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Syllabi

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IT 601 Advanced Video Production

Douglas Penix

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IT 601
Advanced Video Production

This course presents principles of design and creation of video messages, with an emphasis on electronic field production and editing for use in the church. You will be expected to create video projects and written materials, which approach standards used in the professional world. You will, in the process, gain insight into the mechanics and processes of video production. If you and I do our jobs well, you will leave this class with a better understanding of how to create effective media messages, and a project of significance and quality.

Instructor:

Doug Penix
Director of Video Services - Information Technology
Office: BC 409
Phone: 858-2165(If I am not available you may access my voice mail at this number)
Email: doug_penix@asburyseminary.edu
Office Hours: by appointment

Prerequisite:

IT 501

Readings:

Due to the quantity of projects and seminars during the class, the readings are limited to the main textbook and handouts. Students are required to have set lab times for editing and group work.

Shyles, Leonard. Video Production Handbook. Boston and New York: Houghton Mifflin Company, 1998
Handouts

Course Objectives:

The student showing competence in this course will be able to:

•Understand how a television works.
•Identify the major steps of video production.
•Understand lighting equipment, the fundamentals of lighting design, and field lighting.
•Identify camera mounts, the electronic components of cameras, and the basic design elements of picture composition.
•Understand the nature of sound, the basic types and characteristics of microphones,
•Discuss the technical principles for creating air quality graphics, set design, basic set elements, and production phases in a set design.
•Operate the video switcher/complex effects and transitions.
•Demonstrate competency in field production, electronic news gathering, electronic field production, and multicamera remote production.
•Understand editing aesthetics and editing techniques.

•Illustrate principles of video writing and basic script formats.
•Understand producing and directing.
•Discuss the aspects of television ministry.

Course Requirements:

Attendance:
Attendance will be taken, and it is expected that each student attend class regularly. Many topics and "hands on" workshops will occur in class that are not included in the readings.

Course Projects:
At the beginning of the term, we will organize into groups of four. These groups will work together on most projects during the semester. All production projects must reach a basic professional level to be graded, including proper exposure, good audio levels, satisfactory lighting, clear labeling, cueing of tapes, and meeting stated project goals. Those projects that do not meet these requirements will have to be resubmitted before they will be graded.

Grading :
Your grade will be based on three areas; evaluation of projects, class and group participation, and peer evaluation.

Point Values		Scale	
Interview	5	90-100	A
Montage	10	80-90	B
Photoshop graphic	10	70-80	C
Commercial	10	60-70	D
Hi-Tech Presentation	10	*participation and peer evaluation	
Class show	20	will taken into consideration during	
Final Project	25	final grade determination.	
Paper and reading	10		

Additional Readings:
(not required)

Alten, Stanley R. Audio in Media, Belmont, California: Wadsworth, 1986

Browne, Stehpen E. Videotape Editing: A Postproduction Primer, Boston and
        London:Focal Press, 1989

Burrows, Thomas D.; Woods, Donald N.; and Gross, Lynne Schafer. Television
        Production: Disciplines and Techniques. Dubuque, Iowa: W.C. Brown Co., 1989.

Fielding, Ken. Introduction to Television Production. New York and London:Longman

Wurtzel, Alan; Rosenbaum, John. Television Production. New York: McGraw-Hill, 1995
Co.