

MDIA 20: FUNDAMENTALS OF MEDIA PRODUCTION

Foothill College Course Outline of Record

Heading	Value
Effective Term:	Spring 2021
Units:	4
Hours:	4 lecture, 1 laboratory per week (60 total per quarter)
Advisory:	Not open to students with credit in F TV 20, GID 20 or VART 20.
Degree & Credit Status:	Degree-Applicable Credit Course
Foothill GE:	Non-GE
Transferable:	CSU/UC
Grade Type:	Letter Grade (Request for Pass/No Pass)
Repeatability:	Not Repeatable

Student Learning Outcomes

- "A successful student demonstrates a working knowledge of basic video production principles.
- A successful student analyzes the creative and technical decisions made in the video production process.
- A successful student demonstrates a comprehensive knowledge of the video production process and the skills necessary to function successfully as a member of a production team.

Description

Basic instruction in concepts, techniques, and strategies of digital media production. Basic camera, lighting and sound recording will be covered through technical assignments. Emphasis on story telling, creative problem solving, web video production and distribution techniques.

Course Objectives

The student will be able to:

- understand and apply basic concepts and processes of pre-production, including treatment, script, and storyboarding
- demonstrate knowledge of lighting and photographic composition concepts and techniques
- produce and direct a short video
- critique the creative and technical decisions made in the video
- demonstrate understanding of video production and post-production processes and workflows
- achieve a basic understanding of video signals, recording systems, and compression formats
- master basic skills in media management, the use of media servers
- achieve an appreciation of the history and development of film and video as a technology and an art form
- demonstrate awareness of skills and strategies needed to work with on a crew, production teams, and directing actors
- demonstrate understanding of legal and ethical issues relevant to media production
- recognize and appreciate the contributions made to the field by people from diverse cultures and backgrounds

Course Content

- Pre-production
 - write a treatment
 - learn script and storyboard preparation skills
- Production
 - produce and direct two short video projects
 - understand the function of production crews, departments and workflows
 - demonstrate mastery of technical, organizational, and teamwork skills through participation in a group video production project
 - learn directing strategies for working with actors and shooting interviews
 - demonstrate mastery of technical concepts in camera and sound recording through the completion of course projects
 - operate camera, lighting, and sound used in the process of shooting a video
 - understand the specifications and requirements of recording media used in video production
 - understand terminology of editing, shots, and coverage
 - examine and illustrate lighting techniques and strategies
 - define and apply concepts of photographic composition
 - understand legal and ethical issues relevant to media production
- Post-production
 - examine workflows, processes, and organization necessary to move from production to post
 - complete an edit of the class production project
 - produce and edit a final short video project
 - upload video to media server
- Critical thinking
 - theory and history of video and new media
 - elements of time based composition
 - story telling, self-expression
 - communicative power of the video media
- Cultural issues
 - using video to communicate across cultural boundaries
 - the influence of directors' and producers' cultural backgrounds on the expression of the subject matter and self in the video media

Lab Content

- Use of studio facility and equipment for the completion of video production assignments.
- Pre-production planning (budgeting, gathering crew, rehearsal, casting, preparing sets, props, and costumes).
- Preparation and testing of equipment for production.
- Use of digital editing laboratory for post-production work.
- Screening of media examples and tutorials of production techniques.

Special Facilities and/or Equipment

- Computer lab with video editing software, video cameras, tripods, microphones, lights, computers for screenwriting.
- When taught via Foothill Global Access: on-going access to computer with email software and capabilities; email address, JavaScript enabled internet browsing software.

Method(s) of Evaluation

- Demonstration of technical and aesthetic achievement through the completion of the video portfolio.
- Completion of pre-production writing assignments (treatment, script, storyboard).

- C. Writing assignments (research paper, homework, essay exam) that demonstrate mastery of video production workflows, systems and media management.
- D. Objective exam.

Method(s) of Instruction

- A. Lectures on technical and conceptual concepts in media production
- B. Demonstration of media production equipment
- C. Collaborative learning exercises that require students to fulfill a position on a production team
- D. Discussion and critique of group projects and representative media
- E. Field trips to media businesses and industry
- F. Collaborative work in pre-production planning groups

Representative Text(s) and Other Materials

- Ascher, Steven. [The Filmmakers Handbook: A Comprehensive Guide to the Digital Age](#). Plume, 2012.
- Schenk, Sonia, and Ben Long. [The Digital Filmmaking Handbook](#). Cengage Learning, 2014.
- Hurbis-Cherrier, Mick. [Voice and Vision: A Creative Approach to Narrative Film and DV Production](#). Focal Press, 2011.

Types and/or Examples of Required Reading, Writing, and Outside of Class Assignments

- A. Weekly reading assignments from text and outside sources
- B. When taught online, lecture may take the form of written content as well as video, audio, and web page presentation
- C. Reading of screenplays and script analysis
- D. Writing of treatments and scripts
- E. Film and video production analysis in the form of journals and online discussion forum entries
- F. Research and planning of production projects
- G. Completion of production projects, portfolio

Discipline(s)

Media Production or Commercial Music