

# Video Content Creation

COMM - 2200 001

## Course Description

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This class exposes students to the exciting world of video content creation. Students get hands-on experience through practical lectures, lab exercises, content creation assignments, field work, and post-production editing. Students will learn to effectively use the visual aesthetics of imaging and sound design throughout the video content creation process. This class sets the foundation for students seeking an ever-expanding career in video content creation. It is recommended students complete ART 1080, ART 1280 and ART 2340 prior to taking this course.

Pre-Requisite(s): COMM/FLM1800 (may be taken concurrently)

Semester(s): Fall & Spring

## Course Student Learning Outcomes

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- Demonstrate entry-level, working knowledge of the video content creation process by studying industry standard production formulas and content.
- Demonstrate entry-level video editing skills by editing video content using Adobe Premiere.
- Demonstrate entry-level lighting skills by using practical lighting equipment combined with standard lighting formulas and field video applications.
- Acquire entry-level multi-platform distribution skills by creating video content that is applicable to broadcast and social/web platform distribution.
- Demonstrate entry-level audio recording skills by employing the training and use of Adobe Audition with standard industry requirements.
- Exhibit professional-level understanding of communication/storytelling via video creations formats such as news package style, promotional video content, PSAs,

and short-form video storytelling.

- 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 content creation process.
- Show a high level of media literacy by demonstrating a professional-level understanding of the video creation process and will become active participants rather than passive consumers of media.
- Demonstrate a professional-level understanding of the production process and an understanding of how media affects society from the perspective of visual (video) storytelling.

## Course Prerequisites

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COMM1800 or pre-requisite with concurrency

## Engagement Plan

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Here is what you can expect of me during this course:

- I log into the course usually everyday just to make things are running smoothly.
- I respond to your emails usually within 24 hours, but often sooner.
- I grade assignments on a weekly basis on a 7 day rotation.
- I monitor the discussion boards, but they are your place to formulate your ideas and respond to each other. All I ask is that you observe good online etiquette with each other.

## Required Text or Materials

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**Title: Television Production, 16th Ed.**

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

**Authors:** Owens, Jim

**Publisher:** Focal Press

**Edition:** 16th

For more information on textbook accessibility, contact Accessibility & Disability Services at [ads@slcc.edu](mailto:ads@slcc.edu).

## Brief Description of Assignments/Exams

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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.

PracticumThe 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. Most practicum can be achieved by getting one of your video projects used in Globe News, or helping out with What's Bruin, or the semester Dance Concert shoot.

## Assignment Schedule

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Due Date	Assignment Name	Assignment Type	Points
	<a href="#">Introduce Yourself</a>	Discussion	0

Due Date	Assignment Name	Assignment Type	Points
	<a href="#">Introduce Yourself</a>	Discussion	0
	<a href="#">Introduce Yourself</a>	Discussion	0
	<a href="#">Just wanted to share this</a>	Discussion	0
	<a href="#">Roll Call Attendance</a>	Assignment	100
9/29/25	<a href="#">RAW Footage Review</a>	Assignment	0
10/1/25	<a href="#">Test Video Project w/Premiere</a>	Assignment	55
10/8/25	<a href="#">VIDEO ASSIGNMENT #1: Creating a VO (Voice-Over)</a>	Assignment	100
10/22/25	<a href="#">VIDEO ASSIGNMENT #2: Creating a VO (Voice Over) GLOBE SHORTS</a>	Assignment	100
10/31/25	<a href="#">VIDEO ASSIGNMENT #3: TV Broadcast VOSOT</a>	Assignment	100
11/7/25	<a href="#">VIDEO ASSIGNMENT #4: Creating a VOSOT (Voice Over/Sound on Tape) GLOBE SHORTS</a>	Assignment	100
11/14/25	<a href="#">VIDEO ASSIGNMENT #5: Student Choice VO or VOSOT</a>	Assignment	100

Due Date	Assignment Name	Assignment Type	Points
11/21/25	<a href="#">VIDEO ASSIGNMENT #6: Your Choice VO or VOSOT into GLOBE SHORTS</a>	Assignment	100
12/5/25	<a href="#">#8 FINAL PKGs Globe News Shorts</a>	Assignment	100
12/5/25	<a href="#">VIDEO ASSIGNMENT #7: FINAL Video Package</a>	Assignment	100

## Grading Scale

A 94% - 100%

A- 90% - 93%

B+ 86% - 89%

B 83% - 85%

B- 80% - 82%

C+ 76% - 79%

C 73% - 75%

C- 70% - 72%

D+ 66% - 69%

D 63% - 65%

D- 60% - 62%

E 0% - 59%

## How to Navigate to Canvas

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### Institutional Policies

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As members of our academic community, we would like to invite you to review the Institutional Syllabus which covers important policies and procedures. This document contains important links for students on the code of student rights and responsibilities, academic integrity, and grading policies, Title IX and other important acknowledgements. By familiarizing yourself with this information, you can help us create a safe and respectful environment for everyone.

For more information, navigate to the Institutional Policies tab on the [Institutional Syllabus](#) page.

### Learning Support and Tutoring Services

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We are pleased to offer a range of tutoring and learning support services to help you achieve your academic goals. Whether you need assistance with a specific subject or want to improve your study skills, you have many options for tutoring or other support.

To learn more about the services we offer and how to access them, visit the [Institutional Syllabus](#) page under the Tutoring and Learning Support tab. We encourage you to take advantage of these resources to help you succeed in your studies. If you have any questions or would like to schedule a tutoring session, please don't hesitate to reach out to us. We are here to support you in any way we can.

### Advising and Counseling Support Services

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At our institution, we are committed to supporting your academic and personal growth. That's why we offer a range of advising and counseling services to help you navigate the

challenges of college life. To learn more about the resources available to you and how to access them, visit the [Institutional Syllabus](#) page under the Advising and Counseling Support Services tab. Our advising team and the support centers across campus are here to support you in achieving your goals and overcoming any obstacles you may face.

## Student Academic Calendar

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As students you should be aware of all important dates in the semester, such as the day that courses begin and end, as well as the drop date and the last day to withdraw. To learn more about those dates, navigate to the Student Academic Calendar below:

[SLCC Student Academic Calendar](#)