Course Number: CMN 141
Course Title: Introduction to TV Production
Credits: 3

Hours: 2 Lecture/2 Lab
Co- or Pre-requisite: None

Catalog description (2013 Catalog): Basic theory and operation of TV production equipment including camera, switcher, character generator, prompter, audio console, and lighting. Following study of studio procedure, students plan, produce, write, and direct several short video productions.

Is course New, Revised, or Modified? Revised


Revision date: Spring 2014
Course coordinator: Barry Levy, X 465, levyb@mccc.edu
Course goals:

The student will be able to:

- Define and describe basic theory, techniques and procedures of television production.
- Demonstrate practical working knowledge of the studio and control room equipment.
- List current practices and problems within the television industry.
- Summarize the importance of team work in the television industry.
- Identify employment opportunities in the television industry.

Units of study in detail

Unit I Introduction to Television

The student will be able to:

1. Summarize the history of television.
2. Define and explain in their own words common terms associated with the television industry.
3. Explain the relationship between target audience and advertising revenue.
4. Describe job opportunities in the television/video production industry.
5. List the differences between a studio production and field production.
6. Describe the roles and responsibilities of individuals during a studio production.
7. List the evolution of technology utilized in studio productions.
8. Describe the production process
9. Describe the function of the program department of a TV station and cable system, and the organization of industrial or private TV facilities.

Unit II: The Camera

The student will be able to:

1. Explain in his / her words the basic devices of the studio camera (Camera, Lens, Viewfinder)
2. Describe the concepts of proper image composition.
3. Demonstrate how to properly use the studio pedestal.
4. Demonstrate how to pan the camera.
5. Demonstrate how to zoom the camera.
6. Demonstrate how to dolly the camera.
7. Demonstrate how to tilt the camera.
8. Demonstrate how to truck/track the camera.
9. Demonstrate how to focus the camera.
10. Demonstrate how to properly frame a shot.
11. List and describe the five basic field of view shots (Extreme Long shot, Long Shot, Medium Shot, Close Up, Extreme Close UP).
12. Identify and describe how to use a BNC cable.
13. Illustrate the importance of white balancing.

Unit III: Studio Lighting

The student will be able to:
1. Recall safety procedures for studio lighting.
2. List and describe the photographic principle.
3. Demonstrate how to properly hang a studio light.
4. Demonstrate how to properly utilize the horizon computer lighting system.
5. Differentiate between a floodlight and a spotlight.
6. Describe the components of a basic studio light.
7. Differentiate between a well lit shot and a poorly lit shot.
8. Draw and describe a lighting plot.
9. Describe the role of the Lighting Director.
10. Demonstrate how to properly light a basic studio production.

Unit IV: Audio

The student will be able to:
1. Define and describe in their own words terms associated with audio production.
2. Demonstrate how to use the studio snake.
3. Demonstrate how to use the audio mixer board.
4. Describe and demonstrate how and when to use a lavaliere microphone.
5. Describe and demonstrate how and when to use a shotgun microphone.
6. Describe and demonstrate how and when to use a handheld microphone.
7. Differentiate between good quality and poor quality audio production.
8. Identify and describe how to use an XLR cable.
9. Demonstrate and describe the importance of “laying down” bars and tone.
10. Demonstrate how to read a VU meter.
11. Demonstrate how to record audio for a basic studio production.
**Unit V: Pre-Production**

*The student will be able to:*

1. Identify the value of quality pre-production.
2. Demonstrate how to create and read a storyboard.
3. Demonstrate how to write/read a production script.
4. Describe the roles of a writer, producer, and director in the pre-production process.
5. Compare and contrast high quality pre-production vs. low quality pre-production.
6. Write a basic television production.

**Unit VI: Technical Director (Switcher)**

*The student will be able to:*

1. Demonstrate how to use the studio Video switcher.
2. Identify and comprehend key words associated with the role of technical director VTR, MLE 1, MLE 2, Downstream Keyer, Fade, Wipe, etc…
3. Describe the importance of the relationship between the director and technical director
4. Technically direct a basic television production.

**Unit VII: Director**

*The student will be able to:*

1. Demonstrate how to direct a live studio production.
2. Identify and comprehend key words associated with the role of director.
3. List the lingo associated with directing take, standby, preview, etc.
4. Describe the importance of the relationship between the director and the technical director.
5. Describe the importance of the relationship between the director and the rest of the production crew.

**Unit VIII: Graphics**

*The student will be able to:*

1. Demonstrate how to use the Character Generator graphics machine.
2. List and define key concepts associated with broadcast graphics including Lower third, over the shoulder and Chroma Key.
3. Describe the importance of the relationship between the director and the CG operator.
4. Create broadcast ready images utilizing current graphic programs.
**Evaluation of student learning:**

<table>
<thead>
<tr>
<th>Evaluation Tools</th>
<th>Percentage of Grade</th>
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<tbody>
<tr>
<td>Series of quizzes designed to evaluate the student's knowledge and comprehension of the textbook assignments and lecture material</td>
<td>20%</td>
</tr>
<tr>
<td>Ability to demonstrate practical working knowledge of the various pieces of studio and control room equipment</td>
<td>20%</td>
</tr>
<tr>
<td>Participation in, and technical contribution to, Final Project studio rotations</td>
<td>15%</td>
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<tr>
<td>Preparation and presentation of pre-production paperwork to include, but not limited to, concept development, scripts, shot sheets, and floor plans.</td>
<td>20%</td>
</tr>
<tr>
<td>Final Project: writing, producing, and directing an original one to two minute studio production</td>
<td>25%</td>
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**Academic Integrity Statement:**

Students are expected to comply with the college-wide requirements for academic integrity. Mercer County Community College is committed to Academic Integrity—the honest, fair, and continuing pursuit of knowledge, free from fraud or deception. This implies that students are expected to be responsible for their own work. Presenting another individual’s work as one’s own and receiving excessive help from another individual will qualify as a violation of Academic Integrity. The entire policy on Academic Integrity is located in the Student handbook and is found on the college website (http://www.mccc.edu/admissions_policies_integrity.shtml).