HEARTLAND COMMUNITY COLLEGE
DMED 145- Video Production
Spring 2014

CREDIT HOURS: 3.0

CATALOG DESCRIPTION
Prerequisites: DMED 101 or permission of instructor. An introduction to how to effectively use video production equipment to record and edit video for business, education, entertainment and personal use. Course will cover equipment, shooting techniques, composition, lighting, planning and non-linear editing.

INSTRUCTOR INFORMATION
Phil Vandiver
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Office: WDC 2207
Office Phone: 268-8854
Office Hours: See my website for current office hours.

TEXTBOOK

ATTENDANCE
Students are expected to attend all classes and participate meaningfully in the activities each class day. If there are required presentations you are required to attend every day of the presentations, whether or not you are giving a presentation. You must be on time and in the classroom for all class members' presentations. If you are not in the classroom for the presentations, you will fail your presentation. Note: you must show up for all of the presentation days, even after you have given your presentation. You must contact the instructor in advance -- by at least two hours for sickness and 48 hours for what may be excused absences -- if you think you will miss any of the classes during the presentation periods. Such prearranged absences are discouraged.

Attendance will be taken at each class meeting.

DEADLINES AND INCOMPLETE IN COURSE
You will not be able to take an incomplete in this course for your final grade. An important aspect of this course is that you learn to complete material on deadline. Consequently, you will need to finish the course within the timeframe of this semester.

COURSE OBJECTIVES
After completing this course, the student should be able to
1. Acquire footage for a video project by correctly using a video camera and all necessary accessory equipment.
2. Demonstrate correct use of depth of field, focusing techniques and camera movements.
3. Develop a storyboard for short videos
5. Understand the differences between the different formats of digital video.
6. Employ compression techniques to optimize data rates, when attempting to play video back over different forms of media, including broadcast television, consumer level video players, computer based playback and web based playback.
7. Demonstrate an understanding of creative and aesthetic of video incorporating movement, sound, editing, lighting and narrative.
COURSE/LAB OUTLINE
1. Introduction to the elements in a video production:
2. Importance of planning
3. Mastering basic shooting techniques
4. Creating effective shots and sequences
5. Introduction to light and color
6. Introduction to sound
7. Shooting special events
8. Introduction to editing
9. Introduction to non-linear editing
10. Digital video
11. Producing a video- hands on creation

METHODS OF INSTRUCTION
The instructor will give some lectures and many hands-on demonstrations. Students will also learn through individual and small group projects, critiquing professional and student videos and creating short videos.

METHOD OF EVALUATION (Tests/Exams, Grading System)
Course grades will be based on a compilation of several in- and out-of-class individual and small group projects, short quizzes and a short paper.

GRADES
Project #1- Sequence Presentation 10%  
Project #2- Shooting Techniques 10%  
Project #3- The Chase Sequence 15%  
Project #4- Graphical Commercial 15%  
Final Project 20%  
Mid-Term Exam 10%  
Participation/Labs 20%  
Total 100%

VIDEO ASSIGNMENTS
During the course of the semester you will hand in several video assignments. These assignments will be completed on a variety of media. Be sure to keep each of your assignments as the semester progresses as they will be required for later assignments.

REQUIRED WRITING AND READING
Each student will write a short paper (1 to 2 pages) critiquing a professional, short video.
• Students will also write 2 page introductions to their storyboards on which they will base their videos.
• Students will read 10 to 15 pages from the textbook before class as well as additional materials by the instructor.

Warnings and Highlights:
First off, let me assure you that video production is more difficult than you think! I guarantee it. It can be time consuming, technically frustrating at times, and simply acquiring the footage requires planning and time. So here are some notes for you to remember. . . .
This course differs from other college classes you may have had in some important ways. First, many of the assignments you will complete require checking out and using video equipment. The video cameras we use in class are available for you to check out, but you will need to plan ahead to make sure equipment is available for your use. I allow plenty of time to complete projects in this course -- so your inability to check out equipment is not an excuse.
This Mac lab is the only lab equipped with the editing software you will need to complete many of the projects in this class. That means you must plan to complete your coursework during the time I've provided in class, or during the posted open hours for this lab. Be warned: lab monitors will have varying levels of experience.
with the video software you use in this course. As a general rule, during open lab hours you are on your own --
don’t count on the lab monitors being able to help you through technical difficulties.

Because this software is specialized, it is important that you learn the procedures we discuss in class
thoroughly. The labs are designed to get you up to speed about important concepts, and the book will help as
well, but you must be actively engaged in the processes we cover in this class to retain them.

Planning, planning, planning is the name of the game with this class. A lack of it on your part is never an
excuse and will cause you problems. Technical problems are not an excuse for a late assignment.

A note about the equipment:

The video cameras we use in this class are popular professional/industrial level cameras that are in use all
over the world for various projects ranging from independent film production to newsgathering. They are
expensive and they are your responsibility when you have them checked out. Make sure they are returned in the
same condition you checked them out in.
COURSE SCHEDULE

Week One-

1/13/14  Course Introduction, Review of Syllabus.  
Introduction to Technical Aspects of Video.

Week Two-

1/20/14  No Class- Martin Luther King Day

Week Three-

1/27/14  Shooting Techniques and the Language of Video/Film.  
Assignment #1- Sequence Presentation

Week Four-

2/3/14  Assignment #1 DUE. Give Presentation.

Week Five-

2/10/14  Shooting Basics/Mastering the Camera  
Lectures and Handouts  
Assignment #2- Shooting Techniques

Week Six

2/17/14  Digital Video and Final Cut Pro  
Assignment #2 DUE.  
Lab: Edit News Story

Week Seven

2/24/14  Media Management, Batch Capturing and Editing in Final Cut Pro  
Lab: Digitize and Edit Shot Composition Sequence  
Assignment #2 DUE. Review in Class

Week Eight

3/3/14  Light and Color  
Sound  
Storyboard and Preparing a Shoot  
Lab: Edit Commercial Spot  
Assignment #3- The Chase Sequence

Week Nine

3/10/14  Spring Break – No Class

Week Ten

3/17/14  Mid-Term Exam  
Edit Chase Sequence

Week Eleven

3/24/14  Edit Chase Sequence  
Assignment #3 DUE.  
View Sequences at 8:30pm
Week Twelve
3/31/14 Creating Text and Incorporating Graphics
Lab: Graphics Lab
Assignment #4- Graphical Commercial

Week Thirteen
4/7/14 Edit Graphical Commercial

Week Fourteen
4/14/14 View Documentary - with discussion
Documentary, News Media and Ethics
Assignment #4 DUE.
Assign Final Project

Week Fifteen
4/21/14 Guest Speaker- Writing and producing news.
Work on Final Project.

Week Sixteen
4/28/14 Work on Final Project.

Week Seventeen
5/5/14 Work on Final Project.
Final Project Due.
View Final Project