# COURSE OUTLINE

Revised Spring 2014

<table>
<thead>
<tr>
<th>Course Number</th>
<th>Course Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>CMN 242</td>
<td>Advanced Film Production</td>
<td>3</td>
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</tbody>
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Hours: 2 Lecture /2 Lab

Co- or Pre-requisite: Pre-requisite CMN 142,243

Catalog description (2013 Catalog): Advanced television students enhance knowledge and skills while writing, editing, producing, and marketing a short film or documentary. Students apply pre-production, production and post-productions skills with the goal of competing in a television program film festival.

Is course New, Revised, or Modified? Revised

Required texts/other materials: None

Revision date: Spring 2014  
Course coordinator: Barry Levy, X 3465, levyb@mccc.edu
Course goals:

The student will be able to:

- Complete a short film or documentary for entry into a campus run film festival. (No longer than 25 minutes in length)
- Summarize the value of teamwork in video production.
- Assess and evaluate media from all aspects of video production (pre-production, production, post-production, hiring talent, marketing, web based video, hiring and managing a crew)
- Demonstrate practical working knowledge of advanced non-linear editing platforms.
- Demonstrate practical working knowledge of digital imaging and motion graphics software.
- Demonstrate practical working knowledge of audio production software.
- Describe the value of marketing a video production.
- Prioritize and balance production workload (pre-production, visual effects, audio effects etc...)
- Choose and evaluate talent and locations for productions.
- Assesses and evaluate the overall quality of video productions.
- Illustrate the relationship between quality pre-production planning and final-production output.
- Identify current and future employment opportunities in video production in various forms of the industry, including but not limited to multimedia, distance learning, education, web design, and high definition.
- Summarize the importance of having a high quality portfolio.

Units of study in detail.

Unit I: (Pre-Production)

The student will be able to:

1. Recall and implement pre production principles to create a high quality video production
2. Create goals and objectives for finished video production.
3. Identify potential hurdles for video production.
4. Identify target audience for video production.
5. Write screenplay and create effective storyboards.
6. Identify and recruit talent for productions.
7. Summarize creative vision and present to talent crew.
8. Discuss and debate concepts talent and crew.
9. Debate and discuss concepts with peers.
10. Design a quality shooting script.
11. Create an effective shooting schedule.
Unit II: Production
The student will be able to:

1. Recall and implement production principles to create effective video productions.
2. Evaluate proper image composition.
3. Demonstrate how to direct a field production.
4. Demonstrate how to be part of a crew for a field production.
5. Demonstrate how to record audio for a field production.
6. Demonstrate how to work within a team for a field production.
7. Demonstrate how to work with on screen talent for a field production.
8. Compare and contrast differing video angles for desired shots.
9. Develop effective shooting schedule with peers.
10. Design and formulate a production plan to meet desired goal.
11. Integrate practical working knowledge of proper EFP practices and theories to create production.
12. State the rationale for effective logging of all recorded camera footage.
13. Summarize three-point field lighting techniques.
14. Compare and contrast lighting quality on location.
15. Evaluate and choose required microphones for field productions.
16. Evaluate recorded image quality.

Unit III: Sound
The student will be able to:

1. Identify proper microphone to utilize for field productions.
2. Combine various forms of audio (naturals sound, voiceover, SFX, ambient noise) for final production.
3. Evaluate and edit audio for final video production.
4. Choose effective background music for final video production.

Unit IV: Post-Production
The student will be able to:

1. Analyze and evaluate various forms of production (sound, video, graphics, on screen performances)
2. Demonstrate practical working knowledge of a non-linear editing platform.
3. Recall and implement editing and post-production principles to create effective video productions.
4. Evaluate and implement effective graphics, images and fonts to present information on video production.
5. Arrange sound and video into logical informational chunks.
6. Discuss post-production problems with peers.
7. Develop post-production solutions working with peers.
8. Evaluate and assess final video production.
10. Create effective graphics for final video production.
11. Create effective visual effects for final production.
12. Choose fonts for dissemination of information for final video production.
Unit V: Marketing
The student will be able to:
1. Develop a basic marketing campaign for an individual production.
2. Design and develop a 30 second teaser trailer.
3. Design and develop a 2 minute trailer.
4. Design and develop a movie poster.
5. Summarize the importance of promoting an individual short film or documentary.

Methods of evaluation

<table>
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<tr>
<th>Method of Evaluation</th>
<th>% of Grade</th>
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<tbody>
<tr>
<td>Pre-Production Evaluation</td>
<td>20%</td>
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<tr>
<td>Production Evaluation</td>
<td>20%</td>
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<tr>
<td>Final Project Evaluation</td>
<td>50%</td>
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<tr>
<td>In class participation, growth, journal entries</td>
<td>10%</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).