Vox Pops Assignment 2: Shot review; Tripod vs. handholding; Camera moves (pan, tilt, zoom, dolly, truck, etc.); The shot (wide, medium, close, angles and framing, 180 degree rule, etc.); Framing and the rule of thirds.</td>
<td>Basic lighting; Using light to create a mood; Using microphones &amp; capturing sound; Capturing natural sound. Final project planning roundtable; Premiere exercise.</td>
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<th>Week 7</th>
<th>Week 8</th>
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<tr>
<td>What is B-Roll?; B-Roll Static Assignment 3; Shot review; Final project planning; Premiere exercise.</td>
<td>B-Roll Action Assignment 4; Shot review; Capture &amp; log B-Roll; Final Project planning; Focus statements.</td>
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<th>Week 9</th>
<th>Week 10</th>
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<td>B-Roll Edit Presentation Assignment 5; Legal concerns in video journalism: Copyright and ownership; Release forms; Slander. Ethical concerns in video journalism: Privacy; Manipulation of audio and video - what's right and what's wrong.</td>
<td>Interviewing techniques: Shot review; Premiere exercise.; Adding music; Script writing; Premiere exercise; Final project roundtable.</td>
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<th>Week 11</th>
<th>Week 12</th>
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<tr>
<td>Editing exercise; Editing the large project; Work on final project.</td>
<td>Work on final project</td>
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<th>Week 13</th>
<th>Week 14</th>
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<td></td>
<td>Present Research Paper / Work on final project.</td>
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<th>Week 15</th>
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<tr>
<td>Project Presentation</td>
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16. Suggested Textbook(s) and Other Learning Resources:


17. Bibliography:

18. Approvals:

Department Chair/Program Director/School Director

Chair of College Curriculum Committee

Dean of College

Dean of The Graduate College (if applicable)

Chair of University Curriculum Committee (if applicable)

Date

1/27/15

2/25/15

2/26/15

5/22/2015