



Western Technical College

10701101 Foundations of Video Production

Course Outcome Summary

Course Information

Description	This hands-on course covers the basics of video production. Students will be introduced to enhanced studio and field production techniques. While utilizing media project management skills, students can expect to shoot, effectively light, record audio, and edit for video projects that will range in length from 30 seconds to a few minutes. Green screen production workflow will be covered, as will color correction and other asset management skills, alongside emerging media technologies. Students will also participate in media career and industry trends exploration alongside their video projects and assignments. A camera is required for this course.
Career Cluster	Arts, AV Technology and Communications
Instructional Level	Associate Degree Courses
Total Credits	3
Total Hours	72

Textbooks

No textbook required.

Success Abilities

1. Cultivate Passion: Enhance Personal Connections
2. Cultivate Passion: Expand a Growth-Mindset
3. Cultivate Passion: Increase Self-Awareness
4. Live Responsibly: Develop Resilience
5. Live Responsibly: Embrace Sustainability
6. Live Responsibly: Foster Accountability
7. Refine Professionalism: Act Ethically
8. Refine Professionalism: Improve Critical Thinking
9. Refine Professionalism: Participate Collaboratively

10. Refine Professionalism: Practice Effective Communication

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 camera controls and operations.

Assessment Strategies

- 1.1. Product (video)

Criteria

You will know you are successful when

- 1.1. you produce a video that includes multiple camera techniques.
- 1.2. you verify each shot is in focus.
- 1.3. you verify each shot is exposed properly.
- 1.4. you navigate the menu functions of a camera.

Learning Objectives

- 1.a. Apply camera movements: tracking, panning, sliding, tilts, zooming, and jib shots.
- 1.b. Critical focus every shot that's set up.
- 1.c. Apply basic settings: white balance, iris, gain controls, and F-stop.

2. Integrate audio techniques for video.

Assessment Strategies

- 2.1. Product (video)

Criteria

You will know you are successful when

- 2.1. you select the appropriate microphone based on the location.
- 2.2. you produce a video with high quality voices and voice overs.
- 2.3. you produce a video the minimizes unwanted audio.
- 2.4. you troubleshoot on set.
- 2.5. you correct errors using post production tools.
- 2.6. you select and apply appropriate music for video.

Learning Objectives

- 2.a. Choose proper mics and equipment for location.
- 2.b. Effectively mic talent for minimum noise and maximum signal level.
- 2.c. Monitor audio for clothing rattle.
- 2.d. Correct any audio errors on set.

3. Manage video productions.

Assessment Strategies

- 3.1. Product (video)

Criteria

You will know you are successful when

- 3.1. you organize talent, equipment, and production assistants.
- 3.2. you apply pre-production techniques (i.e. storyboards and shot lists).
- 3.3. you maintain continuity between takes and shots.
- 3.4. you review the footage gathered to assess quality of the video.
- 3.5. you reschedule shots as needed.
- 3.6. you apply industry standard file structure throughout production.

Learning Objectives

- 3.a. Write and revise scripts.
- 3.b. Create storyboards and shot lists.
- 3.c. Schedule shoots, locations, and personnel as needed.
- 3.d. Review footage ASAP after shooting.
- 3.e. Evaluate footage.
- 3.f. Apply proper file structure

4. Explore emerging technologies.

Assessment Strategies

- 4.1. Research Paper

Criteria

You will know you are successful when

- 4.1. you survey the aspects of image gathering (resolution, color rendition, light sensitivity) in cameras.
- 4.2. you survey state-of-the-art lighting equipment.
- 4.3. you develop a high level of awareness to the changing nature of the industry.
- 4.4. you apply and use new technology to explore better storytelling strategies.

Learning Objectives

- 4.a. Work with various aspect ratios.
- 4.b. Work with HD and 4K footage.
- 4.c. Evaluate quality of various equipment.
- 4.d. Evaluate hardware and software for effectiveness.
- 4.e. Foster awareness of changing trends in the industry.

5. Apply situational lighting for video.

Assessment Strategies

- 5.1. Product (video)

Criteria

You will know you are successful when

- 5.1. you adjust lighting for the size of the location.
- 5.2. you choose lighting techniques that will conform with message delivery.
- 5.3. you use color media to enhance emotion.

Learning Objectives

- 5.a. Explore capabilities of different lighting units.
- 5.b. Identify lighting needs for the location and shoot requirements.
- 5.c. Explore lighting placement and its effect on subject.
- 5.d. Evaluate and adapt equipment to on-location lighting.
- 5.e. Use color media.

6. Apply context through editing techniques.

Assessment Strategies

- 6.1. Product (video)

Criteria

You will know you are successful when

- 6.1. you edit sentence fragments into coherent thoughts from the interviewee.
- 6.2. you cover edits with cut-away footage.
- 6.3. you apply audio and video editing techniques to smooth out the message of the video.
- 6.4. you software to correct color.

6.5. you mix effective music into the project that maintains the message.

Learning Objectives

- 6.a. Use J-cuts, L-cuts, voice over, cut-away footage in a production.
- 6.b. Use color correction.
- 6.c. Apply Adobe CC Suite capabilities to the project.
- 6.d. Incorporate music to evoke a feeling.
- 6.e. Apply aspect ratios to evoke a feeling.

7. Apply storytelling concepts.

Assessment Strategies

7.1. Product (video)

Criteria

You will know you are successful when

- 7.1. you develop characters.
- 7.2. you create conflict between the characters.
- 7.3. you build tension between characters.
- 7.4. you resolve the conflict using the classical paradigm.

Learning Objectives

- 7.a. Apply the storytelling circle.
- 7.b. Build a script using classical paradigm.
- 7.c. Evaluate message to specific audience.
- 7.d. Incorporate a call-to-action.

8. Apply fundamentals of design.

Assessment Strategies

8.1. Product (video)

Criteria

You will know you are successful when

- 8.1. you apply positive and negative space correctly.
- 8.2. you apply compositional guidelines.
- 8.3. you match fonts and colors to project goals.
- 8.4. you justify the design choices to client.
- 8.5. you revise project based on feedback.

Learning Objectives

- 8.a. Use positive and negative space effectively.
- 8.b. Incorporate compositional guidelines.
- 8.c. Match fonts and colors to project goals.
- 8.d. Justify design choices.
- 8.e. Refine your project based on feedback.

9. Analyze media for effectiveness.

Assessment Strategies

9.1. Product (video)

Criteria

You will know you are successful when

- 9.1. you determine if the product as met the project goals.
- 9.2. you apply feedback from peers, instructor, and/or client to improve project.
- 9.3. you provide formative feedback to others.
- 9.4. you adjust product, if necessary, based on feedback.

Learning Objectives

- 9.a. Evaluate the project goals.
- 9.b. Apply feedback from peers and instructor to improve project.
- 9.c. Provide feedback to others.

