

# BUTTE COLLEGE

## COURSE OUTLINE

### I. CATALOG DESCRIPTION

**RTVF 55 - Music Video Production**

**3 Unit(s)**

**Prerequisite(s):** NONE

**Recommended Prep:** Reading Level IV; English Level III; Math Level I

**Transfer Status:** CSU

34 hours Lecture

51 hours Lab

This course introduces students to the process of producing video and audio recordings of live musical performances. Students will work as the television studio crew recording live musical performances and will learn basic techniques including lighting, sound recording, video directing, camera operations, and production planning.

### II. OBJECTIVES

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

- A. Analyze and plan a music video production based on staging design, power requirements, audio characteristics, and lighting demands.
- B. Set up and operate a video camera as part of a music production crew.
- C. Operate a video switcher as part of a video production under the supervision of the director.
- D. Operate the graphics generator under the supervision of the director during a music video production.
- E. Set up and operate the audio support system during a music video production.
- F. Supervise and communicate with a video crew during a music video production.

### III. COURSE CONTENT

#### **A. Unit Titles/Suggested Time Schedule**

##### Lecture

<u>Topics</u>	<u>Hours</u>
1. Introduction to music video production	4.00
2. Studio set design for a live music performance video recording	5.00
3. Setup and operation of the handheld and tripod video camera	5.00
4. Setup and operation of the audio mixer and microphones	5.00
5. Setup and design of lighting for video production	4.00
6. Technical Directing: switcher operations	4.00
7. Video Directing: communicating with cast and crew	4.00
8. Staging for music video production	3.00
Total Hours	34.00

##### Lab

<u>Topics</u>	<u>Hours</u>
1. Setup and operation of the TV studio	7.00
2. Setup and operation of the handheld and tripod video camera	8.00
3. Setup and operation of the audio mixer and microphones	8.00
4. Setup and design of lighting for the video production	7.00

5. Technical Directing: switcher operations	7.00
6. Video Directing: communicating with cast and crew	7.00
7. Staging for music video production	7.00
Total Hours	51.00

#### **IV. METHODS OF INSTRUCTION**

- A. Lecture
- B. Guest Speakers
- C. Collaborative Group Work
- D. Class Activities
- E. Homework: Students are required to complete two hours of outside-of-class homework for each hour of lecture
- F. Discussion
- G. Demonstrations
- H. Problem-Solving Sessions

#### **V. METHODS OF EVALUATION**

- A. Projects
- B. Homework
- C. Written Assignments
- D. Mid-term and final examinations

#### **VI. EXAMPLES OF ASSIGNMENTS**

- A. Reading Assignments
  1. Read the chapter in the class text about studio camera operations with a focus on the three basic types of camera shots in terms of distance to the subject. Complete the study guide questions and be prepared to demonstrate the basic camera shots and other camera operations in class.
  2. Read the chapter in the class text about communications between director and crew. Complete the study guide quiz and be prepared to demonstrate at least five basic intercom verbal commands a director would give a video production crew to accomplish specific tasks during a live performance recording.
- B. Writing Assignments
  1. Review a selected list of live musical performance video recordings. In 2-3 pages analyze them in terms of how well they used techniques such as lighting, audio, videography, computer graphics, set design, and staging to enhance the presentation.
  2. Read the chapter in the textbook on preparing a program proposal to attract funding support from potential advertisers or underwriters. Write a 2-3 page program proposal for a potential financial backer detailing the scope of the production including such items as program length, feature performers, technical requirements, location issues, staffing needs, target audience.
- C. Out-of-Class Assignments
  1. Use an online job search database such as [entertainmentcareers.net](http://entertainmentcareers.net) to identify audio/video production career opportunities in California and the United States. Describe at least three potential jobs in terms of location, job tasks, salary and experience required.
  2. Prepare a 3-5 page production plan for a studio recording of a live musical performance. Be sure to include specific details about such items as lighting and audio set-ups, crew assignments, performance sequences, computer graphics requirements, legal releases/permissions, live feed arrangements and artist relations.

## VII. RECOMMENDED MATERIALS OF INSTRUCTION

Textbooks:

A. Zettl, H. Television Production Handbook. 11 Edition. Cengage Learning, 2011.

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