Eastern Illinois University
Revised Course Proposal
CMN 3540, Videography

Banner/Catalog Information (Coversheet)

1. **____ New Course or _X_ Revision of Existing Course**

2. **Course prefix and number:** CMN 3540

3. **Short title:** Videography

4. **Long title:** Videography

5. **Hours per week:_1_** Class **_4_** Lab **_3_** Credit

6. **Terms:** ___ Fall ___ Spring ___ Summer _X_ On demand

7. **Initial term**: _X_ Fall __ Spring ___ Summer Year: 2015

8. **Catalog course description:** Students learn to communicate visually with advanced camera, lighting, and editing techniques. Students will study and create a variety of digital media projects for film, TV, and the web.

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 _X_ Lecture/lab combined ___ Independent study/research

    ___ Internship ___ Performance ___ Practicum/clinical ___ Other, specify: _____

    Mode(s) of Delivery:

    _X_ Face to Face ____ Online ___ Study Abroad

    _X_ Hybrid, specify approximate amount of on-line and face-to-face instruction

    The course would be taught primarily on-line through asynchronous instructional time. Students would receive 24 hours of face-to-face instruction through two intensive weekend workshops. For example, courses may meet 6:00-10:00pm Friday and 8:00am-5:00pm Saturday for two weekends in the semester.

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 _X_ No

13. **Prerequisite(s):** CMN 2575

    a. Can prerequisite be taken concurrently? ___ Yes _X_ No

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

c. **Use Banner coding to enforce prerequisite course(s)?** _X_ Yes ___ No

d. **Who may waive prerequisite(s)?**

     ___ No one   _X_ Chair   _X_ Instructor   ___ Advisor   ___ Other (specify)

14. **Co-requisite(s):** None

15. **Enrollment restrictions**

     a. **Degrees, colleges, majors, levels, classes which <u>may</u> take the course:** _All_

     b. **Degrees, colleges, majors, levels, classes which may <u>not</u> take the course:** _None_

16. **Repeat status:** _X_ 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:** _X_ Standard   ___ CR/NC   __ Audit   ___ ABC/NC

19. **Special grading provisions:**

     ___ Grade for course will <u>not</u> count in a student's grade point average.

     ___ Grade for course will <u>not</u> 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_____

Course Fee _X_ No ___ Yes, Explain if yes_____

21. **Community college transfer:**

     ___ A community college course may be judged equivalent.

     _X_ A community college may <u>not</u> be judged equivalent.

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

<u>Rationale, Justifications, and Assurances (Part I)</u>

1. _X_ Course is required for the major(s) of <u>Department of Communication Studies Option in Mass Communication: Electronic Media Production: Video, and Electronic Media Production: Alternative Media Arts</u>

     ___Course is required for the minor(s) of _____

     ___Course is required for the certificate program(s) of _____

X Course is used as an elective

2. **Rationale for proposal**:

This course is being revised to incorporate the University's new learning goals and to reflect major shifts in the video production industry since the course was first proposed in 1986.

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 the field in CMN 2575: Field Production. CMN 3540: Videography introduces advanced camera, lighting, and editing techniques, with the goal of producing professional-quality media projects.

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 as a hybrid course in response to increased demand for digitally delivered courses. The production-intensive nature of the course requires some in-person coursework to take advantage of the Department's multimedia equipment and studio space. 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 between in-person workshops.

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. The course will meet twice per semester for twelve-hour hands-on workshops to be held over the weekend. 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 3540: Videography

2. **Catalog Description:**
   Students learn to communicate visually with advanced camera, lighting, and editing techniques. Students will study and create a variety of digital media projects for film, TV, and the web.

3. **Learning Objectives**

After taking this course, students will be able to:
- Tell effective visual stories for specific audiences with advanced camera, lighting, and editing techniques. (CT 1-6, WR 1-7)
- Understand and apply media aesthetic principles to create compelling images for film, TV, and the web. (CT 1-4, WR 1-7)
- Blend the technical considerations of videography and cinematography with their own creative voice. (CT 1-6, WR 1-7, QR 1-6).
- Analyze and evaluate digital video productions in terms of their visual merits. (SL 1-7, WR 1-7, RC 1-4)
- Recognize the ethical and legal responsibilities of producing and distributing media in the digital world. (RC 1-4)

4. **Course Materials:**
- Brown, B. (2012). *Cinematography: Theory and practice: Image making for cinematographers and directors* (2nd ed.). Focal Press: Burlington, MA.
- Additional viewings and readings may be assigned and posted online.
- A class 6 or higher SDHC or SDXC card

5. **Weekly Outline of Content**

Week 1	**The Image in Preproduction – Storytelling** A. Visualizing the project B. Visual metaphor C. Telling the story with images
Week 2	**The Image in Preproduction – Aesthetics** A. Applied Media aesthetics B. Design principles C. Light and color
Week 3	**The Image in Preproduction - Technical Considerations** A. Codecs and formats B. Bit rate C. Reading a histogram D. Troubleshooting equipment issues
Week 4	**The Image in Production – The Lens and the Camera** A. Exposure B. Focus

	C.	POV
	D.	Perspective
Week 5	**The Image in Production – Positioning and Moving**	
	A.	Blocking and timing
	B.	Camera movement
Week 6	**The Image in Production – Specialty Equipment**	
	A.	Shooting with a jib, slider, and Glidecam
Week 7	**The Image in Post-Production – Storytelling**	
	A.	Building a Scene
	B.	Continuity
Week 8	**The Image in Post-Production – Time and Motion**	
	A.	Pacing
	B.	"J" and "L" Cuts
Week 9	**The Image in Post-Production – Color and Contrast**	
	A.	Color correction and grading
	B.	Reading color scopes
	C.	Creating mood with color
Week 10	**Editing, screening, and discussing video productions**	
Week 11	**Lighting – Non-fiction**	
	A.	Creating mood with lighting
	B.	Interview lighting
	C.	Back cross-key lighting
	D.	Lighting an area
Week 12	**Lighting – Fiction**	
	A.	Genre Lighting
Week 13	**Audio in Preproduction and Production**	
	A.	Sound design
	B.	Diegetic vs. nondiegetic sound
	C.	Microphone choice and placement
Week 14	**Audio in Post-Production**	
	A.	Using Music
	B.	Setting Levels
	C.	Mixing
Week 15	**Editing, screening, and discussing video productions**	
Week 16	**Final Exam**	

6. Assignments

Video Productions	50%
Written Media Analysis	20%
Exams	20%
In-Class Activities	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

	Video Productions (50%)	Written Media Analysis (20%)	Exams (20%)	In-Class Activities (10%)
Make aesthetic and technical judgments to produce high quality images and sound. (CT 1-4, WR 1-7)	X	X	X	X
Tell an effective story for specific audiences with advanced camera, lighting, and editing techniques. (CT 1-6, WR 1-7)	X			X
Blend the technical considerations of producing professional video with their own creative voice. (CT 1-6, WR 1-7, QR 1-6).	X		X	X
Analyze and evaluate digital video productions in a variety of formats. (SL 1-7, WR 1-7, RC 1-4)		X	X	X
Recognize the ethical and legal responsibilities of producing and distributing media in the digital world. (RC 1-4)	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.**