IT 601 Advanced Video Production

Douglas Penix

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IT 601 ADVANCED VIDEO PRODUCTION
Three Hours

The principles for the design and creation of video messages provide the basis for this course. There will be an emphasis on electronic field production and editing for use in ministry. Students will be expected to create video projects and written materials, which approach standards used in the professional world. During this process, students will gain insight into the mechanics and processes of video production

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Office Hours: by appointment

Prerequisite:
IT 501

Readings:
Due to the quantity of projects and seminars during the class, the readings are limited to the main textbook and handouts. Students are required to have set lab times for editing and group work.


Handouts

Course Objectives:
The student showing competence in this course will be able to:
* Understand how a television works.
* Identify the major steps of video production.
* Understand lighting equipment, the fundamentals of lighting design, and field lighting.
* Identify camera mounts, the electronic components of cameras, and the basic design elements of picture composition.
* Understand the nature of sound, the basic types and characteristics of microphones,
* Discuss the technical principles for creating air quality graphics, set design, basic set elements, and production phases in a set design.
* Operate the video switcher/complex effects and transitions.
* Demonstrate competency in field production, electronic news gathering, electronic field production, and multi-camera remote production.
* Understand editing aesthetics and editing techniques.
* Illustrate principles of video writing and basic script formats.
* Understand producing and directing.
* Discuss the aspects of television ministry.

**Attendance:**
Attendance will be taken, and it is expected that each student attend class regularly. Many topics and "hands on" workshops will occur in class that are not included in the readings.

**Course Topics:**
History of Television
Lighting Equipment and Design
Sound and Microphones
Audio Processing and Aesthetics
Using a Camera
Field Production
Script Writing/Storyboards/Shot List
Editing: Aesthetics and Techniques
Linear Editing Workshop
Final Cut Pro Workshop
Video Processing
Studio Production
Producing and directing
Graphic and Set Design
Television Ministry

**Course Projects:**
At the beginning of the term, we will organize into groups of four. These groups will work together on most projects during the semester. All production projects must reach a basic professional level to be graded, including proper exposure, good audio levels, satisfactory lighting, clear labeling, cueing of tapes, and meeting stated project goals. Those projects that do not meet these requirements will have to be resubmitted before they will be graded.

**REQUIRED PROJECTS**

**INTERVIEW**
Because the interview is the most common form of production and an excellent introduction to the process of electronic field production, this will be our first assignment. This assignment will implement topics covered including camera usage, audio, and editing.

   Grading Checklist: Shot composition, audio quality, good lighting, appropriate use of close-ups/cut ins, editing technically and aesthetically, no jump cuts.
CONCEPT VIDEO
You are to produce a 3-4 minute music video. This project concentration is on video editing skills. Stock footage will be used and careful selection of the footage and music needs to be considered. Multiple layering and video effects are expected.

Grading Checklist: I will be looking very closely at editing techniques. Editing aesthetics are very important…I will be looking for continuity and theme.

MONTAGE/MUSIC VIDEO
You are to produce a 3-4 minute video montage. The piece should be cut together to appropriate music, sound effects, and/or narration. You must be able to express the essence of your montage in a single sentence. For example: Color, movement, and shifting patterns.

Grading Checklist: Shot composition, good lighting, appropriate use of close-ups/cut ins, editing technically and aesthetically, creative camera work, essence of montage achieved.

PHOTOSHOP - TV READY GRAPHIC
This graphic is to be produced using Photoshop. I want to see creative as well as technical aspects to the finished product. When finished import it into FCP to assure that all is within the safe area.

Grading Checklist: Guidelines covered in Graphic Design. I will be looking at the file in Final Cut Pro.

SERMON SERIES INTRODUCTION
Introduction of a sermon series to capture the congregation is the goal. Use of music, movement of video and graphics, and a lot of creativity is what is to be used to accomplish this assignment.

Grading Checklist: Professional TV quality using all of the technical skills you have been taught.

COMMERCIAL
Commercials involve much more than just shooting a video of someone telling the viewing audience how great a product is. The video must show the audience the product in its best light. It must make that product as desirable as possible. The product must be a church or ministry.

Grading Checklist: QUALITY, QUALITY, QUALITY. Must adhere to TV standards covered in class. I expect this project to be airable on local TV.
STUDIO EXERCISE
The entire class will take part in this exercise. The goal is to produce as if it were live TV. The topic, having to do with ministry, will be decided upon by the class. Some pre-production is required.

Grading Checklist: Once again TV quality. I will be looking closely at Producing/Directing skills that are covered in class.

FINAL PROJECT
Produce a video, which is between 6 and 10 minutes in duration. The topic is at your discretion, but you are required to present a proposal to the instructor prior to beginning production. There must be some element of demonstration of a product procedure, craft, or profession in the program.

Grading Checklist: This is it! Professional video quality is expected. I will be looking at areas covered in the class.

Grading:
Your grade will be based on three areas; evaluation of projects, class and group participation, and peer evaluation.

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<td>*participation and peer evaluation will taken into consideration during final grade determination.</td>
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Additional Readings:
(not required)

Alten, Stanley R. Audio in Media, Belmont, California: Wadsworth, 1986

