

# MTEC 66A: MUSIC VIDEO PRODUCTION

## Foothill College Course Outline of Record

Heading	Value
<b>Effective Term:</b>	Summer 2021
<b>Units:</b>	4
<b>Hours:</b>	3 lecture, 3 laboratory per week (72 total per quarter)
<b>Advisory:</b>	MDIA 20; MTEC 57A; not open to students with credit in MUS 81F.
<b>Degree &amp; Credit Status:</b>	Degree-Applicable Credit Course
<b>Foothill GE:</b>	Non-GE
<b>Transferable:</b>	CSU
<b>Grade Type:</b>	Letter Grade (Request for Pass/No Pass)
<b>Repeatability:</b>	Not Repeatable

## Description

Beginning digital video production course. Learning the basics of digital video production by shooting a music video. Music videos provide a unique opportunity to look at the moving image from the perspective of a recorded piece of music. Ideal platform for developing essential technical skills while learning the importance of aesthetic choices in the video production process. Emphasis on the aesthetics and technical aspects of video camera operation; pre-production planning, including collaboration, visualization, and storyboarding; production techniques and concepts such as mise-en-scene, set design, and lighting. Emphasis on visual story telling and creative problem solving.

## Course Objectives

The student will be able to:

- Understand and utilize basic concepts of pre-production including treatment, script, and storyboard as it applies to music videos.
- Produce and direct a short video.
- Critique the creative and technical decisions made in the video.
- Understand and utilize basic camera techniques and lighting for video.
- Achieve and demonstrate a basic understanding of the video signal, especially timecode and its uses in music video in particular and video in general.
- Develop an appreciation of the history and development of video as a technology and art form.
- Recognize and appreciate the contributions made in the music video form by people from diverse cultures and backgrounds across musical styles.

## Course Content

- Pre-production
  - Write a treatment (Lab)
  - Learn script and storyboard preparation skills (Lec)
- Production
  - Work collaboratively to shoot one music video project (Lab)
  - Gain proficiency in videography concepts including framing, composition, and moving camera (Lab)
  - Gain an understanding of specialized lighting (Lec)
  - Understand digital camera function (Lec)

- Gain an understanding industry standard terminology (Lec)
- Critical thinking
  - Theory and history of video and new media (Lec)
  - Elements of time based composition (Lec)
  - Story telling, self-expression (Lec)
  - Communicative power of the video media (Lec)
- Cultural issues
  - Using video to communicate across cultural boundaries (Lec)
  - The influence of directors' and producers' cultural backgrounds on the expression of the subject matter and self in the video media (Lec)

## Lab Content

- Use of studio facility and equipment for the completion of video production assignments.
- Pre-production planning including budgeting, gathering crew, rehearsal, casting, preparing sets, props, and costumes.

## Special Facilities and/or Equipment

- Shooting stage, video cameras, tripods, microphones, production lighting, computers for screenwriting and storyboard layout.
- When taught via Foothill Global Access:
  - On-going access to computer with email software and capabilities.
  - Email address.
  - JavaScript enabled internet browsing software.
  - Adobe Premiere Pro, Apple Final Cut Pro, and/or Avid Media Composer software.

## Method(s) of Evaluation

- Pre-production exercises, treatment, script, storyboard  
 Evaluation of technical skills by critique  
 Participation in the group video production project  
 Completion and presentation of the group video production project

## Method(s) of Instruction

- Lecture presentations and classroom discussion using the language of both recording and video production  
 In-class viewing of representative music videos by the instructor and students followed by instructor-guided interpretation and analysis  
 Group presentations of projects followed by in-class discussion and evaluation

## Representative Text(s) and Other Materials

Written materials provided by the instructor may include: lecture handouts, hardware and software user guides, and music video examples.

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

- Weekly reading assignments from text and outside sources.
- When taught online, lecture may take the form of written content as well as video, audio and webpage presentation.
- Script analysis.
- Writing of treatments and scripts.
- Film and video production analysis in the form of journals and online discussion forum entries.

F. Research and planning of production projects.

**Discipline(s)**

Commercial Music