Montgomery County Community College
COM 107
Introduction to Video Production and Literacy
3-2-2

COURSE DESCRIPTION:
Students are introduced to the theory and operation of analog and digital cameras, elementary lighting and basic audio equipment, common professional video production, and filmmaking. After instructors explain the theory of production equipment, students complete assignments in basic equipment operation. The fundamentals of visual storytelling are emphasized. Through demonstrations and hands-on experience, students apply the basics of lighting, exposure, composition, sequencing, and non-linear editing techniques used by professionals in visual narrative storytelling. The students develop ideas learned in COM 111 (Mass Media and Society) and apply skills to capture quality images and sound using digital video equipment. Using these skills, they learn to tell stories using video and sound. Projects developed are distributed over student and other community-based media. This course is subject to a course fee. Refer to http://mc3.edu/adm-fin-aid/paying/tuition/course-fees for current rates.

REQUISITES:
Previous Course Requirements
 – COM 111 Mass Media and Society with a minimum grade of 'C'

Concurrent Course Requirements
None

LEARNING OUTCOMES Upon successful completion of this course, the student will be able to:	LEARNING ACTIVITIES	EVALUATION METHODS
1. Define the specific terminology and language used in the critical analysis of a narrative or documentary film.	Lectures/Discussions Demonstrations and Practice Case Studies Student Presentations Writing Assignments	Independent Projects Electronic Portfolio Review
2. Analyze the cinematic techniques that go into the construction of a film/video project.	Lectures/Discussions Demonstrations and Practice Case Studies Student Presentations Writing Assignments	Independent Projects Portfolio Review

LEARNING OUTCOMES	LEARNING ACTIVITIES	EVALUATION METHODS
3. Produce audiovisual storytelling projects using digital technology.	Lectures/Discussions Demonstrations and Practice Case Studies Student Presentations Writing Assignments	Independent Projects Portfolio Review
4. Apply concepts of composition, editing, lighting and audio in various aesthetic and stylistic projects.	Lectures/Discussions Demonstrations and Practice Case Studies Student Presentations Writing Assignments	Independent Projects Portfolio Review
5. Create original work for class that adheres to best industry practices.	Lectures/Discussions Demonstrations and Practice Case Studies Student Presentations Writing Assignments	Independent Projects Portfolio Review*
6. Engage in the critical analysis of creative work of self and peers.	Lectures/Discussions Demonstrations and Practice Case Studies Student Presentations Writing Assignments	Independent Projects Portfolio Review

At the conclusion of each semester/session, assessment of the learning outcomes will be completed by course faculty using the listed evaluation method(s). Aggregated results will be submitted to the Associate Vice President of Academic Affairs. The benchmark for each learning outcome is that *70% of students will meet or exceed outcome criteria.*

SEQUENCE OF TOPICS:
1. Preproduction
2. The Production Team and Responsibilities
3. General Video Equipment Characteristics
4. Video Techniques for Field and Studio
5. Audio Equipment and Sound Mixing
6. Lighting Techniques
7. Technical Standards for NTSC, SD, and HD
8. Production Techniques
9. Screen Continuity
10. Editing Techniques
11. Postproduction

12. Production Critique and Analysis

LEARNING MATERIALS:
Zettl, Herbert. (2013). *Video Basics 7.* Boston: Wadsworth Publishing.

In addition, the instructor may provide students with handouts or access to selected Radio or Television programs or clips.

Other learning materials may be required and made available directly to the student and/or via the College's Libraries and/or course management system.

COURSE APPROVAL:
Note: COM107 was created from deleted courses COM103 and COM163; refer to these courses for prior history.

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VPAA/Provost Compliance Verification:
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Revised by: Debbie Dalrymple   Date: 1/10/2018
VPAA/Provost or designee Compliance Verification: Date: 1/10/2018

This course is consistent with Montgomery County Community College's mission. It was developed, approved and will be delivered in full compliance with the policies and procedures established by the College.