RARITAN VALLEY COMMUNITY COLLEGE
ACADEMIC COURSE OUTLINE

FILM 266: Introduction to Video Production—Aesthetics

I. Basic Course Information

A. Course Number and Title: FILM 266: Introduction to Video Production -- Aesthetics

B. New or Modified Course: Modified

C. Date of Proposal: Semester: Fall Year: 2017

D. Effective Term: Fall 2018

E. Sponsoring Department: Communication & Languages

F. Semester Credit Hours: 3

G. Weekly Contact Hours: 4   Lecture: 2
                                      Laboratory: 2
                                      Out of class student work per week: 5

H. Prerequisites/Co-requisites: None

I. Laboratory Fees: Yes

J. Name and Telephone Number or E-Mail Address of Department Chair and Divisional Dean at time of approval: Chair Sara Banfield, sara.banfield@raritanval.edu and Dean Patrice Marks, patrice.marks@raritanval.edu

II. Catalog Description

This course introduces students to the fundamentals of digital video production. Students will learn how to produce short videos, including story-boarding, directing, lighting and shooting, and will finish productions using current video- and sound-editing software. The course examines the application of video in contemporary art, documentation, and television production.

III. Statement of Course Need

This course develops basic skills for any profession that involves video production, such as television, documentation, film-making, contemporary art, Web design, multi-media communication, animation and computer gaming.

A. The lab component of this course is allocated to video production time.

B. This course generally transfers as a Digital Media/Film Studies program requirement.

IV. Place of Course in College Curriculum

A. Free Elective
B. This course meets a program requirement for Multimedia Communications (AAS) and the Multimedia Communication Certificate. It is a program elective in Liberal Arts Communication Studies (AA). It is also a beginning studio elective for Visual Arts (AFA) and a visual communication elective for the Visual Communication (AFA).
C. To see course transferability: a) for New Jersey schools, go to the NJ Transfer website, www.njtransfer.org; b) for all other colleges and universities, go to the individual websites.

V. Outline of Course Content

A. Introduction to video technology
B. Visual Literacy and Vocabulary
   1. The shot: options
   2. The scene: options
   3. Structure
   4. Terms and examples
C. Planning and Story-boarding
D. Production
   1. Lighting
   2. Shooting
   3. Sound
E. Video in three modes
   1. Documentary--News gathering
   2. Dramatic--Narrative
   3. Artistic--Creative visuals
F. Editing
   1. Process and concept
   2. Visuals
   3. Audio
G. Distribution and presentation
   1. Modes
   2. Career and media opportunities

VI. General Education and Course Learning Outcomes

   A. General Education Learning Outcomes:

   At the completion of the course, students will be able to:
  1. create original videos from conception to production (GE-1,4)
  2. communicate with others in analyzing videos (GE-6)
  3. use video- editing software for final production (GE 1,4)

   B. Course Learning Outcomes:

   At the completion of the course, students will be able to:
1. list key principles and techniques used in video production.
2. analyze and discuss video examples
3. produce original story-boards
4. translate worthwhile ideas into effective presentations
5. use video editing software in producing video projects
6. critique one's own work and classmates' work using critical analysis and constructive comments.

   C. Assessment Instruments

  A. Video projects
  B. Written Essays/Responses
  C. Exercises
  D. Exams
  E. Quizzes
  F. Discussions
  G. Critiques

VII. Grade Determinants

  A. Projects
  B. Exercises
  C. Essays
  D. Quizzes/Tests
  E. Critique Discussions
  F. Attendance/Participation

Given the goals and outcomes described above, the primary formats, modes, and methods for teaching and learning that may be used in the course include:

  A. Lecture/discussion
  B. Viewing videos
  C. Readings
  D. Tutorials

E. Research
F. Studio work time
G. Simulation/role playing
H. Student collaboration
I. Independent study

VIII. Texts and Materials

Suggested text: *Adobe Premiere Pro CC Classroom in a Book*, by Jago, Maxim.

Information is disseminated through the following means:
A. Web sites
B. Tutorials
C. Readings
D. College web portal
E. Videos/DVDs

(Please Note: The course outline is intended only as a guide to course content and resources. Do not purchase textbooks based on this outline. The RVCC Bookstore is the sole resource for the most up-to-date information about textbooks.)

IX. Resources

A. Computer stations with current video- and sound-editing software
B. Server with adequate storage space
C. VCR/DVD player
D. Digital video cameras for student use
E. Lighting and sound equipment for student use

X. Honors Options [if relevant]

N/A