

Communication 2200: Video Content Creation, Fall 2024

Prerequisite: COMM1800 or pre-requisite with concurrency

Course Description

Through a combination of lectures, lab exercises, video-production assignments, and post-production-editing assignments, students will learn to effectively use aesthetic theories of visual imaging and sound design throughout the production process. Students will learn that most of what we see and hear on television and in movies is not by chance, but rather a carefully thought out form of mass communication. Students will also learn to become active viewers of visual media rather than mere passive receivers of information.

College-Wide Student Learning Outcomes

1. Acquire Substantive Knowledge
2. Communicate Effectively
3. Develop Quantitative Literacy
4. Think Critically and Creatively
5. Civic Engagement
6. Work Professionally and Constructively
7. Develop Computer and Information Literacy
8. Lifelong Wellness

Course Student Objectives

1. Students will demonstrate entry-level, working knowledge of the video production process.
2. Students will demonstrate entry-level video editing skills.
3. Students will demonstrate entry-level lighting skills.
4. Students will demonstrate entry-level audio recording skills.
5. Students will exhibit professional-level understanding of communication/storytelling.
6. Students will demonstrate knowledge of and confidence with basic mathematical/analytical concepts and operations required for problem-solving, decision-making, and real-world applications as related to the video production process.
7. Students show a high level of media literacy by demonstrating a professional-level understanding of the production process and will become active participants rather than passive consumers of media.
8. Students demonstrate a professional-level understanding of the production process and an understanding of how media affects society.

Recommended Textbook(s)

- Owens, Jim. (2016). *Television Production, 16th Ed.* New York, NY: Focal Press.

ISBN-13: 978-1-138-84166-6

Required Supplies

- SD Card
- External Hard Drive (recommended)

Course Assessments

Production Assignments:

Production Modules: Students will complete six hands-on production modules to measure concept comprehension and retention: Camera Mastery, Cable Identification, Lighting, Audio, Voice-Over (VO), Voice-Over Sound On Tape (VOSOT), and Package (PKG).

Final Exam: The final exam for this course is a class production of a news program in the TV Studio.

Practicum

The Student Media Center (SMC) at SLCC is designed to provide students with quality instruction paired with supervised practical application (practicum) of theory to lead to career advancing opportunities.

In addition to in-class productions and homework, students are required complete a minimum of ten hours of supervised practicum over the course of the semester. Practicum opportunities are announced to class on a weekly basis.

Attendance Policy

Students are expected to attend all classes in which they are enrolled on a regular and punctual basis. Failure to do so indicates that the student is not serious about his or her education. If a student must miss class, he or she is responsible to acquire notes and assignments from another student. Networking with other students is highly recommended.

If a student has a serious illness or has another valid and compelling reason for being absent more than 20% of the class periods, he or she should talk to the instructor about receiving an “Incomplete” grade. The student should be prepared to show documentation of the validity of the absences. Incompletes are given only when 70% of the coursework has already been completed. The remaining coursework must then be completed within one year or the grade reverts to an “E.”

Mental Health Attendance Policy:

- 4 “Mental Health” days per semester.
- Students just need to let me know when they are taking one.

- A mental health day DOES NOT defer due dates for assignments or lectures. They can, however, talk to me to discuss options or plans.
- Students can take them at anytime in the semester. Separately or consecutive.
- Included in the “policy” is information related to [services at the college](#).
- Weekly anonymous “mental health” checkup for the class. 1-10 scale. Just to keep the pulse.
- At the 2nd and 4th day taken, they are required to check-in with me just to make sure things are “okay” or if they just need to talk or develop a plan.
- Regular non-excused absences are treated as such. A student CANNOT take an absence and then claim it was a mental health day.

Class Meetings Per Week	Number of Classes Missed = E Grade
1	3
2	6
3	9

Here’s an example: In a 3 credit hour class that meets 2 days per week, on the 6th absence the student would receive an E grade. The student must officially withdraw from the class in the time frame outlined by the College to avoid the E grade.

Course Assessment Breakdown

Production Assignments

Production Modules (6)	30
Learning Modules (10)	30
Attendance	10
Practicum	10
Final Project: Production Show	20
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Total:	100

Be prepared to devote an additional two hours of out-of-class work for every hour we spend in class per week. This is a three-credit hour class and the workload is substantial

Save often: Save always. Be Radically Self-Reliant.

SLCC Institutional Syllabus

There is a lot of information about college policies and students services located on the [Institutional Syllabus](#) page.

Important Dates: Fall 2024 Full Term

Full Term 16-Week

Aug. 20	Classes Begin
Aug. 28	Residency Deadline
Aug. 28	Last Day to Add Classes (Waitlist Ends)
Aug. 31	Tuition Payment Plan Application Deadline with $\frac{1}{4}$ Down
Sept. 2	Labor Day (No Classes, College Closed)
Sept. 4	Tuition Due
Sept. 10	Tuition Payment Plan Application Deadline with $\frac{1}{2}$ Down
Sept. 10	Last Day to Drop Classes with 100% Refund (No refunds or adjustments after this date)
Oct. 17-18	Fall Break (No Classes)
Oct. 22	Last Day to Withdraw (No refunds)
Nov. 27	Thanksgiving Holiday (No Classes)
Nov. 28-30	Thanksgiving Holiday (No Classes, College Closed)
Dec. 5	Last Day of Classes
Dec. 5	Last Day to Apply for Fall Graduation
Dec. 6	Reading Day
Dec. 7-12	Final Exams
Dec. 13	Degree Awarding Begins
Dec. 18	Last Day to Initiate an Incomplete Grade Contract
Dec. 19	Grades Available

