JEFFERSON COLLEGE
COURSE SYLLABUS

SPD186
INTRODUCTION TO TELEVISION PRODUCTION
3 Credit Hours

Prepared by:
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Arts & Science Education
Dr. Shirley Davenport, Dean
I. CATALOG DESCRIPTION
A. Prerequisite: Reading proficiency
B. 3 semester hours credit
C. Introduction to Television Production is a survey of all the basic skills and disciplines necessary for television production. This course includes experience with studio and remote cameras, lighting, audio, producing, directing, video continuity, interviewing and news. Introduction to Television students produce a 10-minute final project which combines the use of all skills of television production. Laboratory time is required. (F,S)

II. EXPECTED LEARNING OUTCOMES AND ASSESSMENT MEASURES

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<th>Expected Learning Outcomes</th>
<th>Assessment Measures</th>
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| Operate the basic functions of digital DVC-Pro camcorders and digital Sony camcorders. Emphasis will be placed on white balance, filter operation, audio functions and iris settings. | Lab Instruction  
Exam  
Studio Shoot Project |
| Operate basic three point lighting using a key, fill and back light during production shoots. | Classroom Discussion and Videos  
Lab Instruction  
Exam  
Studio Shoot Project |
| Identify and apply the basic literacy elements used in video production including: color, composition, camera movement, point of view, audio, lighting, editing, etc. | Classroom Discussion and Videos  
Lab Instruction  
Exam  
News Package Project |
| Identify and operate basic functions of nonlinear editing software. Emphasis will be placed on capturing and importing media, using bins, using audio tools, creating sequences and using splice and overwrite editing modes. | Classroom Discussion  
Lab Instruction  
News Package Project |
| Identify terminology used in the television industry.                                       | Classroom Discussion  
Lab Instruction  
Exam |
III. COURSE OUTLINE (Course contents will be drawn from this)

The emphasis of the course is on the field production process of television news/documentaries. Students will engage in pre-production, production, and postproduction phases. Students will learn the functions of cameras, microphones, lights and editing software and use that knowledge to shoot, write and edit a one-and-a-half to three minute news package.

A. The Television News Industry
   1. Job responsibilities of those working in television
   2. Research on pay, re-location, and work hours
   3. Types of story formats used in television news

B. Types of Cameras, Camcorders and Camcorder Mounts
   1. Studio Cameras and Camcorders
   2. Field Camcorders
   3. Tripods
   4. Shoulder and Hand-Held Operation

C. Operational Features of Cameras
   1. White Balancing
   2. Focusing
   3. Iris/Exposure
   4. Zooming
   5. Physical Camera Movements

D. Framing a Shot
   1. Aspect Ratio
   2. Field of View
   3. Composition
   4. Vectors

E. Lighting
   1. Types of Light
   2. Field Lighting
   3. Studio Lighting

F. Audio
   1. Types of Microphones and How They Are Used
   2. Monitoring Audio Levels
   3. Audio Cords

G. Editing
   1. Nonlinear vs. Linear
   2. Nonlinear Software Organization and Techniques
   3. Editing Principles
IV. UNIT OBJECTIVES

A. The Television News Industry
1. Define and identify job responsibilities of news anchors
2. Define and identify job responsibilities of news reporters
3. Define and identify job responsibilities of news producers
4. Define and identify job responsibilities of news directors
5. Define and identify story formats used in television news (PKG, VO, VOSOT, Live Shots, On-Set, etc.)
6. Identify and discuss key issues of television news employment (salaries, hours, re-location, competition, resumes reels, etc.)

B. Types of Cameras, Camcorders and Camcorder Mounts
1. Define and identify the basic elements of a video camera
2. Identify different types of cameras and camcorders
3. Identify the difference between professional and consumer camcorders
4. Develop and apply strategies for shooting professional video
5. Apply tripod mount and shoulder operation of Panasonic DVC-Pro camcorders
6. Apply tripod mount and hand-held operation of Sony mini-camcorders

C. Operational Features
1. Identify white balance controls and perform the white balancing operation
2. Identify and apply filter operation on Panasonic DVC-Pro camcorders and Neutral Density (ND) filters on mini-Sony camcorders.
3. Identify the focus ring and perform the focus operation
4. Identify the iris ring and perform exposure changes
5. Identify the zoom buttons and perform zoom operations
6. Identify and perform physical camera movements such as pans, tilts, cants and trucks

D. Framing a Shot
1. Identify and apply aspect ratio
2. Identify and apply field of view
3. Identify and apply composition elements such as head room, nose room and the rule of thirds
4. Identify and apply vectors and axis lines

E. Lighting
1. Identify and define diffused and directional lighting
2. Identify and set-up 3-point lighting using key, fill and back lights
3. Identify and set-up a background light with colored gels
4. Identify and perform field lighting techniques, such as subject placement in relation to the sun and avoiding backlit interviews
F. Audio
1. Identify and demonstrate how microphones are used
2. Identify and monitor (with headphones and VU meters) correct audio levels for field production
3. Identify and perform the capture of multiple channels of audio
4. Identify and demonstrate how to use lavaliere and stick microphones
5. Identify and recognize the correct microphones to use in various field production situations
6. Identify and demonstrate the correct use of XLR audio cables
7. Identify and recognize when to use portable audio mixers

G. Editing
1. Identify and explain the difference between linear and nonlinear editing
2. Identify and apply the organizational workflow of nonlinear Avid Media Composer software, including capturing and importing media, organizing media in bins, creating sequences, properly using video and audio tracks on the timeline tool, and locating and demonstrating the use of key tools including the audio tool, audio mixer and title tool
3. Identify and apply the difference between overwrite and insert editing techniques when building a sequence
4. Identify and perform the method of capturing media using class cameras and 1394 IEEE firewire cables or memory cards
5. Identify and apply the use of timecode when logging footage
6. Identify and demonstrate how to edit a sequence using a variety of wide, medium and tight shots and soundbite clips

H. Media Literacy
1. Identify and analyze production tools used in various media productions
2. Identify and analyze elements of color, lighting, and composition in television news and commercials

V. METHODS OF INSTRUCTION
A. Lecture
B. Lab Instruction
C. Textbook Readings
D. Classroom Discussion and Videos
E. Media Issues Paper
F. Group Studio Shoot Project
G. Small Group News Package Project
VI. REQUIRED TEXTBOOKS


VII. REQUIRED MATERIALS

Internet Access
Access to Television News (from web, antenna, satellite or cable)

VIII. SUPPLEMENTAL MATERIALS

None

IX. METHODS OF EVALUATION

A. Textbook Chapter Discussions
B. Group Studio Shoot Project
C. Exam
D. Small Group News Package Project
E. Media Issues Paper