



South Central College

## ART 270 Digital Video Production 2

### Course Outcome Summary

#### Course Information

**Description** This course covers advanced digital video techniques including scripting, lighting, shooting, editing and the overall video/audio production sequence. Students will develop advanced skills for any profession that involves video production such as television, documentation, filmmaking, contemporary art, web design, multimedia communication, animation and computer gaming. Students will use advanced non-linear video and audio editing software. Final project is a video series or single production of substantial length within the field of artistic, commercial and/or documentary video. Students will examine and utilize advanced application of cinematic philosophy, production techniques and technologies in the fields of film, videography, documentary production, and multimedia. This course also covers the current visual culture and how it applies to a digital cinematic/video production. Students will participate as a member of a production crew on college productions when available. (Prerequisite: a grade of C or higher in ART 170 or instructor permission) (MNTC 6: Humanities and Fine Arts)

**Total Credits** 3

**Total Hours** 48

#### Types of Instruction

Instruction Type	Credits/Hours
Lecture	3

#### Pre/Corequisites

a grade of C or higher in ART 170 or instructor permission

#### 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 visual culture and how it applies to a digital cinematic/video production.**

**Learning Objectives**

Explain how the predominance of visual forms of media, communication, and information in the postmodern world has had an effect on society.

Explain the merger of popular and "low" cultural forms, media and communications and of "high" cultural forms or fine art, design, and architecture.

Explain how a videographer/cinematographer uses the knowledge of the current visual culture in a video production.

**2. Create advanced pre-production materials for use in a digital video production.**

**Learning Objectives**

Develop an advanced treatment for a cinematic/video production.

Develop a thorough script for a cinematic/video production.

Develop an advanced storyboard for a cinematic/video production.

Develop an advanced and thorough shot list from the story board for a cinematic/video production.

**3. Create advanced lighting setups to enhance a digital cinematic/video production.**

**Learning Objectives**

Apply 3 point lighting to a subject.

Apply a reflector to increase contrast on a subject/scene.

Apply a softbox to decrease contrast on a subject/scene.

Apply scrims/reflectors/boards to bounce light into a subject/scene.

Apply cards, cutters or flags to reduce or eliminate light from a subject or scene.

Apply cookies and cinafoil to create light patterns in a scene or on a background.

Apply grids or snoots to focus light in a scene or on a subject.

**4. Apply advanced audio creation and editing techniques to create audio for digital video footage for broadcast/dissemination.**

**Learning Objectives**

Utilize a lavalier microphone to create audio suitable for digital video production.

Utilize an off-camera boom with a microphone to create audio suitable for digital video production.

Utilize advanced digital audio software to adjust the audio levels of the audio for a video clip.

Utilize advanced digital audio software to create advanced sound effects for the audio portion of a video clip.

Utilize professional music in the soundtrack for a digital video production.

**5. Utilize advanced camera positioning and techniques in a cinematic/digital video production.**

**Learning Objectives**

Create a pedestal shot to be included in a digital video production.

Create an up the body shot to be included in a digital video production.

Create an opposite shot to be included in a digital video production.

Create a linking shot to be included in a digital video production.

Create a foreground framed shot to be included in a digital video production.

Create a move in/move out shot to be included in a digital video production.

Create an extreme high and low shot to be included in a digital video production.

Create a racked focus shot to be included in a digital video production.

Create a dolly shot to be included in a digital video production.

**6. Create advanced edits and titling in a linear video editing program.**

**Learning Objectives**

Utilize a computer to input digital video from a digital video camera into an advanced non-linear video editing program.

Apply edit inserts of video clips with advanced non-linear digital video editing software.

Apply advanced transitions and effects with advanced non-linear digital video editing software.

Apply advanced audio tracks with advanced non-linear digital video editing software.

Create advanced/professional titling with advanced non-linear digital video editing software.

Create an exported digital video file for dissemination for the web or DVD dissemination.

**7. Utilize Chroma key compositing in a cinematic/video production.**

### **Learning Objectives**

Explain how chroma keying, is a special effects / post-production technique for compositing (layering) two images or video streams together based on color hues (chroma range).  
Create proper background and foreground lighting on a green screen / chroma key set.  
Explain how to use a pale pink or magenta correction filter to create proper white balance.  
Create the chroma key layering in digital video editing software by using the vectorscope and Y (luminance) tools.

## **8. Explain the considerations, techniques and equipment that are used in location video production.**

### **Learning Objectives**

Explain what video camera, tripod, lenses, filters are needed on a location shoot.  
Explain the proper microphone and audio equipment needed on a location shoot.  
Explain the electrical and other equipment needs on a location shoot.  
Explain the needs of the talent and production crew on a location shoot

## **9. Explain the considerations, techniques and equipment that are used in studio video production.**

### **Learning Objectives**

Explain what video camera, tripod, lenses, filters are needed in a studio production.  
Explain the proper microphone and audio equipment needed in a studio production.  
Explain the electrical and other equipment needs in a studio production.  
Explain the needs of the talent and production crew in a studio production.

## **10. Create an advanced, professional quality cinematic/video production from raw digital video and audio files.**

### **Learning Objectives**

Utilize a computer to input digital video from a digital video camera into an advanced non-linear video editing program.  
Create rough edits with advanced non-linear digital video editing software.  
Create trimming clips with advanced non-linear digital video editing software.  
Apply edit inserts of video clips with advanced non-linear digital video editing software.  
Apply transitions with an advanced non-linear digital video editing software.  
Apply audio with advanced non-linear digital video editing software.  
Create professional titling with advanced non-linear 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](http://www.southcentral.edu/disability)

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