



Western Technical College

10701110 Advanced Video Production

Course Outcome Summary

Course Information

Description This course will take previously acquired skills to the next level. While learning how to more critically think about media consumption, students will learn tips and tricks that will add a higher quality of production value to their projects. 4k and HD formats will be used to create videos relevant to specific fields of employment while developing a cinematic eye towards video production. A camera is required, though students will have access to additional cameras and production accessories. There will be service learning elements to this course.

Career Cluster Arts, A/V Technology and Communications

Instructional Level Associate Degree Courses

Total Credits 3

Total Hours 72

Pre/Corequisites

Prerequisite 10801195 Written Communication (OR) 10801136 English Composition 1 (OR) 20801201 English 1

Prerequisite 10701101 Foundations of Video Production

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

Experiential Learning

1. Community Based Learning Project: a key learning outcome of this course is to connect academic learning and civic development while simultaneously addressing a community partner's needs, interests, or problems.

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. Apply creative camera techniques.

Assessment Strategies

- 1.1. Project

Criteria

You will know you are successful when

- 1.1. you analyze the effectiveness of undercranking and overcranking on the audience.
- 1.2. you apply undercranking to videos.
- 1.3. you apply overcranking to videos.
- 1.4. you create videos in a 4K workflow.
- 1.5. you create smooth, practiced camera techniques using sliders, gimbals, and jibs.
- 1.6. you use focus to draw audiences' attention to specific areas of the frame.
- 1.7. you use camera exposure settings to effectively change depth of field.

Learning Objectives

- 1.a. Define undercranking and overcranking.
- 1.b. Apply undercranking and overcranking techniques.
- 1.c. Use camera support systems to add motion to shots.
- 1.d. Capture 4K footage.
- 1.e. Choose and use lens filters.
- 1.f. Choose camera profiles from camera menu settings.

2. Apply tools of persuasion.

Assessment Strategies

- 2.1. Project
- 2.2. Written Product

Criteria

You will know you are successful when

- 2.1. you analyze intended audience for a product.
- 2.2. you describe the persuasive appeal being used for a product.
- 2.3. you explain who the intended audience is for a production.
- 2.4. you demonstrate ways to connect with the audience/client.
- 2.5. you justify the techniques used in video creation.
- 2.6. you revise projects based on feedback from instructors/peers/clients.

Learning Objectives

- 2.a. Research audiences
- 2.b. Identify demographics and psychographics of intended audience.
- 2.c. Analyze demographics and psychographics of an intended audience.
- 2.d. Investigate persuasive appeals.
- 2.e. Use camera and editing techniques to achieve desired persuasive appeal.
- 2.f. Use feedback to revise appeal.

3. Reflect on individual progress as a content creator.

Assessment Strategies

- 3.1. Self-Reflection
- 3.2. Peer-Critique
- 3.3. Client Review

Criteria

You will know you are successful when

- 3.1. you meet project deadlines.
- 3.2. you provide constructive feedback to peers.
- 3.3. you use feedback from instructor/peers/clients to make revisions.
- 3.4. you create a draft for your project.
- 3.5. you assess your product for effectiveness and quality.

Learning Objectives

- 3.a. Meet project deadlines.
- 3.b. Understand how to give constructive feedback.
- 3.c. Seek feedback on projects and provide feedback to others.
- 3.d. Make revisions as needed, based on feedback.
- 3.e. Evaluate impact of draft.
- 3.f. Self-assess projects for revisions and portfolio inclusion.

4. Develop video editing techniques.

Assessment Strategies

- 4.1. Project
- 4.2. Editing Activity

Criteria

You will know you are successful when

- 4.1. you produce a creative video montage (30 - 90 seconds in length).
- 4.2. you create a title and credits using motion graphics and effects.
- 4.3. you edit video for a multi-camera production.
- 4.4. you select/create and apply media from multiple sources into projects.
- 4.5. you edit existing footage to convey a message.
- 4.6. you use look up tables to stylize footage.
- 4.7. you edit 4K footage by proxy.

Learning Objectives

- 4.a. Investigate montages.
- 4.b. Create a video montage.

- 4.c. Integrate motion graphics and effects.
- 4.d. Practice multi-cam editing.
- 4.e. Ingest media from multiple sources into projects,
- 4.f. Create motion graphics for a video project.
- 4.g. Edit existing footage to convey a message.
- 4.h. Use look up tables to stylize footage.
- 4.i. Edit 4K footage by proxy.

5. Explore visual styles.

Assessment Strategies

- 5.1. Project
- 5.2. Reflection

Criteria

You will know you are successful when

- 5.1. you identify stylized features of peers/professionals.
- 5.2. you identify quality, reliable resource tutorials.
- 5.3. you apply techniques from resources for your visual style.
- 5.4. you justify creative rationale in formal and informal settings.
- 5.5. you begin to develop your own personal style.

Learning Objectives

- 5.a. Analyze the work of others.
- 5.b. Apply creative techniques to your own work.
- 5.c. Research quality tutorials for visual styles.
- 5.d. Explain creative rationale.

6. Construct scenes with creative lighting techniques.

Assessment Strategies

- 6.1. Project
- 6.2. Activity

Criteria

You will know you are successful when

- 6.1. you plan projects using pre-production practices.
- 6.2. you choose lighting techniques appropriate for each scene.
- 6.3. you choose lighting equipment appropriate for each scene.
- 6.4. you set the mood based on the lighting.
- 6.5. you recreate a professionally lit scene using an overhead lighting diagram

Learning Objectives

- 6.a. Use a multi-light setup.
- 6.b. Use color media to change the mood of the lighting.
- 6.c. Use reflectors and flagging.
- 6.d. Use lighting to accentuate foreground, middle ground, and background.
- 6.e. Explore how to recreate lighting from professionally lit scenes.
- 6.f. Create overhead lighting diagram.
- 6.g. Explore various lighting supports.

7. Apply continuity to digital media projects.

Assessment Strategies

- 7.1. Project
- 7.2. Editing Activity

Criteria

You will know you are successful when

- 7.1. you use pre-production tools to plan production.
- 7.2. you adhere to the script and storyboard.
- 7.3. you use the 180 degree rule.

- 7.4. you identify problem areas in the video editing timeline (jump cuts/flash frames).
- 7.5. you enhance video with natural sounds and/or foley.
- 7.6. you use cutaway footage to cover edits.
- 7.7. you verify that continuity has been maintained throughout project.

Learning Objectives

- 7.a. Demonstrate appropriate blocking of actors.
- 7.b. Reinforce the 180 degree rule.
- 7.c. Understand how to prevent a jump cut and/or flash frames.
- 7.d. Use natural sounds and foley to enhance video.
- 7.e. Use cutaway footage to cover edits.
- 7.f. Maintain consistent visual continuity.

8. Evaluate digital media equipment.

Assessment Strategies

- 8.1. Project

Criteria

You will know you are successful when

- 8.1. you identify equipment needs for your project/studio.
- 8.2. you work within the given budget to purchase equipment.
- 8.3. you develop a plan to outfit a studio.
- 8.4. you justify proposed purchases.
- 8.5. you revise equipment needs based on circumstances.
- 8.6. you select equipment based on project outcomes.

Learning Objectives

- 8.a. Research equipment for purchase.
- 8.b. Compare different vendors for equipment.
- 8.c. Develop a plan to outfit a studio.
- 8.d. Justify proposed purchases based on plan and budget.
- 8.e. Choose equipment based on project outcomes.

9. Transcode media to proper formats.

Assessment Strategies

- 9.1. Project

Criteria

You will know you are successful when

- 9.1. you prepare media for platform delivery.
- 9.2. you prepare projects for digital portfolio.
- 9.3. you select the appropriate codec for clients.
- 9.4. you choose the proper software for transcoding.
- 9.5. you choose aspect ratio for storytelling.

Learning Objectives

- 9.a. Prepare media for platform delivery (Youtube, Instagram, Vimeo, etc.)
- 9.b. Prepare projects for digital portfolio.
- 9.c. Understand and choose the appropriate codec for clients.
- 9.d. Identify strengths and limitations of software to transcode.
- 9.e. Consider aspect ratio for content delivery.

10. Integrate media production software and tools.

Assessment Strategies

- 10.1. Project

Criteria

You will know you are successful when

- 10.1. you select media production software appropriate to the project.
- 10.2. you import and export projects across editing software systems.

- 10.3. you integrate graphic design assets with video projects.
- 10.4. you incorporate audio production assets into video projects.
- 10.5. you incorporate video production assets into audio projects.
- 10.6. you organize files.
- 10.7. you create a live, switched television production.

Learning Objectives

- 10.a. Explore different media production software.
- 10.b. Import and export projects across various editing software systems.
- 10.c. Integrate graphic design assets with video projects.
- 10.d. Incorporate audio production assets into video projects.
- 10.e. Incorporate video production assets into audio projects.
- 10.f. Apply file organization across projects.
- 10.g. Create a live, switched television production.

11. Develop media industry professionalism.

Assessment Strategies

- 11.1. Written Product
- 11.2. Oral Presentation

Criteria

You will know you are successful when

- 11.1. you describe pros and cons of the job you shadowed.
- 11.2. you use professional language and terminology.
- 11.3. you collaborate with an external client.
- 11.4. you revise work based on client feedback.
- 11.5. you present work in a professional manner.

Learning Objectives

- 11.a. Conduct a job shadow.
- 11.b. Incorporate industry terminology into conversations.
- 11.c. Work with an external client.
- 11.d. Revise work based on client feedback.
- 11.e. Present work in a professional manner.

12. Revise projects based on feedback.

Assessment Strategies

- 12.1. Project

Criteria

You will know you are successful when

- 12.1. you make revisions to projects based on client/instructor feedback.
- 12.2. you prioritize revisions based on time, budget, and/or expectations.
- 12.3. you seek feedback from multiple sources.
- 12.4. you maintain professionalism throughout the critique.

Learning Objectives

- 12.a. Self-assess projects.
- 12.b. Prioritize revisions based on time, budget, and/or expectations.
- 12.c. Receive constructive criticism in a positive and professional manner.
- 12.d. Elicit feedback from multiple sources.