

**Eastern Illinois University
Revised Course Proposal
CMN 2575, Field Production**

Agenda Item #15-58
Effective Fall 2015

Banner/Catalog Information (Coversheet)

1. ☐ New Course or ☒ Revision of Existing Course
2. **Course prefix and number:** CMN 2575
3. **Short title:** Field Production
4. **Long title:** Field Production
5. **Hours per week:** 1 Class 4 Lab 3 Credit
6. **Terms:** ☐ Fall ☐ Spring ☐ Summer ☒ On demand
7. **Initial term:** ☒ Fall ☐ Spring ☐ Summer Year: 2015
8. **Catalog course description:** Students are introduced to visual theories and techniques of digital video production in the field. Through hands-on projects, students learn the basics of visual storytelling, composition, editing, audio, lighting, and more.

9. Course attributes:

General education component: N/A

☐ Cultural diversity ☐ Honors ☐ Writing centered ☐ Writing intensive ☐ Writing active

10. Instructional delivery

Type of Course:

☐ Lecture ☐ Lab ☒ Lecture/lab combined ☐ Independent study/research
☐ Internship ☐ Performance ☐ Practicum/clinical ☐ Other, specify: _____

Mode(s) of Delivery:

☒ Face to Face ☒ Online ☐ Study Abroad
☐ Hybrid, specify approximate amount of on-line and face-to-face instruction _____

11. Course(s) to be deleted from the catalog once this course is approved: None.

12. Equivalent course(s): None

a. Are students allowed to take equivalent course(s) for credit? ☐ Yes ☒ No

13. Prerequisite(s): CMN 2525

a. Can prerequisite be taken concurrently? ☐ Yes ☒ No

b. Minimum grade required for the prerequisite course(s)? D or better

c. Use Banner coding to enforce prerequisite course(s)? ☒ Yes ☐ No

d. Who may waive prerequisite(s)?

☐ No one ☒ Chair ☒ Instructor ☐ Advisor ☐ Other (specify)

14. Co-requisite(s): None

15. Enrollment restrictions

a. Degrees, colleges, majors, levels, classes which may take the course: All

b. Degrees, colleges, majors, levels, classes which may not take the course: None

16. Repeat status: ☒ May not be repeated ☐ May be repeated once with credit

17. Enter the limit, if any, on hours which may be applied to a major or minor: 3

18. Grading methods: ☒ Standard ☐ CR/NC ☐ Audit ☐ ABC/NC

19. Special grading provisions:

☐ Grade for course will not count in a student's grade point average.

☐ Grade for course will not count in hours toward graduation.

☐ Grade for course will be removed from GPA if student already has credit for or is registered in:

☐ Credit hours for course will be removed from student's hours toward graduation if student already has credit for or is registered in: _____

20. Additional costs to students:

Supplemental Materials or Software: Students will be required to provide their own HD camera, tripod, and access to the Adobe Creative Cloud. The cost of individual items will vary depending on which equipment students choose to purchase in consultation with the instructor and the current educational price of the Adobe Creative Suite. An updated list of departmental technology recommendations are available at <http://www.eiu.edu/commstudies/techrecommendation.php>

Course Fee ☒ No ☐ Yes, Explain if yes _____

21. Community college transfer:

☒ A community college course may be judged equivalent.

☐ A community college may not be judged equivalent.

Note: Upper division credit (3000+) will not be granted for a community college course, even if the content is judged to be equivalent.

Rationale, Justifications, and Assurances (Part I)

1. ☒ Course is required for the major(s) of Department of Communication Studies Option in Mass Communication: Electronic Media Production, and Option in Mass Communication: Broadcast News.

☐ Course is required for the minor(s) of _____

☐ Course is required for the certificate program(s) of _____

☒ Course is used as an elective

2. Rationale for proposal:

This course is being revised to reflect major shifts in the video production industry since the course was first proposed in 1998. Digital technology has revolutionized the way video is produced, distributed, and consumed. The result is a tapeless digital production model, a more fragmented and web-based media distribution environment, and a declining broadcast system. The new course proposal emphasizes the use of digital technology in the production and distribution of video projects, removes the emphasis on broadcast news, and eliminates the requirement for lab hours at WEIU-TV or FM

3. Justifications for (answer N/A if not applicable)

Similarity to other courses: N/A

Prerequisites: Students are first introduced to the demands of digital production in CMN 2525: Studio Production. Studio production introduces students to camera techniques, audio mixing, and editing in a controlled environment. Field production expands on those skills by taking them into the field and introducing the post-production phase of the process.

Co-requisites: N/A

Enrollment restrictions: N/A

Writing active, intensive, centered: N/A

4. General education assurances (answer N/A if not applicable)

General education component: N/A

Curriculum: N/A

Instruction: N/A

Assessment: N/A

5. Online/Hybrid delivery justification & assurances (answer N/A if not applicable)

Online or hybrid delivery justification: This course may be offered online in response to increased demand for online courses. It's only fitting that a class in digital media be offered through a digital platform. While learning objectives will be the same as in-person offerings, materials, assignments, and deadlines may be adjusted to meet the specific strengths and limitations of the online environment. Students will be required to provide their own digital video camera and editing software to complete production assignments.

Instruction: Course content will be delivered online in a variety of media such as text, video, and audio as appropriate and hosted on the University's online learning platform. Instructors teaching online and/or hybrid sections will complete OCDi training or equivalent.

Integrity: Students will be required to complete a module on academic integrity at the beginning of the course not present in the in-person offering.

Assignments will be checked for originality in a variety of ways, such as:

- Students will be asked specific and critical questions about their work via scheduled phone or videoconferences with the instructor.

- Written assignments will be turned in through the University's online learning platform and checked for plagiarism using digital tools as well as traditional methods.
- Quizzes and Exams will be timed and require browser locks.
- Students will be required to take photos on their shooting locations and screenshots while editing to prove their involvement in media productions.

Interaction: The instructor will facilitate student-faculty and student-student interaction via email, phone, video conferencing, social media, discussion boards, and/or shared online workspaces as dictated by the faculty.

Model Syllabus (Part II)

1. Course Number and Title: CMN 2575: Field Production

2. Catalog Description:

Students are introduced to visual theories and techniques of digital video production in the field. Through hands-on projects, students will learn the basics of visual storytelling, composition, editing, audio, lighting, and more.

3. Learning Objectives:

- Students will learn and implement the essentials of field production through the creation of digital video projects. Those essentials include: basic script writing, storyboarding, camera composition, blocking, interviewing, sound, lighting, and non-linear editing. (WR 1-7, SL 1-7, RC 1-4)
- Students will effectively operate necessary field production equipment such as digital video cameras, tripods, microphones, lights, and non-linear editing software. (CT 1-6, QR 1-6)
- Students will design and evaluate visual stories and messages for specific audiences. (SL 1-7, WR 1-7)
- Students will learn to think critically about media and critique the work of others. (CT 1-6, WR 1-7)
- Students will understand the basic ethical and legal considerations of producing and distributing media. (RC 1-4)

4. Course Materials:

- (2013). Osgood, R.J. & Hinshaw, M.J. *Visual storytelling: Videography and postproduction in the digital age* (2nd ed.). Wadsworth, Cengage Learning: Boston.
- Additional viewings and readings may be assigned and posted on D2L.
- A class 6 or higher SDHC or SDXC card

5. Weekly Outline of Content

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|---------------|--|
| Week 1 | Field Production as a Process <ul style="list-style-type: none"> A. Project planning across the process (preproduction, production, & postproduction) B. Overview of necessary equipment and software C. How to use the Hadwiger Multimedia Lab to access equipment and software |
| Week 2 | Fundamentals of story design <ul style="list-style-type: none"> A. Narrative Structure B. How visual stories work C. Basic writing – creating characters, goals, and conflicts |
| Week 3 | Scripting and pre-production <ul style="list-style-type: none"> A. Storyboarding B. Legal and ethical considerations for shooting in the field and using media |
| Week 4 | Camera Operation |

| | |
|----------------|--|
| | <ul style="list-style-type: none"> A. Technical considerations – resolution, scanning method, and frame rates B. Aesthetic consideration - exposure, focus, shutter speed, and depth of field |
| Week 5 | Camera Composition <ul style="list-style-type: none"> A. Creating meaning with images B. Placing the camera and subject C. The rule of thirds, lead room and head room |
| Week 6 | Non-linear editing <ul style="list-style-type: none"> A. Importing media and organizing a project in non-linear editing software B. Completing an assemble edit C. Exporting and uploading media for distribution |
| Week 7 | Shooting for action and continuity <ul style="list-style-type: none"> A. Shooting for motion and story continuity B. Screen direction C. The 180-degree rule D. The 30-degree rule and the 20% rule E. Shooting for action/reaction and cause/effect |
| Week 8 | Editing for action and continuity <ul style="list-style-type: none"> A. Editing for motion and story continuity B. Pacing C. Cutting on Action D. Editing for action/reaction and cause/effect |
| Week 9 | Recording audio in the field <ul style="list-style-type: none"> A. Choosing the right microphone and digital audio recorder B. Placing the microphone C. Recording dialogue and natural sound D. Setting audio levels |
| Week 10 | Editing audio <ul style="list-style-type: none"> A. Adjusting levels B. Working with music C. Editing dialogue |
| Week 11 | Lighting concepts and equipment <ul style="list-style-type: none"> A. Intro to lighting equipment B. Three and four point lighting setups C. Creating mood with light and shadow |
| Week 12 | Organizing a complex project <ul style="list-style-type: none"> A. Researching interviews B. Scheduling a production C. Working with multiple media assets – video, photos, music, interviews, effects |
| Week 13 | Interviewing <ul style="list-style-type: none"> A. Making the subject feel comfortable B. Asking the right questions C. Legal and ethical considerations for shooting interviews |
| Week 14 | Advanced camera techniques <ul style="list-style-type: none"> A. Moving the camera B. Applications for camera techniques (news, documentary, film, etc.) |
| Week 15 | Advanced editing techniques <ul style="list-style-type: none"> A. Color correction B. Adding transitions C. Creating video effects |
| Week 16 | Final Exam |

6. Assignments

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| Productions | 45% |
| Exams | 20% |
| Essays | 15% |
| Participation | 10% |
| Quizzes | 10% |

7. Grading Scale

A = 100-90%, B = 89-80%, C = 79-70%, D = 69-60%, F = Lower than 60%

8. Learner Objectives, Assignments, and Evaluations

| | Productions (45%) | Exams (20%) | Essays (15%) | Participation (10%) | Quizzes (10%) |
|---|------------------------------|------------------------|-------------------------|--------------------------------|--------------------------|
| Students will learn and implement the essentials of field production through the creation of digital video projects. Those essentials include: basic script writing, storyboarding, camera composition, blocking, interviewing, sound, lighting, and non-linear editing (WR 1-7, SL 1-7, RC 1-4). | X | X | | X | X |
| Students will effectively operate necessary field production equipment such as digital video cameras, tripods, microphones, lights, and non-linear editing software (CT 1-6, QR 1-6). | X | X | | X | X |
| Students will design and evaluate visual stories and messages for specific audiences. (SL 1-7, WR 1-7) | X | X | X | X | X |
| Students will learn to think critically about media and critique the work of others. (CT 1-6, WR 1-7) | X | X | X | X | X |
| Students will understand the basic ethical and legal considerations of producing and distributing media. (RC 1-4) | X | X | X | X | X |

Date approved by the department or school: 1/21/15

Date approved by the college curriculum committee: 2/11/15

Date approved by the Honors Council (*if this is an honors course*):

Date approved by CAA: 2/26/15 CGS: Not Applicable.