

COURSE COM3110: VIDEO 3

Level: Advanced

Theme: Audio/Video/Digital

Prerequisite: None

Description: Students plan, develop and produce specific video projects.

Parameters: Access to video equipment suitable for pre-production, production and post-production including a basic studio facility and video editing equipment/facility.

Supporting Courses: COM2090 Audio/Video 1
COM3100 Audio 3

Curriculum and Assessment Standards

General Outcomes	Assessment Criteria and Conditions	Suggested Emphasis
<p><i>The student will:</i></p> <ul style="list-style-type: none"> ● apply preproduction techniques and strategies to produce a video; e.g., prepare a proposal, treatment/script, timeline, shot list, rehearsal schedule ● apply such production elements as lighting, sound, and special effects to the production ● use such post-production techniques/elements as an edit decision list, narration, sound, music, effects or titles to enhance the production ● present the final product to an audience for feedback 	<p><i>Assessment of student achievement should be based on:</i></p> <ul style="list-style-type: none"> ● a portfolio containing: <ul style="list-style-type: none"> – the planning and production of a two- to three-minute video on an assigned topic, using in-camera editing – a video project for a target audience (five to eight minutes) that demonstrates the student’s application of pre- and post-production planning – for each project prepare a: <ul style="list-style-type: none"> • story outline or storyboard • shot list; e.g., camera angle, medium or close-up shot • director’s log book, which includes an edit decision list, revision entry for two of the following stages (preproduction, production and post-production) and one critique (minimum 150 words). <p><i>Assessment Tool</i> <i>Portfolio Assessment, COM3110-1</i></p> <p><i>Standard</i> <i>Performance rating of 2 for each criteria.</i></p>	<p>20</p> <p>60</p> <p>10</p>

COURSE COM3110: VIDEO 3 (continued)

General Outcomes	Assessment Criteria and Conditions	Suggested Emphasis
<p><i>The student will:</i></p> <ul style="list-style-type: none"> demonstrate basic competencies. 	<p><i>Assessment of student achievement should be based on:</i></p> <ul style="list-style-type: none"> a presentation of a final video project to a target audience <p><i>Assessment Tool</i> <i>Presentations/Reports, COM3110–2</i></p> <p><i>Standard</i> <i>Performance rating of 3 for each criteria.</i></p> <ul style="list-style-type: none"> observations of individual effort and interpersonal interaction during the learning process. <p><i>Assessment Tool</i> <i>Basic Competencies Reference Guide and any assessment tools noted above</i></p>	<p>10</p> <p>Integrated throughout</p>

Concept	Specific Outcomes	Notes
<p>Process and Procedures</p>	<p><i>The student should:</i></p> <ul style="list-style-type: none"> working in a group, devise a project proposal for a video production that recognizes and includes the elements of preproduction, production and post- production devise a treatment for the proposal outlining the what the project would entail: <ul style="list-style-type: none"> – story concept – script outline – on-location/studio-based requirements – shot list and/or “paper edit” – anticipated technical requirements – timeline with key benchmarks prepare work plan and distribute responsibility so each member of the group will have key responsibilities follow prepared production plans and storyboards and produce a video project 	<p>The emphasis in this course should be on the student's ability to organize and manage a video project.</p> <p>Proper planning at the pre-production stage will enable students to attempt “manageable” projects.</p> <p>Specific technical skills will also be learned or enhanced as they apply to the project.</p>

COURSE COM3110: VIDEO 3 (continued)

Concept	Specific Outcomes	Notes
Process and Procedures (continued)	<p><i>The student should:</i></p> <ul style="list-style-type: none"> ● use appropriate technical terminology in describing equipment, techniques, processes and procedures in the context of project work and during presentations to others ● select and research careers and contact professionals in video fields ● demonstrate responsibility and ethical behaviour by working within school and community standards. 	<p>This provides a good opportunity to develop community partners for the program.</p>
Applied Technologies	<ul style="list-style-type: none"> ● enhance video and related audio equipment operation skills through by producing video projects, these skills to include: <ul style="list-style-type: none"> – varying focal length and focal distance – adding and subtracting light in (artificial and natural) – in-camera editing – post-production editing including cutting on movement – special effects through use of sound ● select and implement pre- and post-production techniques as required ● operate audio recording equipment in a safe and responsible manner. 	
Presentation	<ul style="list-style-type: none"> ● present “rough-cut” to the teachers and/or others for critique and recommendations ● present the final product to the target audience for critique and assessment ● critique and evaluate own work and the work of others based on appropriateness and effectiveness of assignments with respect to: <ul style="list-style-type: none"> – how well the techniques were accomplished – relationship of the storyboard to the story told in final product – aesthetics – meeting of school and community standards 	<p>A “rough-cut” is a rough form of the video that shows the imagery as it would be seen in the final product and has a voice-over scratch track for dialogue but is incomplete; e.g., no titling, special effects, etc.</p> <p>The target audience may be teacher and peers or another group. It may also be an external client.</p>

COURSE COM3110: VIDEO 3 (continued)

Concept	Specific Outcomes	Notes
Presentation (continued)	<i>The student should:</i> <ul style="list-style-type: none">• create and present a portfolio of work completed in this course or add this work to an existing portfolio.	The student may use this final portfolio when applying to a post-secondary school, or when talking to a potential employer.