

Las Positas College
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Course Outline for PHTO 69

INTERMEDIATE VIDEOGRAPHY

Effective: Fall 2018

I. CATALOG DESCRIPTION:

PHTO 69 — INTERMEDIATE VIDEOGRAPHY — 3.00 units

This course covers intermediate level digital video production to integrate and build upon prior video making skills. emphasis is on creative expression, improving all production values, edited quality of finished presentation, distribution of quality video piece to festivals and the web. Class is taught on the Macintosh computer platform.

2.00 Units Lecture 1.00 Units Lab

Strongly Recommended

PHTO 58 - Introduction to Videography
with a minimum grade of C

Grading Methods:

Letter or P/NP

Discipline:

- Photography

	MIN
Lecture Hours:	36.00
Expected Outside of Class Hours:	72.00
Lab Hours:	54.00
Total Hours:	162.00

II. NUMBER OF TIMES COURSE MAY BE TAKEN FOR CREDIT: 1

III. PREREQUISITE AND/OR ADVISORY SKILLS:

Before entering this course, it is strongly recommended that the student should be able to:

A. PHTO58

1. Identify essential roles, phases, and tools for editing a video project
2. Organize, prioritize, and plan sequences of tasks related to video editing project
3. Use a major video editing program to produce completed compositions combining video, sound, and titles
4. Assemble video and sound clips based on an edit-decision list (EDL)
5. Evaluate the efficacy of a video/sound composition
6. Apply effective communication skills in order to work creatively on a small project team
7. Assemble sound, graphics, and typography into a video composition

IV. MEASURABLE OBJECTIVES:

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

- A. Produce a short-format (10 minute) documentary or fictional narrative digital video piece
- B. Manage all aspects of producing a video including pre-production to final distribution of edited piece
- C. Edit a short-format (10 minutes) video piece on Final Cut Express HD, utilizing both industry-standard techniques and aesthetics
- D. Utilize field-recording equipment, such as off-camera microphones and audio mixers to improve sound quality of footage
- E. Utilize post-production sound editing software to improve audio quality of final project
- F. Use blue/green screen technology in tandem with editing software to composite multiple video images
- G. Write a finished script in proper format for final video project
- H. Organize and manage a production team to fill jobs such as sound recordist, gaffer, director of photography, etc.
- I. Locate, audition, select and direct acting talent for production of videos
- J. Compress video footage into video files for distribution on the web

V. CONTENT:

A. Overview

1. Process, procedure and techniques of producing a short-format (10 min.) documentary or fictional narrative video project
2. Business, educational and cultural opportunities in the video industry

3. Improve existing editing skills by completing a complex final project with advanced editing software
4. Enhance understanding and ability to control audio design and quality in a video production
5. Work creatively in a collaborative environment while managing a video production project
- B. Pre-production
 1. Scriptwriting using industry-standard style formatting
 2. Storyboarding of final script
 3. Project planning from script to distribution
 4. Location, choosing and managing a production crew and on-screen talent
 5. Production design
 6. Location scouting and selection
- C. Production
 1. Lighting for interviews, mixed-light sources, different moods, etc.
 2. Shooting video footage utilizing more sophisticated cinematography
 3. Field recording using off-camera microphones and monitored audio levels
 4. Making and utilizing low-cost substitutes for expensive equipment
 5. SDTV vs. HDTV formats
- D. Post-production
 1. Organizing footage into a coherent and entertaining story
 2. Importing and logging video clips
 3. Incorporating field recordings, music, narration and other sound effects to sweeten sound
 4. Superimposition of video images using green/blue screen techniques
 5. Designing titles and credits using typography and animation effects during editing
 6. Incorporating still photos, 8mm film, cell phone footage, and other low-tech imagery into a video project to increase visual interest
 7. Outputting projects on media such as digital videotape, DVD and hard-drive
- E. Distribution
 1. Submitting video project to festivals for competition
 2. Circulating video project on the www using online video content providers like YouTube and others.

VI. METHODS OF INSTRUCTION:

- A. **Research** -
- B. **Student Presentations** -
- C. **Lab** -
- D. **Field Trips** -
- E. **Lecture** -
- F. Group/team problem solving exercises
- G. Individual and group critique
- H. **Discussion** -
 - I. laboratory demonstration
- J. Media examples
- K. Reading and writing assignments

VII. TYPICAL ASSIGNMENTS:

- A. Read a chapter from the text and, using what you've learned, export your project to QT for distribution on the web.
- B. Write a script for a short video piece using industry standard script formatting style.
- C. Analyze the editing techniques and styles of a video sequence from a professional video and write a short essay on what you have observed.
- D. Produce a short documentary or fictional narrative video piece of no less than 10 minutes in length.
- E. Prepare a storyboard for a short-format video piece from a script.
- F. Brainstorm script ideas with a production group.
- G. Collaborate with other campus entities on projects.
- H. Hold auditions for roles.
- I. Work on advanced sound recording and music editing.

VIII. EVALUATION:

- A. **Methods**
 1. Exams/Tests
 2. Quizzes
 3. Research Projects
 4. Papers
 5. Oral Presentation
 6. Projects
 7. Field Trips
 8. Group Projects
 9. Class Participation
 10. Class Work
 11. Home Work
 12. Lab Activities
- B. **Frequency**
 1. One midterm
 2. Chapter quizzes
 3. One research projects
 4. One paper
 5. Five oral presentations
 6. Two individual projects
 7. One field trip
 8. Three group projects
 9. Daily class participation, work, and lab activities
 10. Three home work assignments

IX. TYPICAL TEXTS:

1. Owens, Jim. *Video Production Handbook*. 6th ed., Rutledge, 2017.
2. Lancaster, Kurt. *DSLR Cinema*. 3rd ed., Rutledge, 2017.
3. Faust, Jim, Edward Fink, and Lynne Gross. *Video Production Handbook*. 12th ed., Rutledge, 2018.
4. Landau, David. *Lighting for Cinematography: A practical Guide*. 2nd ed., Bloomsbury Publishing Inc., 2014.

X. OTHER MATERIALS REQUIRED OF STUDENTS:

- A. SD Card
- B. Digital SLR (Video capable) or HD video camera (optional)
- C. High capacity USB drive
- D. Headphones (optional)
- E. External Hard-Drive (optional)