

## **COMD 2320 OL15 11310 Introduction to Video**

### **DESCRIPTION**

Professor: Michael Cannetti

Meeting Days: Monday through Thursday June 1st to July 19th.

Class Times: Monday 11:30am-1:25pm

Tuesday through Thursday: 11:30am-1:20pm

Professor Contact information:

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This course is an introduction to the basic components and practices of pre-production, production and post production methodologies for content creation in commercial video and film. Students will learn the basics of all stages of production for content creation. The course will explore modes of communication such as commercials, public service announcements, fictive works, documentary and journalism. Students will analyze the fundamental principles of film and television communications with emphasis on examining the interaction of design and technology. Post-Production exercises with software such as Adobe Premiere and Adobe After Effects will be an integral part of the course.

These assignments demonstrate proficiency in pre-production and production of content for film and video.

### **LEARNING OBJECTIVES**

This course will teach the essentials and video and content creation. We will be working on all aspects of cinema and storytelling in video production.

We will understand Pre-Production, Production, and Post Production.

We will work primarily with the Adobe Creative Suite for video editing and content creation.

We are going to use applications like Premiere Pro, Adobe Spark, Fonts, and more.

We will understand lighting, editing, sound, color correction, and exporting.

At the end of the course you will leave with several projects you have created to add to your portfolio.

### **REQUIRED MATERIALS**

A Windows PC or Apple Computer

A Smart Phone or Tablet with a Camera.

A DSLR or other Video Camera (Optional)

Adobe Premiere

Microsoft Word

Adobe Spark

Adobe Fonts

Adobe After Effects

External Hard Drive

\$14.99 Filmic Pro app for your cell phone (Android and iOS/iPhone)

Lavalier Microphone (optional)

### Course Description

This digital filmmaking class introduces the basic components and practices of pre-production and production for content creation in commercial video. Students script, storyboard, light, shoot, and edit short videos including interviews, commercials, narratives, and public service announcements in order to convey ideas to a target audience.

### Prerequisites

COMD 1340 Photo I

### Course Objectives

INSTRUCTIONAL OBJECTIVES	ASSESSMENT
Define and explain the basic components of the pre-production, production, and post-production processes.	Class discussion, online chat, lectures, readings, and quizzes.
Create and coordinate an effective production team with appropriate responsibilities for each member of the team.	Group projects, and discussion.
Use appropriate terminology when discussing visual literacy and the moving image.	Class discussions, online chat, group projects, and quizzes.
Critically evaluate existing commercial productions.	Class lectures, discussions, online chat, and assignments.
Perform basic in-camera and software-based editing.	Labs and projects.

## General Education Outcomes

General Education Outcome covered:	How the outcome is assessed:
<b>Thinking Critically</b> The student demonstrates the ability to evaluate evidence and apply reasoning to make valid inferences.	Evaluate through class critique and online chat to determine how well students were able to advance their project concepts by applying evidence and using logic to make decisions.
<b>Information Literacy</b> The student demonstrates the ability to find proper resources.	Assess through class discussion, online chat, and written tests if students have developed the ability to find information through proper resources.
<b>Social Interaction</b> The student demonstrates the ability to work in teams, including people from a variety of backgrounds, and build consensus.	Evaluate the collaboration and integration of the team with a rubric for creative and critical team performance and project outcomes.

## Teaching & Learning Methods

- Lecture/readings
- Compare and contrast exercises
- Demonstrations
- Screenings
- Project-based labs
- Research assignments
- Blackboard online courseware

## Optional Text

*Introduction to Video Production, the Path to Digital Media Production*, Third Edition, Musberger, Robert B., Focal Press, 2005 ISBN: 0-240-80647-6

## Required Materials:

### Attendance (College) and Lateness (Department) Policies

Attendance is taken and is important to success in this class. Both absences and arrival more than 15 minutes after the start of class will be marked. If excessive, the instructor will alert the student that he or she may be in danger of not meeting the course objectives and participation expectations, which could lead to a lower grade.

### Academic Integrity Standards

Students and all others who work with information, ideas, texts, images, music, inventions, and other intellectual property owe their audience and sources accuracy and honesty in using, crediting, and citing sources. As a community of intellectual and professional workers, the College recognizes its responsibility for providing instruction in information literacy and academic integrity, offering models of good practice, and responding vigilantly and appropriately to infractions of academic integrity. Accordingly, academic dishonesty is prohibited in The City University of New York and at New York City College of Technology and is punishable by penalties, including failing grades, suspension, and expulsion.

## Grading

Oral Summary (1)	5%	Assignments/Exercises	40%
One-On-One Meeting (1)	5%	Project 1	15%
Engagement/Participation	10%	Project 2	25%

<b>Letter</b>	<b>Numerical</b>	<b>Quality</b>
<b>Grade</b>	<b>Grade Range</b>	<b>Points (QPA)</b>
A	93-100	4.0
A-	90-92.9	3.7
B+	87-89.9	3.3
B	83-86.9	3.0
B-	80-82.9	2.7
C+	77-79.9	2.3
C	70-76.9	2.0
D	60-69.9	1.0
F	59.9 and below	0.0
WU	Unofficial Withdraw (attended at least once)	0.0
WF	Withdraw Failing	0.0

### **Method of Instruction**

Assignments will often be modeled in class prior to students working on them outside of class – following an “I do, we do, you do” mentality. Some activities are group-oriented. Group work is important because it fosters accountability, interpersonal communication, the opportunity to get to know your classmates, and the challenge to overcome creative differences with each other while working towards a common goal.