Northwest Arkansas Community College
(Communication and Arts Division)

Discipline Code
ART

Course Number
2833

Course Title
Video Production/Editing

Catalog Description
An introduction to Video Development, Pre-Production, Production, and Post-Production. Digital, portable video cameras, DSLR cameras, digital editing equipment and software will be used. Students will need to supply their own camera.

Prerequisites
ART 1313 or consent of instructor

Credit Hours
3 credit hours

Contact Hours
30 lecture contact hours; 60 lab contact hours

Load Hours
4.67 load hours

Semester Offered
Fall, Spring

ACTS Equivalent
N/A

Grade Mode
A-F

Learning Outcomes
Students completing this course will be able to:
- Demonstrate a thorough knowledge of camera usage for video including depth of field, frame rate, and ISO.
- Execute fine quality videos.
- Demonstrate a working knowledge of audio recording for video.

- Demonstrate understanding of light, composition, and principles of visual design.
- Demonstrate knowledge of professional research practice and written and/or oral analysis.
- Apply knowledge of principles of design, video and film making, and communicate within the medium in the creation of works and in critique.
- Execute self-directed projects by developing a concept and translating the concept into video.

General Education Outcomes Supported

- Students develop higher order thinking skills.
- Students develop effective oral communication skills.
- Students will demonstrate technological fluency.

Standard Practices

Topics List
Subjects include but are not limited to the following:

- Camera controls
- Framing/Composition
- Exposure
- Depth of Field
- Pacing
- Title Sequences/Credits
- Storyboards
- Editing
- Color Grading
- Sound Recording & Editing
- Video Formats
- Presentation
- Criticism

Learning Activities
Required Methods of Instruction

- Primarily lecture, visual aids, demonstrations, and studio work.
- Areas covered must include instruction on the use of cameras and controls, visual storytelling, sound, presentations, and critiques.
- Methods must include visual demonstrations, classroom discussions, studio work, presentation, and critiques. Instructors should closely monitor the progress of students and their use of the software to ensure that the students are gaining a thorough knowledge of the application.

Assessments

Assessment is based on a chosen project assigned across all sections of the course. The rubric and assignment must be very similar, and the project should demonstrate the learning progression of the students.

Grading guidelines

- Grades in this course should be based on design aesthetics, creativity & originality, following instruction, execution with the prescribed software, and presentation of the work.
- Percentages of each of the criteria may vary with each project, but Design and Execution should both be given nearly equal weight in grading of each of the major projects.

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