ARTICULATION VIDEO PRODUCTION

**General Course Title:** Saddleback College: Video Production Basics - CTVR 101

**College and Career Advantage:** San Clemente High School – Video Production

**General Course Description:**
An introduction to the theory, terminology, and operation of video production equipment, including composition and editing techniques, camera operation, portable lighting, audio and video recording and editing. Includes the aesthetics and fundamentals of scripting, producing, and directing on location, multimedia, and postproduction.

**College Prerequisite(s):**

**HS/ROCP Prerequisite(s):**

**Advisories/Recommendations:** Credit should be awarded for articulation only for junior or senior level students.

**Course Content:**

1) Theory including
   a) tape and video formats (standards)
   b) production process and work flow
   c) signal flow
   d) time code
2) Preproduction planning including
   a) storyboarding
   b) shot list
   c) scripting
   d) location selection
   e) design
   f) make up
   g) crew
   h) equipment
   i) props
   j) costumes
   k) scheduling
   l) copyrights, clearances, and permission
3) Production techniques including
   a) blocking and rehearsal
   b) camera use and angles
   c) lighting
   d) sound (microphone correct use; pick up patterns, placement)
   e) directing
   f) cinematography
   g) composition
   h) continuity
   i) quality control
4) Post production
   a) log and capture
   b) editing techniques (picture and sound)
   c) effects (e.g., transitions)
   d) sound layering
   e) graphics and titles
   f) sound effects (sweetening, foley, music)
5) Output including distribution formats and compression

**Competencies and Skill Requirements** (Use additional pages as necessary.) Where appropriate, please incorporate standards being used (e.g. CTE standards).

**At the conclusion of this course, the student should be able to:**

1) Demonstrate both the technical and aesthetic aspects of electronic field production and demonstrate knowledge of basic production techniques
   a) Operate and set up portable video and sound equipment including cameras, recorders, microphones, and lights
   b) Identify the elements of a professional video system and explaining the function of each
   c) Incorporate professional pre-production planning including proper use of forms for scripting, storyboarding, budgeting, script breakdown, and lists
2) Operate video field recording equipment correctly to acquire quality video and audio products
   a) Demonstrate proficiency in set up of cameras and associated equipment for video production
   b) Analyze professional and student work and evaluate proper techniques and propose areas for improvement
   c) Create aesthetic video composition through framing, motion and shot sequencing
3) Plan, prepare, organize, and execute appropriate approaches to editing field footage into cohesive projects
   a) Prepare and utilize footage logs, edit decision lists, and other appropriate post-production documentation
   b) Operate video editing equipment
   c) Apply editing theories into individual and group projects including but not limited to continuity, axis control, eyeline match, storytelling, pacing, and other technical and aesthetic considerations
4) Produce a final individual project utilizing correct design and implementation of appropriate theory and technique
5) Critically evaluate student and/or professional projects in a written analysis

**Measurement Methods (include any industry certification or licensure):**

It is recommended that the student be evaluated using the following methods:

1. Visual, oral, and written explanation of video production process
2. Evaluation of the quality of their own productions, the productions of other students, and professional video productions
3. Creation of a successful video project at least 3 minutes in length demonstrating various preproduction, production, and post production techniques

**Sample Textbooks or Other Support Materials (including Software):**
| Video Communication & Production by Jim Stinson, The Goodheart-Wilcox Company, Publisher |
| Television Production by Ron Whittaker, Cyber College and Internet Campus |
| [http://www.internetcampus.com](http://www.internetcampus.com) |
| Video Basics by Herb Zettl, Thomson-Wadsworth, publisher |
| Digital Filmmaking Handbook by Ben Long and Sonja Schenk, Charles River Media, Publisher. |

**Discipline Work Group (DWG) Comments:**

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**Date Accepted by Steering Committee:**

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