JEFFERSON COLLEGE
COURSE SYLLABUS

SPD286
TELEVISION PRODUCTION II
3 Credit Hours

Prepared by:
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Arts & Science Education
Dr. Shirley Davenport, Dean
SPD286: Television Production II

I. CATALOG DESCRIPTION

A. Prerequisites: SPD186 and Reading proficiency

B. 3 semester hours credit

C. Television Production II emphasizes individual production of short television features through the production techniques of planning, shooting, and editing. This course includes news packages, news features, commercials, and control room post production editing. (F,S)

II. EXPECTED LEARNING OUTCOMES AND ASSESSMENT MEASURES

<table>
<thead>
<tr>
<th>Expected Learning Outcomes</th>
<th>Assessment Measures</th>
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<tbody>
<tr>
<td>Operate the basic functions of video switcher equipment.</td>
<td>Lab Instruction</td>
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<td>Studio Shoot Projects</td>
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<td>Operate studio lighting.</td>
<td>Lab Instruction</td>
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<td>Studio Shoot Projects</td>
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<tr>
<td>Identify and apply the basic literacy elements used in video production including: color,</td>
<td>Classroom Discussion and Videos</td>
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<td>composition, camera movement, point of view, audio, lighting, editing, etc.</td>
<td>Lab Instruction</td>
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<td>Studio Shoot Projects</td>
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<td>News Package Projects</td>
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<td>Identify and operate advanced functions of nonlinear editing software. Emphasis will be</td>
<td>Lab Instruction</td>
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<td>placed on splice, overwrite and trim editing modes, title tools and effects editing.</td>
<td>News Package Projects</td>
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<td>Demonstrate the ability to conduct a professional interview with emphasis on writing and</td>
<td>Studio Shoot Projects</td>
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<tr>
<td>research</td>
<td>News Package Projects</td>
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<td>Demonstrate the ability to perform on-air anchoring segments and on-air reporter stand-</td>
<td>Studio Shoot Projects</td>
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<td>ups. Emphasis will be placed on vocal pitch, rate, inflection, gestures, facial expressions</td>
<td>News Package Projects</td>
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<td>and eye contact</td>
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<tr>
<td>Demonstrate the ability to produce a news segment. Emphasis will be placed on news</td>
<td>Lab Instruction</td>
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<td>judgment and using an objective method.</td>
<td>Studio Shoot Projects</td>
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<tr>
<td>Identify terminology used in the television industry.</td>
<td>News Package Projects</td>
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<td>Local News Critique Paper</td>
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III. COURSE OUTLINE (Course contents will be drawn from this)

The emphasis of the course is on the studio production of television news. Students will anchor and direct short news segments. Editing and writing for news will also be covered in the course.

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. Studio Production Operational Features
   1. Video Switcher
   2. Camera Angles
   3. Audio Mixing
   5. Floor/Technical Directing

D. On-Air Performance
   1. Using the Teleprompter
   2. Voice inflection, rate and pitch
   3. Nonverbal cues

E. Lighting
   1. Types of Light
   2. 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

H. Writing for News
   1. News Judgment
   2. Using an Objective News Gathering Method
IV. UNIT OBJECTIVES

A. Directing
   1. Identify and recognize the role of the director
   2. Apply proper video switching skills during live segments
   3. Identify and apply the proper way to frame on-air talent and interview subjects on camera.
   4. Demonstrate clear communication skills with production crew members over head-sets during live segments

B. On-Air Performance
   1. Recognize and apply on-air performance skills during anchoring segments
   2. Identify and apply proper performance voice techniques such as pitch, inflection, and vocal rate
   3. Identify and apply proper nonverbal performance cues such as eye contact, facial expressions and hand gestures.

C. Audio
   1. Identify and demonstrate how microphones are used
   2. Identify and monitor (with headphones and VU meters) correct audio levels for studio production
   3. Identify and demonstrate how to use lavaliere, stick and boom microphones
   4. Identify and recognize the correct microphones to use in various studio production situations
   5. Identify and demonstrate the correct use of XLR audio cables
   6. Identify and apply the proper use of audio mixing equipment

D. Lighting
   1. Identify and set-up 3-point lighting using key, fill and back lights
   2. Identify and set-up a background light with colored gels
   3. Identify and apply set-up of studio lighting

E. 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

F. 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

G. Writing/Producing
   1. Identify and apply the skills of writing news leads and tags
   2. Identify and apply the skills of producing a newscast, ordering segmentys
   3. Identify and apply the skills of using active voice in news writing
   4. Identify and apply writing questions and conducting research in preparation for an interview

V. METHODS OF INSTRUCTION
   A. Lecture
   B. Lab
   C. Textbook Readings
   D. In-Class Videos and Discussions
   E. Local News Critique Paper
   F. Group Studio Shoot Project
   G. Small Group News Package Project

VI. REQUIRED TEXTBOOKS

VII. REQUIRED MATERIALS
    Internet Access
    Access to Television News (local, satellite or cable)

VIII. SUPPLEMENTAL MATERIALS
    None

IX. METHODS OF EVALUATION
A. Studio Shoot Projects (2)
B. News Package Projects (2)
C. Local News Critique Paper