

Proposal for Micro-Credential in Fundamentals of Non-Fiction Video Production

Sponsoring school: School of Arts and Sciences, American Studies/Media & Communications

A. Purpose

The Micro-Credential in Fundamentals of Non-Fiction Video Production is designed for students to develop basic video production and post-production skills for documentary, reporting or advocacy. It consists of two sequential courses: AS3247 Introduction to Video and TV (Renamed: Introduction to Multimedia Journalism, Spring 2020) followed by AS4852 Documentary Production. Students successfully completing the requirements of the Micro-Credential will be able to research, plan, write, film and edit short non-fiction videos.

B. Demand

According to a 2018 report by researchers at Strada Education Network and Emsi, a labor market analytics firm, tech firms are hiring more liberal arts majors with data showing an “increase in liberal arts backgrounds into technical areas.” The report indicates that STEM and tech employers seek students with critical thinking, problem solving, collaboration and communication skills, in addition to technical skills. At the same time, with the expansion of Internet streaming, video is a quickly growing field. According to the US Department of Labor Bureau of Labor Statistics, Film and Video Editor and Camera Operator jobs have a projected growth rate of 11% from 2018 - 2028. This is “much faster than the average for all occupations.” It should be noted that these jobs are not purely technical. Many are related to content development, journalism and creative expression. A liberal arts graduate, with the above mentioned critical thinking, problem solving, collaboration and communication skills (including strong writing skills and understanding of journalistic ethics) who also has technical credentials will be well situated to move into creative, editorial and leadership positions in this growing field.

C. Resources

Both courses are already being offered as part of American Studies' Media and Communications degree. We propose expanding American Studies' offerings of AS3247 Introduction to Video and TV by adding one additional evening section per academic year. Our existing daytime Fall and Spring sections (2/2) are filling quickly, but we can't yet reliably fill evening, weekend or summer sections, despite a need in the major for some more seats. We propose reserving M-Th daytime sections of AS3247 for majors only¹. The new night section, would be open to majors and non-majors. Because all sections of AS3247 share the same equipment and do not utilize individual student equipment checkout, no additional resources will be needed to support this one additional section. AS4852 is offered once a year and typically runs with available seat, which we hope to fill by increasing demand through this micro-credential. So to start, no additional courses will be needed to support this micro-credential.

¹ Opening seats to non-majors only if not filled after the last round of transfer advising.

If demand for this micro-credentials increases, we will need to explore adding the following resources: weekend and/or evening support (student workers) to expand the Media Innovation Center edit lab and TV studio hours; purchase of additional video equipment for AS4852 student checkouts; and accelerating our equipment refresh schedule to account for additional wear and tear.

D. Cost, Financial Aid, Stackability, and Portability

Courses for this micro-credential will be offered at the regular tuition rate. The micro-credential is stackable with the Media & Communications degree and M&C majors will be able to utilize financial aid. For students who are not Media & Communications majors, micro-credential courses will be eligible for financial aid if they fall within the college elective component of the student's degree program (as with a minor). These are regular four credit college courses and earned credits may be transferred to other SUNY institutions.

E. Title

The name "Fundamentals of Non-Fiction Video Production" is not the title of any registered degree or certificate program.

F. Assessment

The Micro-Credential will be assessed along with the other programs in the American Studies / Media & Communications department as part of its regular reviews.

G. Additional Materials

Catalog copy for the micro-credential:

The micro-credential in Fundamentals of Non-Fiction Video Production is designed for students to develop basic video production and post-production skills for documentary, reporting or advocacy. These skills include researching, storyboarding and scriptwriting, as well as basic cinematography, sound recording and non-linear editing. Students will also gain familiarity with the history, ethics, elements, and language of non-fiction media. This micro-credential consists of two sequential courses: AS3247 Introduction to Video and TV followed by AS4852 Documentary Production. Students successfully completing the requirements of the Micro-Credential will be able to research, plan, write, film and edit short non-fiction videos.

Requirements

Students are required to take 8 credits by completing two video courses with a grade of B- or higher at Old Westbury.

Required:

- AS3247 Introduction to Video and TV - 4 credits, *prerequisite* = AS2802 *Intro to Journalism & Media* (will be renamed AS2802 Multimedia Journalism in 2020 catalog)
- AS4852 Advanced Video: Documentary - 4 credits

Skills and Competencies to be Gained

Students will:

- Demonstrate the ability to use portable video cameras, tripods, microphones, portable lighting equipment, and non-linear editing systems to create original video projects;
- Use TV studio equipment, including TV cameras, audio boards, lighting boards/grids, switchers, and field production equipment such as HD cameras and microphones to produce broadcast-quality videos;
- Employ responsible journalism practices to create television content that is socially engaged and reflects the diversity of the SUNY Old Westbury community;
- Pre-produce video projects and television segments using the methods of brainstorming, researching, reaching out to potential interview subjects and pre-interviewing;
- Write engaging television scripts and interview questions;
- Tell a story using words and images;
- Understand the history, ethics, elements, and language of documentary media through critical readings, screenings, and discussions;
- Demonstrate a mastery of camera and editing techniques through production of original video work;
- Demonstrate the ability to critique and edit work for improved structure, technique, clarity and artistry;
- Produce polished short non-fiction videos and television segments ready for screening.

Proposal for Micro-Credential in Fundamentals of Television News Production

Sponsoring school: School of Arts and Sciences, American Studies/Media & Communications

A. Purpose

The Micro-Credential in Fundamentals of TV Production is designed for students to develop the foundational skills of field-video and studio television production for news reporting. It consists of two courses: AS3247 Introduction to Video and TV, followed by AS4870 Advanced TV: Studio Production. Students successfully completing the requirements of the Micro-Credential will be able to collaboratively produce TV news segments in the field and in the studio.

B. Demand

According to a 2018 report by researchers at Strada Education Network and Emsi, a labor market analytics firm, tech firms are hiring more liberal arts majors with data showing an “increase in liberal arts backgrounds into technical areas.” The report indicates that STEM and tech employers seek students with critical thinking, problem solving, collaboration and communication skills, in addition to technical skills. At the same time, with the expansion of Internet streaming, video is a quickly growing field. According to the US Department of Labor Bureau of Labor Statistics, Film and Video Editor and Camera Operator jobs have a projected growth rate of 11% from 2018 - 2028. This is “much faster than the average for all occupations.” It should be noted that these jobs are not purely technical. Many are related to content development, journalism and creative expression. A liberal arts graduate, with the above mentioned critical thinking, problem solving, collaboration and communication skills (including strong writing skills and understanding of journalistic ethics) who also has technical credentials will be well situated to move into creative, editorial and leadership positions in this growing field.

C. Resources

Both courses are already being offered as part of American Studies' Media and Communications degree. We propose expanding offerings of AS3247 Introduction to Video and TV by adding one additional evening section per academic year. Our existing daytime Fall and Spring sections (2/2) are filling quickly, but we can't yet reliably fill evening, weekend or summer sections, despite a need in the major for some more seats. We propose reserving M-Th daytime sections of AS3247 for majors only². The new night section, would be open to majors and non-majors. Because all sections of AS3247 share the same equipment and do not utilize individual student equipment checkout, no additional resources will be needed to support this one additional section. AS4870 Advanced TV: Studio Production typically is offered once a year and typically runs with available seat, which we hope to fill by increasing demand through this micro-credential. So to start, no additional courses will be needed to support this micro-credential.

² Opening seats to non-majors only if not filled after the last round of transfer advising.

If demand for this micro-credentials increases, we will need to explore adding the following resources: weekend and/or evening support for the Media Innovation Center edit lab and TV studio; purchase of additional video equipment for AS4870 student checkouts; and accelerating our equipment refresh schedule to account for additional wear and tear.

D. Cost, Financial Aid, Stackability, and Portability

Courses for this micro-credential will be offered at the regular tuition rate. The micro-credential is stackable with the Media & Communications degree and M&C majors will be able to utilize financial aid. For students who are not Media & Communications majors, micro-credential courses will be eligible for financial aid if they fall within the college elective component of the student's degree program (as with a minor). These are regular four credit college courses and earned credits may be transferred to other SUNY institutions.

E. Title

The name "Fundamentals of Television Production" is not the title of any registered degree or certificate program.

F. Assessment

The Micro-Credential will be assessed along with the other programs in the American Studies / Media & Communications department as part of its regular reviews.

G. Additional Materials

Catalog copy for the micro-credential:

The micro-credential in Fundamentals of TV Production is designed for students to develop the foundational skills of field-video and studio television production for news reporting. These skills include pre-production, field and studio camera operation, sound recording, using switchers and prompts, graphics and advanced non-linear editing. Students will also gain an understanding of live/live-to-tape studio production workflows and responsible journalism practices. This micro-credential consists of two courses: AS3247 Introduction to Video and TV, followed by AS4870 Advanced TV: Studio Production. Students successfully completing the requirements of the Micro- Credential will be able to collaboratively produce news segments in the field and in the studio.

Requirements

Students are required to take 8 credits by completing two video courses with a grade of B- or higher at Old Westbury.

Required:

- AS3247 Introduction to Video and TV - 4 credits (prerequisite = AS2802 Intro to Journalism & Media)
- AS4870 Advanced TV: Studio Production - 4 credits

Skills and Competencies to be Gained

Students who complete these courses at the stipulated level will:

- Demonstrate the ability to use portable video cameras, tripods, microphones, portable lighting equipment, and non-linear editing systems to create original video projects;
- Use TV studio equipment, including TV cameras, audio boards, lighting boards/grids, switchers, and field production equipment such as HD cameras and microphones to produce broadcast-quality videos;
- Use advanced post-production techniques to edit videos;
- Employ responsible journalism practices to create television content that is socially engaged and reflects the diversity of the SUNY Old Westbury community;
- Pre-produce video projects and television segments using the methods of brainstorming, researching, reaching out to potential interview subjects and pre-interviewing;
- Write engaging television scripts and interview questions;
- Tell a story using words and images;
- Create polished video projects and television shows ready for public screening.

Micro-Credential in Advanced TV/Video Production

Sponsoring school: School of Arts and Sciences, American Studies/Media & Communications

A. Purpose

The Micro-Credential in Advanced TV/Video Production is designed for students who wish to refine skills for creating high production value television programs and videos. Through project based learning students will work toward creating a strong portfolio of video or TV work samples for graduate school or entry level work placements. This micro-credential consists of two courses. Students pick one of three options: AS4965 Video In Action, AS4935 TV In Action or AS9000 Senior Media Fellow followed by AS5725 Senior Media Portfolio. Students successfully completing the requirements of the Micro- Credential will leave with an online portfolio showcasing short video or TV segments.

B. Demand

According to a 2018 report by researchers at Strada Education Network and Emsi, a labor market analytics firm, tech firms are hiring more liberal arts majors with data showing an “increase in liberal arts backgrounds into technical areas.” The report indicates that STEM and tech employers seek students with critical thinking, problem solving, collaboration and communication skills, in addition to technical skills. At the same time, with the expansion of Internet streaming, video is a quickly growing field. According to the US Department of Labor Bureau of Labor Statistics, Film and Video Editor and Camera Operator jobs have a projected growth rate of 11% from 2018 - 2028. This is “much faster than the average for all occupations.” It should be noted that these jobs are not purely technical. Many are related to content development, journalism and creative expression. A liberal arts graduate, with the above mentioned critical thinking, problem solving, collaboration and communication skills (including strong writing skills and understanding of journalistic ethics) who also has technical credentials will be well situated to move into creative, editorial and leadership positions in this growing field.

C. Resources

All four related courses are already being offered as part of American Studies' Media and Communications degree. AS5725 Senior Media Portfolio is offered every semester and typically runs with available seats. We hope to fill these open seats by increasing demand through this micro-credential. We offer AS4965 Video In Action and AS4935 TV in Action every other year (alternating years) and both typically run with available seats, which we hope to fill by expanding demand through this microcredential. If this microcredential increases demand, we will expand offerings to run both courses annually (alternating semesters). AS9000 Senior Media Fellow, like Internship, functions as an independent study for advanced TV and video students to complete work under a faculty mentor, so this option is available every semester but only for our most advanced students. AS4935 TV in Action is studio based, so requires no additional equipment beyond the cameras set aside for OWTV reporting. AS4965 Video In Action can utilize the cameras set aside for AS4852 Advanced Video: Documentary, with those courses alternating semesters. If demand increases, AS4935 and/or AS4965 could run during summer

sessions with no additional equipment resources. To start, no additional courses will be needed to support this micro-credential.

If demand for this micro-credentials increases, we will need to explore adding the following resources: weekend and/or evening support for the Media Innovation Center edit lab and TV studio; purchase of additional video equipment for AS4935, AS4965, AS9000 and AS5725 student checkouts; and accelerating our equipment refresh schedule to account for additional wear and tear.

D. Cost, Financial Aid, Stackability, and Portability

Courses for this micro-credential will be offered at the regular tuition rate. The micro-credential is stackable with the Media & Communications degree and M&C majors will be able to utilize financial aid. For students who are not Media & Communications majors, micro-credential courses will be eligible for financial aid if they fall within the college elective component of the student's degree program (as with a minor). These are regular four credit college courses and earned credits may be transferred to other SUNY institutions.

E. Title

The name “**Advanced TV/Video Production**” is not the title of any registered degree or certificate program.

F. Assessment

The Micro-Credential will be assessed along with the other programs in the American Studies / Media & Communications department as part of its regular reviews.

G. Additional Materials

Catalog copy for the micro-credential:

The **Micro-Credential in Advanced TV/Video Production** is designed for students who wish to refine skills for creating high production value television programs and videos. Students will employ advanced documentary and television production and post-production techniques to create professional - level TV/Video projects and create demo reels / web portfolios highlighting skills and creative work. This micro-credential consists of two courses. Students pick one of three options: AS4965 Video In Action, AS4935 TV In Action or AS9000 Senior Media Fellow followed by AS5725 Senior Media Portfolio. Students successfully completing the requirements of the Micro- Credential will leave with an online portfolio showcasing short video or TV segments.

Requirements

Students are required to take 8 credits by completing two video courses with a grade of B- or higher at Old Westbury.

Pick One:

- AS4935 TV In Action - 4 credits
- AS4965 Video In Action - 4 credits
- AS9000 Senior Media Fellow - 4 credits

Followed by:

- AS5725 Senior Media Portfolio

Students must take 8 credits at Old Westbury.

Skills and Competencies to be Gained

Students who complete these courses at the stipulated level will:

- Demonstrate technical proficiency in video and/or TV production.
- Create polished creative video and/or TV work samples
- Design a polished online portfolio of video or TV work samples
- Understand strategies for responsible journalism to create video and/or TV content that adhere to industry ethics and reflects the diversity of the SUNY Old Westbury community.

Appendix: Course Periodicity and Enrollment

AS3247 Introduction to Video and TV, Sections and Enrollment 2014 - 2019

Term	Sections	Seats/ Enrollment	Total Seats	Open Seats
Fall 2019	2	18/18, 18/17	36	1
Spring 2019	2	18/18, 18/17	36	1
Fall 2018	2	18/15, 18/10	36	11
Spring 2018	2	17/17, 17/17	34	0
Fall 2017	2	18/9, 18/17	36	10
Spring 2017	2	17/15, 17/16	34	3
Fall 2016	2	18/18, 18/12	36	6
Spring 2016	1	17/17	17	0
Fall 2015	2	17/17, 17/16	34	1
Spring 2015	1	17/17	17	0
Fall 2014	1	18/18	18	0
Spring 2014	1	18/18	18	0

Available Seats in Advanced TV & Video Mico-certificate Courses, 2017 - 2019

Term	Adv Certificate Class Options Offered	Enrollment	Cap	Open Seats
Fall 2019	AS4852 Advanced Video: Doc	13	17	4
Spring 2019	AS 4935 TV In Action	14	18	4
Fall 2018	AS4852 Advanced Video: Doc	12	17	5
Spring 2018	AS4965 Video In Action	9	17	8
Fall 2017	AS4852 Advanced Video: Doc	17	17	0
Spring 2016	none	0	0	0
Fall 2016	AS4870 Adv TV: Studio Production	17	18	-1

