



New York City College of Technology
 The City University of New York
Department of Communication Design

COMD 2320 Intro to Video

Course Description

This digital filmmaking class introduces the basic components and practices of pre-production, production and post-production for content creation in commercial video. Students script, storyboard, shoot and edit short videos including interviews, commercials, narratives and public service announcements in order to convey ideas to a target audience

2 cl hrs, 2 lab hrs, 3 crs

Prerequisites

COMD 1340

Course Objectives

INSTRUCTIONAL OBJECTIVES	ASSESSMENT
Define and explain the basic components of the pre-production and production processes.	Class discussion, lectures, readings, and quizzes.
Create and coordinate an effective production team with appropriate responsibilities for each member of the team.	Group projects and discussions.
Use appropriate terminology when discussing visual literacy and the moving image.	Readings, in-class discussions, and examinations.
Perform basic in-camera and software-based editing techniques.	Labs and projects.

General Education Outcomes

General Education Outcome covered:	How the outcome is assessed:
Creative Thinking Think creatively to combine or synthesize existing ideas or images in original ways to solve visual communication problems.	Evaluate assignment and project deliverables based on scoring rubric.

<p>Teamwork Demonstrate the capacity to collaborate on teams of diverse composition.</p>	<p>Evaluate the ability to collaborate and achieve objectives during group work.</p>
<p>Critical Thinking Solve problems by designing, evaluating and implementing a strategy to answer an open ended question.</p>	<p>Evaluate in-class exercises, critiques and discussions.</p>

Teaching/Learning Method

- Lecture/readings
- Compare and contrast exercises
- Demonstrations
- Screenings
- Project-based labs
- Research assignments
- Blackboard online courseware

Optional Text

Introduction to Video Production, the Path to Digital Media Production, Third Edition, Musberger, Robert B., Focal Press, 2005 ISBN: 0-240-80647-6

Attendance (College) and Lateness (Department) Policies:

The COMD BFA and AAS degrees are design studio programs. In-class laboratory activities and engagement with other students is a significant portion of the courses. Absences more than 10% of the total class hours may result in a 10% drop in a grade due to an inability to meet the deliverables of participation. This may be in addition to other penalties that will be imposed for failure to complete in-class academic requirements. Missing more than 25% of total class meetings will not be permitted. Any two 'lates' (15 minutes or more) will be equal to 1 absence.

Academic Integrity Standards

Students and all others who work with information, ideas, texts, images, music, inventions and other intellectual property owe their audience and sources accuracy and honesty in using, crediting and citation of sources. As a community of intellectual and professional workers, the college recognizes its responsibility for providing instruction in information literacy and academic integrity, offering models of good practice, and responding vigilantly and appropriately to infractions of academic integrity. Accordingly, academic dishonesty is prohibited in The City University of New York and is punishable by penalties, including failing grades, suspension and expulsion. More information about the College's policy on Academic Integrity may be found in the College Catalog.

Grading

Critique 20%

Exercises/Assignments	25%
Demonstrations/Presentations	5%
Midterm Project	10%
Final Project	20%
Quizzes	20%

Topics

WEEK	Lecture Topic	Laboratory Exercise	Homework Assignment
1	Introductions. What is video production. The pre-production process. Basic practices. The role of the writer. Scripts.	Production roles. Shot types introduction. Future Jobs.	Scriptwriting assignment demonstrating an understanding of a three-act structure. Study for quiz.
2	The role of the director. The role of the producer. Shot types. Composition.	Shot types demo. Screenings/critique.	Shot types project shooting - close-up, medium shot, wide shot, etc.
3	The role of the camera operator. Camera/equipment safety.	In-class shooting of master shot approach, and 5x5 short film shooting. Screenings/critique.	Create a visual storyboard for a 5x5 short film.
4	The role of the camera operator. Camera basics – white balance, focus, exposure. Intro to video editing.	Shoot a 5x5 short film utilizing the storyboard from the previous week. Screenings/critique.	Study for quiz.
5	The role of the editor – transitions, cuts. Camera basics continued. B-roll.	Edit 5x5 short film. Screenings/critique.	Minor project brainstorming.
6	Lighting and audio. Green screen. Intro final project.	Hands-on class instruction and practice – lighting an interview, green screen shooting. Proper use of microphones and audio recording. Screenings/critique.	Final project brainstorming. Shoot reverse film project.

7	The role of the editor – speed, cloning, title tool.	Shoot minor project - guided. Reverse film editing.	Final project brainstorming. Shoot travel film project. Study for quiz.
8	The role of the editor.	Reverse film editing. Screenings/critique.	Final project brainstorming/production. Shoot travel film project.
9	The role of the editor.	Travel film editing. Screenings/critique.	Final project production.
10	Introduction to motion graphics for video - animation and special effects.	Animated title sequence. Travel film editing. Screenings/critique.	Final project production. Study for quiz.
11	Adding motion to stills, offline media, audio sync, tips on how to edit faster.	Adding motion to stills exercise. Final project production work session/editing.	Final project production.
12	Introduction to color correction. Final project.	Final project production work session/editing.	Final project editing. Study for quiz.
13	Final project.	Final project editing.	Final project editing.
14	Final project.	Final project editing. Final project due.	Final project revisions.
15	Final project revisions and screenings.	Final project revisions. Final project screenings. Self-reflection.	