



**DEPARTMENT OF FINE ARTS**  
**COURSE OUTLINE – FALL 2016**

**DD1082 (A2): INTRODUCTION TO VIDEO PRODUCTION – 3 (0-0-3) 45 Hours for 15 Weeks**

**INSTRUCTOR:** David McGregor      **PHONE:** 780 539-2074  
**OFFICE:** L118      **E-MAIL:** dmcgregor@gprc.ab.ca  
**OFFICE HOURS:** Thursdays 16:30 – 17:30

**CALENDAR DESCRIPTION:** This course provides exposure to the techniques, theories, and practices of video production. It is designed to improve and nurture students' creative potential through the video media. Students will learn how to direct with a camera, work with actors, story boarding, lighting, and the production of multiple student video project.

**PREREQUISITE(S)/COREQUISITE:** None

**REQUIRED TEXT/RESOURCE MATERIALS:** External hard drive with USB 3 or Firewire 800 with 500GB or higher and Headphones

**DELIVERY MODE(S):** Lectures combined with screenings and technical workshops

**COURSE OBJECTIVES:**

- Introduce the fundamentals of filmmaking
- Provide a firm foundation in production practices and techniques
- Engage with the major roles in film production
- Cover the process of developing a project from script to screen
- Present perspectives on film and filmmaking that encourage critical thinking

**LEARNING OUTCOMES:** By the end of this course, students will be able to:

- Increased visual literacy via critical engagement with film and visual storytelling
- Competency in use of video production equipment and software
- Understanding of the filmmaking process including pre-production, production, and post-production
- Familiarity and competency with camera operation, lighting, sound, editing, acting, and directing
- Creation of individual and group video projects

**TRANSFERABILITY:** University of Lethbridge

**\*Warning:** Although we strive to make the transferability information in this document up-to-date and accurate, **the student has the final responsibility for ensuring the transferability of this course to Alberta Colleges and Universities.** Please consult the Alberta Transfer Guide for more information. You may check to ensure the transferability of this course at Alberta Transfer Guide main page <http://www.transferalberta.ca> or, if you do not want to navigate through few links, at <http://alis.alberta.ca/ps/tsp/ta/tbi/onlinesearch.html?SearchMode=S&step=2>

**\*\* Grade of D or D+ may not be acceptable for transfer to other post-secondary institutions. Students are cautioned that it is their responsibility to contact the receiving institutions to ensure transferability**

### EVALUATIONS:

- 10% - Story board assignment**
- 20% - Weekly journals**
- 20% - Individual video project**
- 20% - First group video project**
- 30% - Second group video project**

### GRADING CRITERIA:

Please note that most universities will not accept your course for transfer credit **IF** your grade is **less than a C-**.

Alpha Grade	4-point Equivalent	Percentage Guidelines		Alpha Grade	4-point Equivalent	Percentage Guidelines
A+	4.0	90-100		C+	2.3	67-69
A	4.0	85-89		C	2.0	63-66
A-	3.7	80-84		C-	1.7	60-62
B+	3.3	77-79		D+	1.3	55-59
B	3.0	73-76		D	1.0	50-54
B-	2.7	70-72		F	0.0	00-49

### COURSE SCHEDULE/TENTATIVE TIMELINE:

- September 1: Introduction to course objectives and equipment  
Basics of composition and cinematic decision-making  
Journal shot – foreground, middle ground, and background
- September 8: Script concepts  
Groups assigned  
Story Boards (Story Board assignment)  
Journal shot – portrait
- September 15: Introduction to lighting and camera operation part 1  
Production roles and Pre-production

	Journal shot – Contrast
September 22:	Introduction to lighting and camera operation part 2 <b>Story Board Assignment Due</b> Editing on Final Cut X Journal shot - Motion
September 29:	Directing – working with actors, establishing a point of view, and blocking Journal shot – Red, Yellow, Blue
October 6:	Basics of sound Planning your shoot for editing Journal shot (audio) – Soundscape without traffic
October 13:	Colour, Pace, Style <b>First group films presented</b> Journal shot - ECU
October 20:	Breaking down a script Balancing shot lengths and framings Journal shot – Closed frame
October 27:	Lighting II (Sound stage) Journal shot – vanishing lines
November 3:	Final Cut X II Journal shot – Golden Hour
November 10:	Post-Production Finishing Marketing Journal shot – B&W high contrast
November 17:	<b>Individual films presented</b> Art Direction Journal shot - Night
November 24:	Isolation sound recording Journal shot – shallow focus
December 1:	Camera movement Journal shot – hard light
December 8:	Final Cut Pro X III Journal shot – soft light
December 15:	<b>Second group films presented and Journals due</b>

## **STUDENT RESPONSIBILITIES:**

- In addition to class time, students are expected to invest a minimum of 6 hours in the completion of projects. This will involve shooting both on and off campus, as well as additional time in the editing lab.
- Inappropriate use of the equipment or lab computers may be grounds for dismissal from the course.
- Equipment must be returned by a specified due date in order to allow other students access to it.
- All equipment must be kept clean and in working condition.
- In order for group film projects to succeed it is essential that students respect the time of their collaborators and overcome the urge to procrastinate on due dates. Each group project must be carefully planned and presented to the instructor no later than one week prior to shooting. In addition to being mindful of collaborators it is also important that students respect any and every workspace.
- As the semester progresses there will be time in each class for editing projects and troubleshooting. Though this time is an important part of the learning process, it should not be relied upon as the primary editing sessions for the completion of projects.

## **STATEMENT ON PLAGIARISM AND CHEATING:**

Cheating and plagiarism will not be tolerated and there will be penalties. For a more precise definition of plagiarism and its consequences, refer to the Student Conduct section of the College Admission Guide at <http://www.gprc.ab.ca/programs/calendar/> or the College Policy on Student Misconduct: Plagiarism and Cheating at <http://www.gprc.ab.ca/about/administration/policies/>

\*\*Note: all Academic and Administrative policies are available on the same page.