



Western Technical College

10206110 Intro to Media Production

Course Outcome Summary

Course Information

Description	Students will receive exposure to equipment used in media production, including set up and take down, video, audio, lighting and other components used in the creation of presentation and media materials. Students will also explore careers in the media world. This class concentrates on building basic camera skills, editing skills, a grasp of the pre-production processes, basic digital file management, and effective lighting, all while creating media projects. This course is computer intensive and requires a solid understanding of internet tools and resources.
Career Cluster	Arts, A/V Technology and Communications
Instructional Level	Associate Degree Courses
Total Credits	3
Total Hours	72

Textbooks

No textbook required.

Success Abilities

1. Live Responsibly: Develop Resilience
2. Live Responsibly: Embrace Sustainability
3. Live Responsibly: Foster Accountability

Program Outcomes

1. Apply the principles of design and storytelling to develop media products and services
2. Demonstrate proficiency in the use of media software, tools, and technology

3. Implement creative solutions from concept through completion
4. Communicate creative rationale in formal and informal settings
5. Implement project management skills to meet customer and market demands
6. Apply effective and ethical business practices

Course Competencies

1. Demonstrate basic lighting techniques.

Assessment Strategies

- 1.1. Video projects

Criteria

You will know you are successful when

- 1.1. you select light unit choices for studio and remote production.
- 1.2. you set up and tear down using proper safety techniques.
- 1.3. you apply light ratios in 2 and 3 point setups.
- 1.4. Identify lighting fore ground, middle ground, and back ground.
- 1.5. you operate controls of lighting units.

Learning Objectives

- 1.a. Explore light unit choices for studio and remote production.
- 1.b. Set up and tear down using proper safety techniques.
- 1.c. Explore light ratios in 2 and 3 point setups.
- 1.d. Identify lighting fore ground, middle ground, and back ground.
- 1.e. Develop understanding of all controls of lighting units.

2. Capture audio.

Assessment Strategies

- 2.1. Video projects

Criteria

You will know you are successful when

- 2.1. you operate field recorders.
- 2.2. you demonstrate proper level setting.
- 2.3. you select microphone for the application.
- 2.4. you use a microphone to capture audio.
- 2.5. you explain different types of microphones.
- 2.6. you synchronize audio between cameras and field recorders.

Learning Objectives

- 2.a. Practice proper handling of field recorders.
- 2.b. Demonstrate proper level setting.
- 2.c. Demonstrate basic operation of field recorders.
- 2.d. Explore micing techniques.
- 2.e. Explore different types of microphones.
- 2.f. Synchronize audio between cameras and field recorders.

3. Practice video capture techniques.

Assessment Strategies

- 3.1. Video projects

Criteria

You will know you are successful when

- 3.1. you identify critical focus of subject.
- 3.2. you monitor exposure.
- 3.3. you define shutter speed, ISO, and F-stop.

- 3.4. you create exposure for images using shutter speeds, ISO, and/or F-stop.
- 3.5. you attach a camera to a tripod.
- 3.6. you operate a tripod smoothly.
- 3.7. you create establishing shots.

Learning Objectives

- 3.a. Identify critical focus of subject.
- 3.b. Use a histogram to monitor exposure.
- 3.c. Define shutter speed, ISO, and F-stop.
- 3.d. Explore how to use shutter speed, ISO, and F-stop to create exposure for images.
- 3.e. Connect a camera to a tripod.
- 3.f. Create smooth pans and tilts using the tripod.
- 3.g. Create establishing shots.

4. Explore basic editing techniques.

Assessment Strategies

- 4.1. Video projects

Criteria

You will know you are successful when

- 4.1. you select an in-point and out-point for video clips.
- 4.2. you compare and contrast how different NLEs handle video and audio.
- 4.3. you demonstrate color correction in an NLE.
- 4.4. you describe how effects work in an NLE.
- 4.5. you apply file management techniques.

Learning Objectives

- 4.a. Determine an in-point and out-point for video clips.
- 4.b. Explore different NLEs and how they handle video and audio.
- 4.c. Examine how color correction works in various NLEs.
- 4.d. Examine how effects work in various NLEs.
- 4.e. Use proper file management techniques across various NLEs.
- 4.f. Determine the importance of proper file management.

5. Use non-linear video editing software.

Assessment Strategies

- 5.1. Video projects

Criteria

You will know you are successful when

- 5.1. you import footage into an NLE.
- 5.2. you color correct footage in an NLE.
- 5.3. you apply transitions.
- 5.4. you create composite video effect using chroma key.
- 5.5. you modify imported video footage using effects in an NLE.
- 5.6. you modify imported audio using effects in an NLE.

Learning Objectives

- 5.a. Import footage into an NLE (non-linear editor).
- 5.b. Color correct footage in an NLE.
- 5.c. Explore various transitions (cuts, dissolves, wipes) and effective use of them.
- 5.d. Create composite video effect using chroma key.
- 5.e. Manipulate video footage using effects in an NLE.
- 5.f. Manipulate audio using effects in an NLE.

6. Meet deadlines.

Assessment Strategies

- 6.1. Video projects

Criteria

You will know you are successful when

- 6.1. you identify project goals.
- 6.2. you sequence project outcomes.
- 6.3. you develop a timeline for the project.
- 6.4. you complete required items by established timelines.

Learning Objectives

- 6.a. Explore time management skills.
- 6.b. Determine scope of project.
- 6.c. Establish project timeline.
- 6.d. Scout locations to determine space and power.
- 6.e. Establish a shot list.
- 6.f. Understand consequences of late work.
- 6.g. Execute a shot list to complete a conversation.

7. Perform basic equipment maintenance.

Assessment Strategies

- 7.1. Video projects

Criteria

You will know you are successful when

- 7.1. you use lens caps.
- 7.2. you store equipment correctly.
- 7.3. you clean lenses.
- 7.4. you clean contacts on SD cards.
- 7.5. you charge batteries.

Learning Objectives

- 7.a. Protect lenses using lens caps.
- 7.b. Protect cameras and equipment using proper storage (bags, etc.)
- 7.c. Clean lenses with proper materials.
- 7.d. Adjust diopters and other mechanical equipment.
- 7.e. Clean contacts on SD cards.
- 7.f. Explore effects of outside conditions on equipment.
- 7.g. Demonstrate proper use of a UV filter.
- 7.h. Charge batteries.

8. Develop pre-production processes.

Assessment Strategies

- 8.1. Video projects

Criteria

You will know you are successful when

- 8.1. you develop a story and characters.
- 8.2. you write and edit a script.
- 8.3. you develop shot lists from script.
- 8.4. you create storyboard.
- 8.5. you scout location.
- 8.6. you obtain equipment for production.

Learning Objectives

- 8.a. Develop a story.
- 8.b. Develop characters.
- 8.c. Write and edit scripts.
- 8.d. Develop shot lists from scripts.
- 8.e. Create storyboards.
- 8.f. Scout locations and obtain prior permission.
- 8.g. Secure equipment for production.

9. Portray meaning through camera angles and composition.

Assessment Strategies

9.1. Video projects

Criteria

You will know you are successful when

- 9.1. you describe how the angle of the shot affects the final effect.
- 9.2. you apply effects to portray meaning.
- 9.3. you explain how to use lighting to portray feeling.

Learning Objectives

- 9.a. Explore the psychological implications of low angle, eye level, and high angle shots.
- 9.b. Use eye line match shot.
- 9.c. Use a match on action.
- 9.d. Use parallel editing.
- 9.e. Use graphics as dialogue.
- 9.f. Explore how to use lighting to portray feeling.