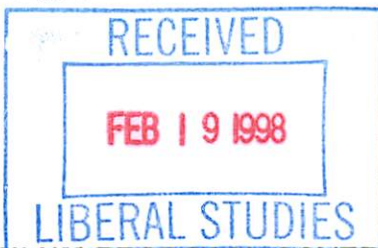


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Submission Date: _____
Action-Date: _____



UWUCC USE Only
Number: 97-52hh
Submission Date: _____
Action-Date: _____

CURRICULUM PROPOSAL COVER SHEET
University-Wide Undergraduate Curriculum Committee

I. CONTACT

Contact Person Dr. Jay Start Phone 2490

Department Communications Media

II. PROPOSAL TYPE (Check All Appropriate Lines)

COURSE Advanced Video Production
Suggested 20 character title

New Course* CM 351 Advanced Video Production
Course Number and Full Title

Course Revision _____
Course Number and Full Title

Liberal Studies Approval + _____
for new or existing course Course Number and Full Title

Course Deletion _____
Course Number and Full Title

Number and/or Title Change _____
Old Number and/or Full Old Title

_____ New Number and/or Full New Title

Course or Catalog Description Change _____
Course Number and Full Title

PROGRAM: _____ Major _____ Minor _____ Track

New Program* _____
Program Name

Program Revision* _____
Program Name

Program Deletion* _____
Program Name

Title Change _____
Old Program Name

_____ New Program Name

III. Approvals (signatures and date)

B. Anderson 12/15/97
Department Curriculum Committee

[Signature] 2/18/98
College Curriculum Committee

[Signature] 12/15/97
Department Chair

[Signature] 2/18/98
College Dean

[Signature] 2/18/98
Provost (where applicable)

+ Director of Liberal Studies (where applicable)

Syllabus of Record

I. Catalog Description

CM 351 ADVANCED VIDEO PRODUCTION 3 credits
3 lecture hours
0 lab hours
(3c-01-3sh)

Prerequisites; CM 251, 303 or 403

This is a production course that emphasizes advanced field production techniques. Some of the topics covered will include; field lighting, video post production editing with A-B roll, on line editing, and non-linear editing. Students will gain hands-on experience through projects and field trips.

II. Course Objectives:

At the conclusion of the course students will be able to:

1. operate all of the following television equipment: lighting instruments, video tape editors, non-linear editors, video Toaster, and video special effects systems.
2. understand and fill the role of producer, director, gaffer, and grip.
3. develop, produce, and direct news packages, music videos, field interviews, and features.

III. Course Outline

- Week #1 (3 class hours)
1. Introduction/discussion of course requirements
 2. Introduction to off line editing
- Week #2 (3 class hours)
1. Non-graded assignment #1 (remove the Clown)
 2. Critique of non-graded assignment #1
- Week #3 (3 class hours)
1. Introduction to the portable video camera
 2. Optics and lenses
 3. Non-graded assignment #2 (scavenger hunt)
 4. Critique of non graded assignment #2
- Week #4 (3 class hours)
1. Writing, shooting, and editing a news story
 2. Graded assignment #1 (news package).
 3. Production meeting with instructor
- Week #5 (3 class hours)
1. Shooting assignment #1

2. Edit assignment #1
 3. Presentation of assignment #1
 4. Critique of Assignment #1
- Week #6 (3 class hours)
1. Music video production
 2. The role of the producer, director, and writer in music video production.
 3. Assignment #2 (music video)
 3. Idea development
 4. Production meeting with instructor
- Week #7 (3 class hours)
1. Shooting assignment #2
 2. The Video Toaster in post production
- Week #8 (3 class hours)
1. Editing assignment #2
 2. Presentation of assignment #2
 3. Critique of assignment #2
- Week #9 (3 class hours)
1. Corporate video overview
 2. Introduction to field lighting
 3. Instruments of field lighting
 4. Electrical concerns and field production
 4. Guest lecture on field lighting
- Week #10 (3 class hours)
1. The field interview
 2. Lighting the field interview
 3. Assignment #3 (field interview)
 4. Shooting assignment #3
- Week #11 (3 class hours)
1. Editing assignment #3
 2. Critique of assignment #3
 3. Non-Linear editing
 4. Introduction to the Media 100 Non-Linear editor
- Week #12 (3 class hours)
1. Non Graded assignment #3 (Non-linear Clips)
 2. Feature and documentary production
 3. Client relations
 4. Assignment #4 (feature/documentary production)
- Week #13 (3 class hours)
1. Client assignments made
 2. Meeting with instructor, clients, and, groups
 3. Script development
 4. Final meeting with groups
- Week #14 (3 class hours)
1. Production of Assignment #4
 2. Critique of Assignment #4
 3. Course wrap up

The 2 hour final exam time will also be used for Assignment #4 presentations as well as a discussion with students about their grade.

IV. Evaluation Methods

The final grade will be determined based on 4 productions:

Assignment #1 News Package.....	15%
Assignment #2 Music Video.....	20%
Assignment #3 Field Interview.....	25%
Assignment #4 Feature.....	40%

Each production will build on the skills and techniques learned in the previous production. The final assignment will require the "putting together" of all the skills learned in the course.

Each production will be graded based on specific areas of the assignment which will be given in writing to the students when the assignment is made. In addition to a grade each assignment will be critiqued by not only the instructor but also the students involved in the production.

Grading Scale: Grades are calculated by totaling the points received on all assignments and dividing that number by the total points possible. The resulting percentage determines the letter grade, based on the following scale:

90-100%	=	A
80-89%	=	B
70-79%	=	C
60-69%	=	D
below 60%	=	F

V. Required Textbooks, supplemental books and readings

Required Textbook: Zettle, Herbert.

(1996) Television Production Handbook

VI. Special resource requirements

Students are required to purchase a Super VHS tape to be used as a portfolio tape of all their assignments. Students will also have to purchase additional Super VHS tapes for individual productions.

VII. Bibliography

Adams, Michael H. (1990) Single Camera Video. Wm.C. Brown Publishers.

Aldridge Henry B. and Liggett, Lucy A., (1990) Audio/Video Production. Prentice Hall.

Burrows, Thomas D., Wood, Donald N. and Gross, Lynne S. (1992)
Television Production Disciplines & Techniques. Wm.C. Brown
Publishers.

Fielding, Kenneth (1995) Introduction to Television Production.
Longman.

Gross, Lynne S. and Ward, Larry W., (1991) Electronic
Moviemaking. Wadsworth Publishing Company.

Hewitt, John (1992) Shooting Real World News. Mayfield.

Smith, David L., (1991) Video Communication. Wadsworth Publishing
Company.

Whittaker, Ron (1994) Television Production. Mayfield.

Course Analysis Questionnaire

Section A: Details of the Course

- A1 This course will be an elective and is an option in the production requirement sequence for students in the B.S. in Communications Media Major.
- A2 This course does not require changes in the content of existing courses or requirements for other programs.
- A3 This course has never been offered before.
- A4 This course is not intended to be dual-level.
- A5 This course will not be offered for variable credit.
- A6 Similar courses are offered at other institutions
Video 5 - Duquesne University
ENG/EFP - Clarion University of Pennsylvania
EFP - University of Pittsburgh
- A7 This course does not fulfill any certification requirements per se. The skills acquired in the course were recently cited in the Communication Media Departments five year self study by video professionals as being "key" items when hiring Communication Media graduates.

Section B: Interdisciplinary Implications

- B1 This course will be taught by one instructor, a member of the Department of Communications Media.
- B2 There are no courses of this kind currently offered in any other department at IUP.
- B3 Seats for Continuing Education students will be available as needed.

Section C: Implementation

- C1 Faculty resources are adequate. This course will be offered once every year to replace other courses being deleted in the over all curriculum revision and is being accommodated in the faculty rotation plan provided.
- C2 Current resources are adequate to teach this course. No new resources are required.
- C3 No resources for this course are funded by a grant
- C4 It is expected this course will be offered once a year. There are no seasonal restriction on the offering of this course.

- C5 One section of this course will be offered during the semester.
- C6 Eighteen students will be accommodated in each section. The enrollment is limited by equipment necessary for productions.
- C7 No professional society recommends enrollment limits on the course.

Section D: Miscellaneous

Not applicable