VIDEO PRODUCTION TECHNIQUES I
Course Syllabus

<table>
<thead>
<tr>
<th>Course Number</th>
<th>AVPA-0781</th>
</tr>
</thead>
<tbody>
<tr>
<td>OHLAP Credit</td>
<td>No</td>
</tr>
<tr>
<td>OCAS Code</td>
<td>None</td>
</tr>
<tr>
<td>Course Length</td>
<td>120 Hours</td>
</tr>
<tr>
<td>Career Cluster</td>
<td>Arts, A/V Technology &amp; Communications</td>
</tr>
<tr>
<td>Career Pathway</td>
<td>Journalism &amp; Broadcasting</td>
</tr>
<tr>
<td>Career Major(s)</td>
<td>Audio &amp; Video Production Assistant</td>
</tr>
</tbody>
</table>

Pre-requisite(s):

Course Description: This is an introductory course to the video production process with emphasis on studio and remote programming. Students will be introduced to the basic concepts of script writing and on-camera communication skills and production techniques. The student will also gain practical experience in camera, audio, lighting and graphic design, and will learn how to operate all crew positions in a variety of studio lab and field projects.

Textbooks:
- Instructor-created materials
- *Television Production* by Phillip L. Harris, Goodheart-Wilcox (2006)
- Cybercollege.com

Course Objectives:

A. Explain the Three Stages of Production.
   1. Exhibit knowledge of the critical elements in designing a production in the stages of pre-production, production, and postproduction.¹
   2. Identify the activities associated with pre-production, production, and postproduction.¹
      a. Define pre-production and list related activities.
      b. Define production and list related activities.
      c. Define post-production and list related activities.
   3. Identify the linkage from each stage to the next in processes and activities.¹

B. Understand the Importance of the Audience to Planning a Production.
   1. Define the target audience.
   2. Explain the significance of emotional response in the audience.

C. Recognize Different Types of Scripts.
   1. Define and understand terminology related to scriptwriting.
   2. Explain the difference between semi-scripted shows and fully scripted shows.
      a. Define a script rundown.
   3. Understand the structure of basic scripts.
   4. Identify types of television programming.
   5. Explain the similarities and differences between film and video scripts.
D. Demonstrate Quality Writing Techniques for Television and Media Production.
1. Conduct appropriate research.
2. Develop an idea into a script concept.
3. Define the production’s goals and purposes (e.g., instruct, inform, or entertain).
4. Discuss methods for gaining and holding audience attention.
   a. Engage the audience’s emotions.
   b. Present ideas in clear and creative ways.
   c. Create rhythm/pace with writing.
5. Demonstrate knowledge of television writing techniques.
   a. Short sentences, noun/verb attachment
   b. Active voice, conversational
   c. Write to the video
6. Write a split-page television script.
   a. Place audio on the right side, video on the left side.
   b. Identify timecode on script.
   c. Identify segment numbers on script.
   d. Use quality writing techniques.
7. Mark a script.
   a. Talent mark scripts for VO.
   b. Read scripts aloud for word flow.

E. Develop a Program Proposal for a Program Idea.
1. Demonstrate knowledge of the components of a program proposal.
   a. Identify
      1. Title
      2. Length
      3. Objective
      4. Production method
      5. Format
      6. Target audience
      7. Treatment
      8. Production schedule
   b. Explain the importance of the target audience.
   c. Understand the importance of demographics and psychographics.
   d. Explain the importance of the treatment.
2. Understand the importance of program review.
   a. Become familiar with Nielsen Ratings and how they affect what viewers watch.
   b. Create a survey for an audience.
   c. Identify the areas that should be reviewed and the importance of this process.

F. Develop Basic Storyboards.
1. Explain the purpose of a storyboard.
   a. Production
   b. Editing
2. Identify the important components of a storyboard.
   a. Sketch of the video image
   b. Brief description of the visual
   c. Notes for the camera operator
   d. Details of the audio to the visual
   e. Time estimate for the segment
3. Create/approve storyboard.
G. Discuss How to Execute Production of a Script.  
1. Demonstrate knowledge of how to structure an overall project.  
2. Consult with the production team concerning layout or editing approaches to increase dramatic or entertainment value of productions.

H. Demonstrate Basic Knowledge of Television Production Camera Equipment.  
1. Define and understand terminology related to camera operation.  
2. Identify and understand various camera equipment.  
   a. Camera  
   b. Camera mount  
   c. Lenses  
   d. Tripod  
3. Identify the parts of the camera.  
   a. Lens  
   b. Body  
   c. Viewfinder  
   d. Digital recorder  
   e. Power supply or battery  
   f. Hard drive  
4. Identify and understand the function of various camera accessories.  
5. Identify and understand specific camera features.  

I. Understand Elements of Shot Composition.  
1. Identify different camera shots.  
   a. Extreme close-up (ECU)  
   b. Close-up (CU)  
   c. Medium shot (MS)  
   d. Long shot (LS)  
   e. Extreme long shot (ELS)  
   f. Over the shoulder (O/S)  
2. Understand different types of camera movement.  
   a. Zoom  
   b. Truck  
   c. Pan  
   d. Tilt  
   e. Cant  
   f. Arch  
   g. Dolly  
3. Describe how to frame and maintain picture composition.  
4. Explain focus in shot composition.  
   a. 2-step focus  
   b. Back focus  
5. Demonstrate focusing and adjusting images and performing pans and zooms.  
6. Define and explain the rule of thirds in shot composition.  
7. Understand vectors and how to incorporate into a shot.  
8. Understand how to use Z axis to frame shots.  

J. Demonstrate Knowledge of Positions and Controls of Cameras and Related Equipment in Order to Change Focus, Exposure, and Lighting.  
1. Demonstrate accurate set for camera operation.  
   a. Demonstrate how to operate in the manual positions.
VIDEO PRODUCTION TECHNIQUES I

b. Demonstrate how to adjust the iris settings to include the ND filter.
c. Demonstrate how to adjust the shutter settings.
d. Identify the depth-the-field.
e. Demonstrate how to create depth in the shot.
f. Demonstrate when, how, and the result of using Gain.
g. Demonstrate knowledge of how to critical focus the camera.
h. Demonstrate knowledge of focal lengths.
i. Identify the difference between HD and SD and considerations to framing shots.

K. Demonstrate Proper Setup, Breakdown and Safety Related to Camera Operation and Tripod.
1. Understand and practice safety related to camera operation.
2. Demonstrate proper procedure for turning off the camera.
3. Demonstrate how to properly operate a tripod.
4. Demonstrate proper set up of tripod relating to the locks and friction.

L. Demonstrate Knowledge of Organizing the Video Shot with the Camera.
1. Create a shot prior to shooting video.
2. Create a log sheet after shooting video to include timecode.
3. Transcript an interview after shooting the interview to include timecode.

M. Demonstrate Operation and Maintenance of Video Systems.
1. Understand Beta, Beta SP, miniDV, HDV, DVC, 1” tape formats.
2. Describe non-linear memory devices, and HDTV.
3. Demonstrate operation of video cameras.
4. Demonstrate how to clean, tune, and align video equipment.
5. Identify various connectors and cables.

N. Demonstrate How to Troubleshoot Audio-Video System Operations.
1. Identify the sequence required for troubleshooting.
2. Conduct a troubleshooting sequence.
3. Identify problems and potential solutions.

O. Demonstrate an Understanding of Light.
1. Define and understand terminology related to production lighting.
2. Understand properties of light.
   a. Color temperature
   b. Quality
   c. Intensity
   d. Direction
   e. Shadow

P. Demonstrate Knowledge of Lighting Equipment.
1. Identify and understand various lighting equipment.
   a. Light grid
   b. Dimmer panel board
   c. Lighting fixtures
   d. Diffusers
   e. Reflectors
   f. Filters
   g. Light meters
   h. Cookies
   i. Gel paper
VIDEO PRODUCTION TECHNIQUES I

Q. Apply Knowledge of Lighting Requirements for a Planned Production.\(^1\)\(^2\)
   1. Identify types and placement of lighting fixtures for various lighting effects.\(^1\)\(^2\)
   2. Demonstrate lighting techniques using portable lighting.

R. Explain Various Light Setups.
   1. Identify basic light setups.
      a. Outdoor lighting using the sun and reflectors
      b. Single point light
      c. Two point light
      d. Three/four point light
   2. Name the appropriate equipment used in each lighting setup.

S. Demonstrate Proper Lighting Technique for Different Shooting Scenarios.
   1. Understand and practice safety related to lighting.
   2. Demonstrate correct setup and operation of lights.
   3. Properly clean, store, and secure all lighting equipment.
   4. Notify production team when equipment repairs are needed.\(^1\)

\(^1\)ODCTE objectives
\(^2\)States’ Career Clusters - Career Cluster Resources for Arts, A/V Technology & Communications
All unmarked objectives are TTC instructor developed.

Teaching Methods: The class will primarily be taught by the lecture and demonstration method and supported by various media materials to address various learning styles. There will be question and answer sessions over material covered in lecture and media presentations. Supervised lab time is provided for students to complete required projects.

Grading Procedures: 1. Students are graded on theory and shop practice and performance.
   2. Each course must be passed with seventy (70%) percent or better.
   3. Grading scale: A=90-100%, B=80-89%, C=70-79%, D=60-69%, F=50-59%.

Description of Classroom, Laboratories, and Equipment: Tulsa Technology Center campuses are owned and operated by Tulsa Technology Center School District No. 18. All programs provide students the opportunity to work with professionally certified instructors in modern, well-equipped facilities.

Available Certifications/College Credit: The student may be eligible to take state, national or industry exam after completion of the program. College credit may be issued from Oklahoma State University-Okmulgee or Tulsa Community College. See program counselor for additional information.

College Credit Eligibility: The student must maintain a grade point average of 2.0 or better.