



# COM 250 SYLLABUS

## An Introduction to Video Production

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**Instructor:** Robert Burton  
Professor & Chairman,  
Dept. of Television and  
Production Services

**Office hours:** 9:00 - 4:00 (M, W, F)  
9:00 - 2:00 (Tuesdays)  
9:30 - 6:30 (Thursdays)

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**PREREQUISITE:** None

**COURSE DESCRIPTION:** This course introduces techniques used to plan and produce contemporary video and related media. Specific units include scriptwriting and pre-production design, production in a traditional TV studio environment, recording in "field" situations, and video editing with linear and nonlinear systems.

### **LEARNING OBJECTIVES:**

On successful completion of this course, the student will be able to:

1. Write a lively and highly visual video script.
2. Use a video camera, recorder, audio equipment and lighting instruments to record material in a technically competent manner.
3. Demonstrate proficiency with both linear and non-linear editing systems.
4. Produce professional-quality video projects in studio as well as "field" environments.
5. Integrate additional visual and aural elements creatively and appropriately into projects.
6. Direct production crew members and "talent" with a positive, collaborative spirit.

### **SEQUENCE OF TOPICS & ASSIGNMENTS: COM 250**

<b><u>DATE</u></b>	<b><u>TOPIC</u></b>	<b><u>READING in ZETTL'S TEXT</u></b>
Week 1	<b>The Video Script</b> Ch.12: <b>Postproduction: Linear &amp; Nonlinear Editing</b> AV: <i>Post Production</i> (VT 2342)	pp 242 - 268

Week 2	Ch.2: <b>The Production Team</b> Ch. 3: <b>Image Formation &amp; Digital Video</b> (reading not required)	pp 16 - 31
Week 3	Ch. 4: <b>The Video Camera</b> Ch. 5: <b>Operating the Camera</b>	pp 46 - 89
Week 4	Ch. 6: <b>Looking Through the Viewfinder</b>	pp 90 - 113
Week 5	<b>VIDEO PROMO DUE</b> (10% of grade) <b>TEST #1</b> (on all material covered so far) (15% of grade)	pp 116 - 149
Week 6	Ch. 7: <b>Light, Color and Lighting</b> Ch. 8: <b>Audio and Sound Control</b>	pp 150 - 183
Week 7	<b>NO CLASS:</b> Independent Production Time	pp 292 - 335
Week 8	<b>Script for :30 Spot DUE</b> Ch.14: <b>Production Environment: The Studio</b> Ch. 15: <b>Production Environment: Field &amp; Computer-Generated</b>	pp 184 - 201
Week 9	Ch. 9: <b>Graphics and Effects</b> Ch.10: <b>Switcher and Switching</b>	pp 205 - 219
Week 10	<b>On-Site Studio Visits</b>	pp 270- 290
Week 11	<b>TEST #2</b> (Covers Chapters 7-10, 14 & 15) (15% of grade) Ch. 11: <b>Video Recording</b> (text reading not required) Ch. 13: <b>Editing Principles</b>	pp 338- 357
Week 12	<b>:30 PSA or spot DUE</b> Ch.16: <b>Talent, Clothing and Makeup</b> Ch. 17: <b>Putting It All Together: Directing</b>	pp 358 - 389
Week 13	<b>NO CLASS:</b> Independent Production Time	
Week 14	<b>TEST #3</b> ( <i>all material will be covered</i> ) (20% of grade) <b>Feature Package DUE</b> (15% of grade)	



## METHODS OF INSTRUCTION

Students learn by participating in class discussions and demonstrations, field experiences, media presentations and practical exercises.

## INSTRUCTIONAL MATERIALS

Zettl, Herbert. *Video Basics 4*. Fourth Edition. Belmont, CA.: Wadsworth Publishing Co., 2004.

Burton, Robert. *Class Notes for COM 250*. Oakton Community College, 2006.