

I. COURSE INFORMATION

- A. PRO212 Digital Video Production II
- B. 3 Credit Hours
- C. Compesi, Ronald and Jaime Gomez. *Introduction to Video Production*. 2nd ed. UK: Routledge Publisher, 2017
- D. Prerequisites: PROXXX Digital Video Production I

II. COURSE DESCRIPTION

In this applied learning course, students will continue to learn digital video production methods, from the initial concept to production to final product marketing. Through individual and group projects, students will create digital video productions. Best practices in storytelling, videography, non-linear editing, and marketing are addressed and applied. Students will build on concepts learned in Digital Video Production I and further explore the pre-production, production, and post-production process.

III. LEARNING OUTCOMES

- A. Integrate the principles of storytelling into a digital video production
- B. Identify finance and legal issues involved with digital video production
- C. Explain the theory of editing
- D. Develop a marketing strategy
- E. Demonstrate the ability to function in multiple crew positions on a video production
- F. Demonstrate basic proficiency with a non-linear digital video editing
 - a. Importing and exporting a sequence
 - b. Mixing multiple audio tracks
 - c. Performing basic video edits
 - d. Applying basic color correction
 - e. Performing basic title creation
- G. Create a short, professional quality digital video for online screening

IV. MAJOR CONTENT AREAS

- A. Videography basics
- B. Storytelling
- C. Audio and lighting
- D. Pre-production
- E. Production (the shoot)
- F. Post-production
- G. Finance and legal issues
- H. Marketing

V. ASSIGNMENTS (may include but are not limited to)

- A. Projects
- B. Presentations
- C. Readings

VI. EVALUATION METHODS (may include but are not limited to)

- A. Projects
- B. Exams
- C. Presentations