

JAMESTOWN COMMUNITY COLLEGE
State University of New York

INSTITUTIONAL COURSE SYLLABUS

Course Title: Digital Video Production

Course Abbreviation and Number: CMM 1710

Credit Hours: 3

Course Type: Lecture/Lab

Course Description: Students will be introduced to single camera, post-produced video making. Students will explore shot composition, using a digital video camera, film style shooting, sound recording, and lighting. They will learn how to conduct an audience analysis, write project treatments, and produce storyboards for projects that will be completed during the course. Projects are edited using digital video software and Macintosh computers.

Prerequisite: ENG 1510.

General Education Requirements Met

SUNY
The Arts

Student Learning Outcomes:

Student who demonstrate understanding can:

1. Demonstrate ability to use video production and software equipment correctly.
2. Conduct audience analyses and then use the analyses in video production.
3. Demonstrate ability to write treatments, interview questions, and scripts.
4. Model professional behavior appropriate for video production.

A pre-requisite for this course is approved for the SUNY General Education category listed. This course will reinforce the student learning outcomes for this category.

Topical Outline:

- Introduction to video field equipment
 - Static and moving shots
 - Lighting
 - Microphone selection and use
 - Graphics for video
 - Roles and responsibilities of the production team
 - Working with talent and content specialists
 - Capturing and editing video
 - Introduction to professional video editing software
 - Continuity
 - Timing
 - Authoring DVDs
 - Other output choices, e.g. YouTube, websites, etc
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Information for Students

- Expectations of Students
 - [Civility Statement](#)
 - [Student Responsibility Statement](#)
 - [Academic Integrity Statement](#)
- [Accessibility Services](#)
Students who require accommodations to complete the requirements and expectations of this course because of a disability must make their accommodation requests to the Accessibility Services Coordinator.
- [Get Help: JCC & Community Resources](#)
- [Emergency Closing Procedures](#)
- Course grade is determined by the instructor based on a combination of factors, including but not limited to, homework, quizzes, exams, projects, and participation. Final course grade can be translated into a grade point value according to the following:

A=4.0	B+=3.5	B=3	C+=2.5	C=2	D+=1.5	D=1	F=0
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- Veterans and active duty military personnel with special circumstances (e.g., upcoming deployments, drill requirements, VA appointments) are welcome and encouraged to communicate these to the instructor.
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Effective Date: Fall 2021