Genesee CommunityCollege
Syllabus for
COM 211, Advanced Video Production
Spring Semester, 2008

Instructor: Barry Chow, Director of Video/Telecommunication Services
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Office Hours: Tuesday, 1:30pm-2:00pm or by appointment.

Class: Tuesday, Thursday 2:00pm-2:59pm
Lab: Tuesday, 3pm-5pm or Thursday 3:00pm-5:00pm

Location: Class: B260
Lab: Room T138

GCC Catalog Description: Develops video production techniques using the college’s media facility and equipment, operating video production and post-production equipment to create effective visual communication.

3 credits, 2 class hours, 2 laboratory hours. Prerequisite: COM 111 or permission of the instructor.

Objectives: Students enrolled in this class will:

• Demonstrate knowledge of the video production process: planning, production and post-production by completing reading assignments.
• Acquire basic working knowledge in video switching operation.
• Analyzed and explained to classmates the role of the director.
• Gain proficiency in graphics and special effects for video production.
• Work on 2 projects to show sufficient knowledge in editing.
• Attain practical experience in ENG and EFP production.

Criteria for Grading: Class attendance, class participation, reading synopsis, and 2 projects.

1. Class attendance 5%
2. Class participation 10%
3. Reading synopsis 10%
4. Project 1 20%
5. Project 2 25%
6. Mid-term 15%
7. Final 15%

Required Texts/Material:
3. Blank VHS, DV and DVCAM videotapes and blank DVD-R discs.

**Course Outline:**

1. Switching, Instantaneous Editing (Chapter 11)
   - Switcher layout.
   - Switcher operation.

2. Video Recording and Storage System (Chapter 12)
   - Tape and disk based recording system
   - Storage system

3. Postproduction Editing. (Chapter 13)
   - Basic editing system.
   - Non linear editing system.

4. Visual effects. (Chapter 14)
   - Standard and digital effects.
   - Optical and mechanical effects.

5. Design. (Chapter 15)
   - Specifications of television graphics.
   - Television sets and props.

6. Production people. (Chapter 16)
   - Performing, acting and auditioning.
   - Make up, clothing and costuming.

7. Producing. (Chapter 17)
   - Preproduction planning.
   - Production process.
   - Postproduction activities.

8. The director in Preproduction. (Chapter 18)
   - Director’s role.
   - Moving from script to screen.

9. The director in production and postproduction. (Chapter 19)
   - Directing with single/multiple cameras.
   - Communicating and watching the time.

10. Field production and big remotes. (Chapter 20)
    - Electronic news gathering.
    - Electronic field production.
    - Communication systems.
    - Signal distribution systems.

**Tests and Assignments**

There are one mid-term (3/11/08) and a final exam (5/13/08). There are 10 reading synopses. There are 2 projects, project 1 is due 3/13/08 and project 2 is due 5/15/08. Details will be given in class. See project descriptions online.