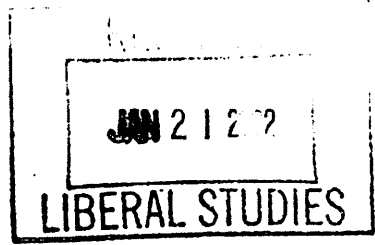


LSC Use Only  
Number: \_\_\_\_\_  
Submission Date: \_\_\_\_\_  
Action-Date: \_\_\_\_\_



UWUCC USE Only  
Number: 01-49  
Submission Date: \_\_\_\_\_  
Action-Date: UWUCC App 4/30/02  
Senate App 9/3/02

**CURRICULUM PROPOSAL COVER SHEET**  
University-Wide Undergraduate Curriculum Committee

**I. CONTACT**

Contact Person Dr. Jay Start Phone 7-2490  
Department Communications Media

**II. PROPOSAL TYPE (Check All Appropriate Lines)**

\_\_\_\_\_ COURSE \_\_\_\_\_  
Suggested 20 character title

\_\_\_\_\_ New Course \* \_\_\_\_\_  
Course Number and Full Title

X Course Revision Comm 351 Advanced Video Production  
Course Number and Full Title

\_\_\_\_\_ Liberal Studies Approval + \_\_\_\_\_  
for new or existing course Course Number and Full Title

\_\_\_\_\_ Course Deletion \_\_\_\_\_  
Course Number and Full Title

\_\_\_\_\_ Number and/or Title Change \_\_\_\_\_  
Old Number and/or Full Old Title

\_\_\_\_\_ \_\_\_\_\_  
New Number and/or Full New Title

\_\_\_\_\_ Course or Catalog Description Change \_\_\_\_\_  
Course Number and Full Title

PROGRAM: \_\_\_\_\_ Major \_\_\_\_\_ Minor \_\_\_\_\_ Track

\_\_\_\_\_ New Program \* \_\_\_\_\_  
Program Name

\_\_\_\_\_ Program Revision \* \_\_\_\_\_  
Program Name

\_\_\_\_\_ Program Deletion \* \_\_\_\_\_  
Program Name

\_\_\_\_\_ Title Change \_\_\_\_\_  
Old Program Name

\_\_\_\_\_ \_\_\_\_\_  
New Program Name

**III. Approvals (signatures and date)**

[Signature] 11-28-01  
Department Curriculum Committee

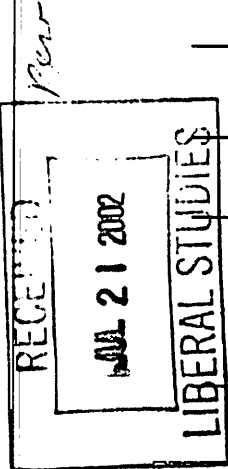
[Signature] 12/3/2001  
Department Chair

[Signature] 1-16-02  
College Curriculum Committee

[Signature] 1/16/02  
College Dean

\_\_\_\_\_  
\*Director of Liberal Studies (where applicable)

\_\_\_\_\_  
\*Provost (where applicable)



## **Description of the Curriculum Change**

- 1. New syllabus of record, including catalog description with course title, number of credits, prerequisites and an appropriately written course description.**

**(Appendix A.)**

- 2. Summary of proposed revisions.**

At the present time there are two pre-requisite courses (COMM. 251 Television Production, COMM. 303 Script Writing or COMM. 403 Broadcast Newswriting) that students must take before taking COMM. 351 Advanced Video Production. We would like to eliminate COMM.303, and, COMM. 403 as prerequisite courses for COMM. 351.

- 3. Justification/rationale for the revision.**

The pre-requisite knowledge gained in COMM. 303, or COMM. 403 is no longer necessary for COMM. 351 and that which is, is offered in COMM. 251.

- 4. The old syllabus of record.**

**(Appendix B.)**

- 5. Liberal Studies course approval form and checklist.**

NA

## **Appendix A**

**New syllabus of record, including catalog description with course title, number of credits, prerequisites and an appropriately written description.**

## **Syllabus of Record**

### **I. Catalog Description**

#### **COMM 351 Advanced Video Production**

**Prerequisite: COMM 251**

**3 lecture hours**

**0 lab hours**

**3 credits**

**(3c-01-3sh)**

A production course that emphasizes advanced field production techniques. Some topics covered will include field lighting, video post – production editing with A – B roll, on – line editing and non – linear editing. Students will gain hands – on experience through projects and field trips.

### **II. Course Objectives :**

At the conclusion of the course, students will be able to:

1. operate television equipment such as: lighting instruments, video tape editors, non-linear editors, Video Toaster, and video special effects systems;
2. understand and fill the role of producer, director, gaffer and grip;
3. develop, produce and direct news packages, music videos, field interviews, and features.

### **III. Course Outline**

**Week #1 (3 class hours)**

1. Introduction/discussion of course requirements
2. Introduction to off line editing

**Week #2 (3 class hours)**

1. Non-graded assignment #1 (remove the clown)
2. Critique of non-graded assignment

**Week #3 (3 class hours)**

1. Introduction to the portable video camera
2. Optics and lenses
3. Non-graded assignment #2 (scavenger hunt)
4. Critique of non-grade assignment #2

**Week #4 (3 class hours)**

1. Writing, shooting, and editing a news story
2. Graded assignment #1 (news package)
3. Production meeting with instructor

- Week #5** (3 class hours)
1. Shooting assignment #1
  2. Edit assignment #1
  3. Presentation of assignment #1
  4. Critique of assignment #1
- Week #6** ( 3 class hours)
1. Music video production
  2. The role of the producer, director, and writer in music video production.
  3. Assignment #2 (music video)
  4. Idea development
  5. Production meeting with instructor
- Week #7** ( 3 class hours)
1. Shooting assignment #2
  2. The Video Toaster in post production
- Week #8** ( 3 class hours)
1. Editing assignment #2
  2. Presentation of assignment #2
  3. Critique of assignment #2
- Week #9** ( 3 class hours)
1. Corporate video overview
  2. Introduction to field lighting
  3. Instruments of field lighting
  4. Electrical concerns and field lighting
  5. Guest lecture on field lighting
- Week #10** ( 3 class hours)
1. The field interview
  2. Lighting the field interview
  3. Assignment #3 (field interview)
  4. Shooting assignment #3
- Week #11** ( 3 class hours)
1. Editing assignment #3
  2. Critique of assignment #3
  3. Non-Linear editing
  4. Introduction to the Media 100 Non-Linear editor
- Week #12** ( 3 class hours)

1. Non-graded assignment #3 (Non-linear Clips)
2. Feature and documentary production
3. Client relations
4. Assignment #4 (feature/documentary production)

**Week #13 ( 3 class hours)**

1. Client assignments made
2. Meeting with instructor, clients, and groups
3. Script development
4. Final meeting with groups

**Week #14 ( 3 class hours)**

1. Production of Assignment #4
2. Critique of Assignment #4
3. Course wrap up

The 2 hour final exam time will also be used for Assignment #4 presentations as well as a discussion with students about their grade.

**IV. Evaluation Methods**

The following is a list of potential assignments and their weighting.

Silent Movie.....	100 points.....	10%
Electronic News Gathering.....	150 points.....	15%
Music Video.....	200 points.....	20%
Final Production.....	300 points.....	30%
Class Attendance and Participation.....	100 points.....	10%
Examinations.....	150 points.....	15%
Total.....	1000 points.....	100%

**Participation:** This is a class where participation is required and even demanded. During many classes you will be expected to work with your group. **I firmly believe that you learn video production best by evaluating good and bad videos, shooting and editing video with guidance and finally receiving feedback on the production.** As a result, if you do not participate you are not learning how to produce video.

**Readings CD-ROM Assignments:** You are expected to read the text assignments and complete the CDROM assignments **BEFORE** the class session so that you may contribute to discussions and ask questions.

**Attendance and Participation:** Class attendance and team participation is very important in this course. You often will be working with classmates on projects during class time. You must have a valid excuse to miss even one class or you will loose 2% of the participation grade. Participation and teamwork will be worth 100 points or 10% of your final grade.

You also will be required to generate written evaluations of each video produced by your peers. The evaluations must be conducted in a professional and honest manner. In addition the evaluations must reflect what you have learned in the course about video production. Failure to turn in an evaluation or a poorly thought or written evaluation will cost you 2% of your total participation grade.

**Tests:** Tests (quizzes and examinations) will be worth 150 points or 15% of your semester grade. The questions for the test will come from the lectures, readings and demonstrations. Make-up tests are given only under extreme circumstances. If sick, you must produce a doctor's excuse.

**All assignments will include appropriate documentation. Each tape turned in must have the assignment clearly indicated and the members of the group provided (first and last name).**

**The following documentation must be included:**

1. Purpose statement
2. Description of the target population
3. Communication objective
4. Audience analysis
5. Treatment
6. Storyboard
7. Evaluation

Other documentation may also be required depending on the production.

**The documentation and labels for the tape must be neat, typed and turned in as a package. Assignments not turned in at the beginning of class will receive a 10% reduction in the assignment grade. Another 10% will be lost for each 24-hour period thereafter.**

**Grading Scale:** The following is the grade scale I use.

100-91%	=	A
90-81%	=	B
80-71%	=	C
70-61%	=	D
60-00%	=	F

#### **V. Required Textbooks, supplemental books and readings**

Required Textbook: Video Basic 3, Herbert Zettl, Third Edition, Wadsworth/Thompson Learning, 1998 ISBN 0-53452624-1

Required CD Rom: Video Lab2.1 Herbert Zettl, 1998

#### **VI. Special resource requirements**

The equipment used in this class may be borrowed from the department. You will need to sign up for equipment and the time to edit.

You will need to purchase several high quality digital videotapes that will be used throughout the semester.

## **Appendix B**

The old syllabus of record.



## **I. Catalog Description**

### **CM 351 Advanced Video Production**

**3 credits**  
**3 lecture hours**  
**0 lab hours**  
**(3c – 01 – 3sh)**

**Prerequisites:** CM 251 and CM 303 or 403

This is a production course that emphasizes advanced field production techniques. Some of the topics covered will include; field lighting, video post-production editing with A-B roll, on-line editing, and non-linear editing. Students will gain hands-on experience through projects and field trips.

#### **I. Course Objectives :**

At the conclusion of the course, students will be able to:

1. operate television equipment such as: lighting instruments, video tape editors, non-linear, non-linear editors, Video Toaster, and video special effects systems;
2. understand and fill the role of producer, director, gaffer and grip;
3. develop, produce and direct news packages, music videos, field interviews, and features.

#### **II. Course Outline**

- Week #1 (3 class hours)**
1. Introduction/discussion of course requirements
  2. Introduction to off line editing
- Week #2 (3 class hours)**
1. Non-graded assignment #1 (remove the clown)
  2. Critique of non-graded assignment
- Week #3 (3 class hours)**
1. Introduction to the portable video camera
  2. Optics and lenses
  3. Non-graded assignment #2 (scavenger hunt)
  4. Critique of non-grade assignment #2

- Week #4** (3 class hours)
1. Writing, shooting, and editing a news story
  2. Graded assignment #1 (news package)
  3. Production meeting with instructor
- Week #5** (3 class hours)
1. Shooting assignment #1
  2. Edit assignment #1
  3. Presentation of assignment #1
  4. Critique of assignment #1
- Week #6** (3 class hours)
1. Music video production
  2. The role of the producer, director, and writer in music video production.
  3. Assignment #2 (music video)
  4. Idea development
  5. Production meeting with instructor
- Week #7** (3 class hours)
1. Shooting assignment #2
  2. The Video Toaster in post production
- Week #8** (3 class hours)
1. Editing assignment #2
  2. Presentation of assignment #2
  3. Critique of assignment #2
- Week #9** (3 class hours)
1. Corporate video overview
  2. Introduction to field lighting
  3. Instruments of field lighting
  4. Electrical concerns and field
  5. Guest lecture on field lighting
- Week #10** (3 class hours)
1. The field interview
  2. Lighting the field interview
  3. Assignment #3 (field interview)
  4. Shooting assignment #3
- Week #11** (3 class hours)
1. Editing assignment #3
  2. Critique of assignment #3
  3. Non-Linear editing
  4. Introduction to the Media 100 Non-Linear editor

- Week #12 (3 class hours)
1. Non-graded assignment #3 (Non-linear Clips)
  2. Feature and documentary production
  3. Client relations
  4. Assignment #4 (feature/documentary production)
- Week #13 (3 class hours)
1. Client assignments made
  2. Meeting with instructor, clients, and groups
  3. Script development
  4. Final meeting with groups
- Week #14 (3 class hours)
1. Production of Assignment #4
  2. Critique of Assignment #4
  3. Course wrap up

The 2 hour final exam time will also be used for Assignment #4 presentations as well as a discussion with students about their grade.

#### IV. Evaluation Methods

The following is a list of potential assignments and their weighting.

Silent Movie.....	100 points.....	10%
Electronic News Gathering.....	150 points.....	15%
Music Video.....	200 points.....	20%
Final Production.....	300 points.....	30%
Class Attendance and Participation.....	100 points.....	10%
Examinations.....	150 points.....	15%
Total.....	1000 points.....	100%

Each production will build on the skills and techniques learned in the previous production. The final assignment will require the “putting together” of all the skills learned in the course.

Each production will be graded based on specific areas of the assignment which will be given in writing to the students when the assignment is made. In addition to a grade each assignment is made. In addition to a grade each assignment will be critiqued by not only the instructor but also the students involved in the production.

**Grading Scale:** Grades are calculated by totaling the points received on all assignments and dividing that number by the total points possible. The resulting percentage determines the letter grade, based on the following scale:

90-100% = A  
80-89% = B  
70-79% = C  
60-69% = D  
below 60% = F

**V. Required Textbooks, supplemental books and readings**

Required Textbook: Zettle, Herbert. (1996) Television Production Handbook

**VI. Special resource requirements**

Students are required to purchase a Super VHS tape to be used as a portfolio tape of all their assignments. Students will also have to purchase additional Super VHS tapes for individual productions.