

Genesee Community College
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 Schedule: January 29, 2008 – May 15, 2008
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 Course 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 Class attendance, class participation, reading synopsis, and 2 projects.

Grading	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:

1. Zettl, Herbert, Television Production Handbook, 9th edition. Wadsworth Publishing Company, Belmont, CA, 2000. ISBN 0-534-64729-4
2. Zettl, Herbert, Television Production Workbook, 9th edition. Wadsworth

Publishing Company, Belmont, CA, 2000 ISBN 0-534-64728-6

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.