South Central College

ART 170 Digital Video Production

Course Outcome Summary

Course Information

Description   This course introduces students to the fundamentals of digital video production. Students will learn how to produce digital video productions utilizing story-boarding, lighting and shooting techniques. Students will use video and audio editing software to import, assemble and edit clips, add transitions, create super-impositions and titles in finished video productions. In addition, they will learn hardware set-up, capturing techniques and video compression schemes as they output their work to various video formats. The course also examines the history and application of video in contemporary art, documentary, film and television production. (Prerequisite: None) (MNTC 6: Humanities and Fine Arts)

Total Credits   3

Total Hours   48

Types of Instruction

Instruction Type	Credits/Hours
Lecture	3

Pre/Corequisites

None

Institutional Core Competencies

Critical and Creative Thinking - Students will be able to demonstrate purposeful thinking with the goal of using a creative process for developing and building upon ideas and/or the goal of using a critical process for the analyzing and evaluating of ideas.

Course Competencies

1. **Explain the development and history of analog cinematography and broadcast television to their current digital environment.**

    Learning Objectives
    Explain the early development of cinematography and film making.
    Explain the development of early video/analog tape development in TV broadcasting.
    Explain the transition from analog video and cinematography to digital video/cinematography in both the film and TV broadcasting industries.

2. **Create the written pre-production materials needed to develop a cinematic/video production.**

    Learning Objectives

Develop a treatment for a cinematic/video production.
Develop a script for a cinematic/video production.
Develop a storyboard for a cinematic/video production.
Develop a shot list from the story board for a cinematic/video production.

3.   Differentiate the different digital video formats and how each affects the usage and distribution of a cinematic/video production.

Learning Objectives

Explain the scanning modes and frame rates for HDTV 1080p how that applies to digital video broadcasting.
Explain the scanning modes and frame rates for HDTV 720p how that applies to digital video broadcasting.
Explain the scanning modes and frame rates for SDTV (NTSC) 480p how that applies to digital video broadcasting.
Explain the scanning modes and frame rates for SDTV (PAL) 576p how that applies to digital video broadcasting.

4.   Apply proper camera settings to create digital video footage for broadcast/dissemination.

Learning Objectives

Apply shutter settings to change the exposure and motion control in digital video footage.
Apply aperture settings to change the exposure and depth of field in digital video footage.
Create digital video footage using focus control to accentuate the main subject.
Create digital video footage using focus control to take attention off a subject and place it on another subject.
Create digital video footage using the proper sensitivity control to make a proper exposure.
Create digital video footage using the white balance control to achieve proper white balance.

5.   Differentiate the different digital audio formats and digital encoding methods and how they affect the usage and distribution of a cinematic/video production.

Learning Objectives

Explain how sound is passed through an analog-to-digital converter (ADC), and how pulse-code modulation is used to encode the analog sound as a digital signal.
Explain the various uncompressed audio formats and how this format applies to digital video production.
Explain the various lossless compressed audio formats and how this format applies to digital video production.
Explain the lossy compressed audio formats and how this format applies to digital video production.

6.   Apply proper audio creation and editing techniques to create audio for digital video footage for broadcast/dissemination.

Learning Objectives

Utilize an on-camera microphone to create audio suitable for digital video production.
Utilize an off-camera microphone to create audio suitable for digital video production.
Utilize digital audio software to adjust the audio levels of the audio for a video clip.
Utilize digital audio software to create sound effects for the audio portion of a video clip.
Utilize music in the soundtrack for a digital video production.

7.   Apply lighting to a subject/scene that can be successfully recorded by a digital video camera.

Learning Objectives

Apply 3 point lighting to a subject.
Apply light to increase contrast on a subject/scene.
Apply light to decrease contrast on a subject/scene.
Apply scrims/reflectors to bounce light into a subject/scene.
Apply cards, cutters or flags to reduce or eliminate light from a subject or scene.

8.   Apply proper shooting techniques for cinematic/video production.

Learning Objectives

Create an establishing shot to be included in a digital video production.
Create a MS (Medium Shot) to be included in a digital video production.
Create a CU (Close UP) shot to be included in a digital video production.
Create an ECU (Extreme Close UP) shot to be included in a digital video production.
Create a WS (Wide Shot) to be included in a digital video production.
Create a EWS (Extreme Wide Shot) to be included in a digital video production.
Create a Pan Shot to be included in a digital video production.
Create a Zoom Shot to be included in a digital video production.

9. **Create a finished digital video with video editing software utilizing raw digital video and audio files.**

    Learning Objectives

    Utilize a computer to input digital video from a digital video camera into a video editing program.
    Create rough edits with digital video editing software.
    Create trimming clips with digital video editing software.
    Apply edit inserts of video clips with digital video editing software.
    Apply transitions with digital video editing software.
    Apply audio with digital video editing software.
    Create titling with digital video editing software.
    Create an exported digital video file for dissemination for the web or DVD dissemination.

SCC Accessibility Statement

South Central College strives to make all learning experiences as accessible as possible. If you have a disability and need accommodations for access to this class, contact the Academic Support Center to request and discuss accommodations.   North Mankato: Room B-132, (507) 389-7222;   Faribault: Room A-116, (507) 332-7222.

Additional information and forms can be found at: www.southcentral.edu/disability

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