

SAN DIEGO COMMUNITY COLLEGE DISTRICT
CONTINUING EDUCATION
COURSE OUTLINE

SECTION I

SUBJECT AREA AND COURSE NUMBER

COMM 668

COURSE TITLE

ALTERNATE TITLE(S)

VIDEO PRODUCTION

TYPE COURSE

NON-FEE

VOCATIONAL

CATALOG COURSE DESCRIPTION

This course is designed to provide students with the foundational skills in order to apply knowledge of video composition and video-editing principles to perform basic or routine tasks involved in a video based editor. Students will learn basic design principles and best practices employed in the video production industry. The course provides a hands-on approach to planning, designing and creating video for the development of a portfolio. (FT)

LECTURE/LABORATORY HOURS

125

ADVISORY

NONE

RECOMMENDED SKILL LEVEL

- Possess a 10th grade reading level
- Effectively communicate in the English language
- Possess basic computer skills
- Possess digital imaging, vector graphics, and motion graphics software skills
- Understanding of either MacOS or Windows operating systems

INSTITUTIONAL STUDENT LEARNING OUTCOMES

1. Social Responsibility
SDCE students demonstrate interpersonal skills by leaning and working cooperatively in a diverse environment.
2. Effective Communication
SDCE students demonstrate effective communication skills.

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3. Critical Thinking
SDCE students critically process information, make decisions, and solve problems independently or cooperatively.
4. Personal and Professional Development
SDCE students pursue short term and life-long learning goals, mastering necessary skills and using resource management and self-advocacy skills to cope with changing situations in their lives.

COURSE GOALS

1. Gain current industry standard skills to prepare for entry-level positions in the video production industry.
2. Develop an understanding of key terminology related to requirements in video production.
3. Gain an understanding of the video editing workspace.
4. Gain knowledge of video editing and production tools.
5. Experience hands-on projects using video editing software.
6. Gain an understanding of image file formats for video production and web.
7. Enhance communication and project management skills through group projects.

COURSE OBJECTIVES

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

1. Evaluate applications for appropriateness to a project.
2. Demonstrate knowledge of project management tasks and responsibilities.
3. Demonstrate knowledge of principles of video production and best practices employed in the video production industry.
4. Navigate, organize and customize the workspace.
5. Understand and use text, digital images and design techniques to enhance video production projects using video production software.
6. Identify elements of the video production software interface and demonstrate knowledge of their functions.
7. Define the functions of commonly used tools for video production.
8. Understand and use video production techniques and software to enhance projects.
9. Demonstrate ability to use video editing software to create videos.
10. Create documents for video publications.

SECTION II

COURSE CONTENT AND SCOPE

1. Setting Project Requirements for Video Production
 - 1.1. Image preparation
 - 1.1.1. Purpose
 - 1.1.2. Need
 - 1.1.3. Audience
 - 1.2. Content
 - 1.2.1. Copyright
 - 1.2.2. Permissions
 - 1.2.3. Licensing
 - 1.3. Project management
 - 1.3.1. Tasks
 - 1.3.2. Responsibilities
 - 1.4. Communication
 - 1.4.1. Peers
 - 1.4.2. Clients
 - 1.5. Design Plans
2. Understanding Video Production
 - 2.1. Key terminology
 - 2.2. Basic principles and best practices
 - 2.3. Transitions and effects
 - 2.4. Audio
 - 2.5. Still images and titles
3. Understanding Video Editing Applications
 - 3.1. User interface
 - 3.2. Functions
 - 3.3. Tool Functions
 - 3.3.1. Selection
 - 3.3.1.1. Track selection
 - 3.3.2. Ripple edit, rolling edit, rate stretch and pen
 - 3.3.3. Razor, slide, slip, hand, and zoom
 - 3.4. Workspace
 - 3.4.1. Navigate
 - 3.4.2. Organize
 - 3.4.3. Customize
4. Video Editing Software
 - 4.1. Project creation
 - 4.2. Import media and assets
 - 4.3. Video sequence
 - 4.3.1. Set up, organize, navigate and manage
 - 4.3.2. Trim
 - 4.3.3. Sound
 - 4.3.4. Superimposed text and shapes
 - 4.3.5. Effects and transitions
5. Exporting Video

COURSE CONTENT AND SCOPE (CONTINUED)

- 5.1. Format and export options
 - 5.1.1. Platforms

APPROPRIATE READINGS

Reading assignments related to video production may include, but are not limited to:

- Textbooks
- Supplemental reading assignments
- Industry-related periodicals or magazines
- Manuals, online help pages
- Articles posted on the Internet and information from web sites
- Online libraries and databases

WRITING ASSIGNMENTS

Writing assignments related to video production may include, but are not limited to:

- Storyboards
- Critiques
- Preparing text for an assigned project
- Keeping a journal on laboratory and project work
- Maintaining a notebook based on lecture material and handouts

OUTSIDE ASSIGNMENTS

Outside assignments related to video production may include, but are not limited to:

- Reading texts
- Reference resources or handouts
- Editing videos for projects
- Researching video editing tutorials via Internet sites
- Organizing and preparing written answers to assigned questions

APPROPRIATE ASSIGNMENTS THAT DEMONSTRATE CRITICAL THINKING

Assignments which demonstrate critical thinking may include, but are not limited to:

- Comparison of requirements for different platforms, including web and mobile devices
- Analysis of video sequencing for the purpose of connecting with the audience

EVALUATION

A student's grade will be based on multiple measures of performance and will include evaluation of student's ability to:

- Perform a variety of activities, discussions and assignments related to course objectives
- Ability to apply theory to assignments
- Successfully complete all lessons and examinations
- Maintain attendance and punctuality per current policy
- Demonstrate ability to work independently and as a team member
- Demonstrate troubleshooting skills
- Deliver an oral presentation
- Present completed video per project specifications

Upon successful completion of this course a Certificate of Course Completion will be issued. Upon successful completion of all courses included in the program, a Certificate of Program Completion will be issued.

METHOD OF INSTRUCTION

Methods of instruction may include, but are not limited to, hands on lecture, computer based instruction, self-paced lab, demonstrations, individualized study, use of audio-visual aids, group/team work, tutorials, outside assignments, guest lectures, field trips and guided student job assignments.

This course, or sections of this course, may be offered through distance education.

TEXTS AND SUPPLIES

Adobe Premiere Pro CC Classroom in a Book, Maxim Jago, Adobe Press, current edition

Online videos

Web resources: www.lynda.com

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DATE: March 4, 2019

REVISED BY: Jane Newcomb, Toni Renier

DATE: February 5, 2020

Instructors must meet all requirements stated in Policy 3100 (Student Rights, Responsibilities and Administrative Due Process), and the Attendance Policy set forth in the Continuing Education Catalog.

REFERENCES:

San Diego Community College District Policy 3100
California Community Colleges, Title 5, Section 55002
Continuing Education Catalog