

JEFFERSON COLLEGE
COURSE SYLLABUS

COM 250
TELEVISION PRODUCTION II
3 Credit Hours

Prepared by:
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By: Matt Keeney

Ms. Shirley Davenport, Dean of Arts & Science Education

COM250 Television Production II

I. CATALOG DESCRIPTION

- A. Prerequisites: COM 150 with a grade of C or better and Reading Proficiency
- B. 3 semester hours credit
- C. Television Production II emphasizes individual production of short television features through the production techniques of planning, shooting, and editing. This course includes news packages, news features, commercials, and control room post production editing. (F,S)

II. EXPECTED LEARNING OUTCOMES/CORRESPONDING ASSESSMENT MEASURES

Expected Learning Outcomes	Assessment Measures
Operate the basic functions of video switcher equipment.	Studio Shoot Projects
Operate studio lighting.	Studio Shoot Projects
Identify and apply the basic literacy elements used in video production including: color, composition, camera movement, point of view, audio, lighting, editing, etc.	Classroom Discussion Studio Shoot Projects News Package Projects
Identify and operate advanced functions of nonlinear editing software. Emphasis will be placed on splice, overwrite and trim editing modes, title tools and effects editing.	News Package Projects
Demonstrate the ability to conduct a professional interview with emphasis on writing and research.	Studio Shoot Projects News Package Projects
Demonstrate the ability to perform on-air anchoring segments and on-air reporter stand-ups. Emphasis will be placed on vocal pitch, rate, inflection, gestures, facial expressions and eye contact.	Studio Shoot Projects News Package Projects
Demonstrate the ability to produce a news segment. Emphasis will be placed on news judgment and using an objective method.	Studio Shoot Projects
Identify terminology used in the television industry.	News Package Projects Local News Critique Paper

III. OUTLINE OF TOPICS

- A. The Television News Industry
 - 1. Job responsibilities of those working in television
 - 2. Research on pay, re-location, and work hours
 - 3. Types of story formats used in television news
- B. Types of Cameras, Camcorders and Camcorder Mounts
 - 1. Studio Cameras and Camcorders
 - 2. Field Camcorders
 - 3. Tripods
 - 4. Shoulder and Hand-Held Operation
- C. Studio Production Operational Features
 - 1. Video Switcher
 - 2. Camera Angles
 - 3. Audio Mixing
 - 4. Floor/Technical Directing
- D. On-Air Performance
 - 1. Using the Teleprompter
 - 2. Voice inflection, rate and pitch
 - 3. Nonverbal cues
- E. Lighting
 - 1. Types of Light
 - 2. Studio Lighting
- F. Audio
 - 1. Types of Microphones and How They Are Used
 - 2. Monitoring Audio Levels
 - 3. Audio Cords
- G. Editing
 - 1. Nonlinear vs. Linear
 - 2. Nonlinear Software Organization and Techniques
 - 3. Editing Principles
- H. Writing for News
 - 1. News Judgment
 - 2. Using an Objective News Gathering Method

IV. METHODS OF INSTRUCTION

- A. Instructor Lectures

- B. Lab Instruction
- C. Textbook Readings
- D. In-Class Videos and Discussions
- E. Group Studio Shoot Project
- F. Small Group News Package Project

V. REQUIRED TEXTBOOKS

Zettl, Herbert. *Video Basics*, current edition, Wadsworth.

VI. REQUIRED MATERIALS

- A. Internet Access
- B. Access to Television News (local, satellite or cable)

VII. SUPPLEMENTAL MATERIALS

None

VIII. METHOD OF EVALUATION

- A. Studio Shoot Projects
- B. News Package Projects
- C. Local News Critique Paper
- D. Classroom Discussion

IX. ADA AA STATEMENT

Any student requiring special accommodations should inform the instructor and the Coordinator of Disability Support Services in the Library, phone 636-481-3169.

X. ACADEMIC HONESTY STATEMENT

All students are responsible for complying with campus policies as stated in the Student Handbook (see college website, http://www.jeffco.edu/jeffco/index.php?option=com_weblinks&catid=26&Itemid=84)

XI. ATTENDANCE POLICY

Students earn their financial aid by regularly attending and actively participating in their coursework. If a student does not actively participate, he/she may have to return financial aid funds. Consult the College Catalog or a Student Financial Services representative for more details.