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Course Outline for MSCM 35
INTRO TO VIDEO JOURNALISM
Effective: Fall 2008

I. CATALOG DESCRIPTION:

MSCM 35 — INTRO TO VIDEO JOURNALISM — 3.00 units

The fundamentals of using digital video and audio for online reporting for campus media. Understanding the role of video journalism in relation to the increasing convergence of print, broadcast, and online media. Introduction to the legal and ethical issues in the recording or videotaping of news sources. Emphasis is placed upon the methods and techniques of video journalism, including scripting, storyboarding, digital video camera use, lighting, sound, and editing with video editing software such as FinalCut Pro.

1.00 Units Lecture 2.00 Units Lab

Grading Methods:

Letter or P/NP

Discipline:

	MIN
Lecture Hours:	18.00
Lab Hours:	108.00
Total Hours:	126.00

II. NUMBER OF TIMES COURSE MAY BE TAKEN FOR CREDIT: 4

III. PREREQUISITE AND/OR ADVISORY SKILLS:

IV. MEASURABLE OBJECTIVES:

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

- A. demonstrate understanding and use of all components of a prosumer-level digital video camera including light meter, aperture, shutter speed, manual focusing, and light filter;
- B. edit digital video and audio using video editing software such as FinalCut Pro;
- C. apply conventions of journalism to newsgathering and video production;
- D. effectively use scripting and storyboards for pre-production in journalism;
- E. adequately light a scene and adjust camera filter for video recording;
- F. use omni-directional and shotgun microphone for sound recording;
- G. show an understanding of basic components of video journalism including use of stand-ins and camera movements;
- H. demonstrate an understanding of basic elements of composition;
 - I. use Photoshop to edit still photographs to integrate into video;
 - J. author DVDs containing multiple videos;
- K. upload videos online;
- L. execute a production from start to finish that creates a finished video for integration into the web sites of the other college media;
- M. explain basic legal and ethical issues related to recording or videotaping news sources;
- N. critique videos and identify specific areas in which improvement can be made.

V. CONTENT:

- A. Use of equipment in video production
 - 1. Video camera
 - 2. Light meter
 - 3. Omni-directional and shotgun microphones
 - 4. Tripod
- B. Introduction and practice with video and audio editing
 - 1. iMovie
 - 2. FinalCut Pro
 - a. Three point editing
 - b. Fades and transitions
 - c. Stills
 - d. Audio
- C. Conventions of video journalism
 - 1. Research
 - 2. Questions and interviewing
 - 3. The role of video journalism in converging media
- D. Scripting and storyboarding

1. Identifying and scouting for stories
2. Brainstorming and scripting
3. Storyboarding
 - a. Scenes and shots
 - b. Framing
 - c. Camera movement
 - d. Stills
 - e. Stand-ins
 - f. Equipment and crew organization
- E. Video production using a digital camera
 1. Aperture, shutter speed, and depth of field
 2. Light filters
 3. Focusing
 4. Lighting
 5. Tripod use
- F. Sound during video production
 1. Omni-directional microphones
 2. Shotgun microphones
- G. Video journalism techniques
 1. Interviewing
 2. Use of stand-ins
 3. Camera movement
- H. Composition in video production
 1. Still photos in video production using Photoshop
- J. DVD authoring
- K. Integration of videos on web sites and online viewing
- L. Working to create and improve video through collaboration with team members and the college media
- M. Introduction to legal and ethical concerns in video journalism
- N. Critique and analysis of digital videos

VI. METHODS OF INSTRUCTION:

- A. In-class demonstration of equipment and software use
- B. Lectures covering all three phases of production
- C. Viewing and evaluation of current online video journalism
- D. Reading of contemporary topics concerning online media
- E. **Field Trips** -
- F. Individual conferences about work produced
- G. Coached supervision during lab sessions
- H. **Guest Lecturers** -
- I. Conduct group critiques of issues for strengths and weaknesses

VII. TYPICAL ASSIGNMENTS:

- A. Storyboards: 1. Create a storyboard outlining all scenes, camera movements, stills and narration. 2. Include responsibilities of sound and lighting technician. B. Shooting: Shoot all scenes of video as sequenced in storyboard without editing during post-production. C. FinalCut Pro: Edit identical reel in two styles: the first conveying opinion, the second conveying truth.

VIII. EVALUATION:

A. **Methods**

B. **Frequency**

1. Deadlines, critiques, and exercises are bi-weekly.
2. Semester-long preparation of portfolio work.

IX. TYPICAL TEXTS:

1. Kawamoto, Kevin *Digital Journalism: Emerging Media & the Changing Horizons of Journalism.*, Rowman & Littlefield, 2003.
2. Pavlik, John *Journalism and New Media.*, Kegan Paul Intl, 2001.
3. Quinn, Stephen and Vincent Filak *Convergent Journalism: An Introduction – Writing and Producing across Media.*, Elsevier, 2005.

X. OTHER MATERIALS REQUIRED OF STUDENTS:

- A. Flash drive, mini-DV cassettes, Blank DVDs, notebook