

Title: Digital Video & Podcast Production-I
Code: DMC-305
Semester: 5th
Rating: 3 Credit Hours

DMC-305: Digital Video & Podcast Production-I

3 Cr. Hrs

Course Description:

This is an introductory course on fundamentals of multimedia production with the focus on cinematography, lighting and production process. This course is skills based and covers various practical aspects of the video production.

Learning Outcomes:

The student will be able to

- Make maximum use of video production equipment.
- Develop the skills to use cameras, sound and lighting equipment for recording
- Learn production design.

Course Contents:

1. The Production Process: Analog and Digital Technologies
2. Stages of Production
 - 2.1 Preproduction
 - 2.2 Production
 - 2.3 Postproduction
 - 2.4 Digital Technologies Used in Preproduction
 - 2.5 Digital Technologies Used in Production
 - 2.6 Digital Technologies Used in Postproduction
 - 2.7 Creative Staff in Media Production
3. Visualization: Images, Sounds, and the Creative Process
4. Production Aesthetics
5. 2 Producing and Production Management
 - 5.1 The Role of the Producer
 - 5.2 Production Strategies
 - 5.3 Market Research
 - 5.4 Production Goals and Objectives
 - 5.5 Audience Analysis
 - 5.6 Proposal Writing
 - 5.7 Project Presentations
 - 5.8 Legal Rights and Concerns
 - 5.9 Unions, Guilds, and Nonunion Working Conditions
 - 5.10 Production Management
 - 5.11 Script Breakdown
 - 5.12 Shooting Schedule
 - 5.13 Production Budget
6. Scriptwriting
 - 6.1 Visual Thinking
 - 6.2 Preparation for Scriptwriting
 - 6.3 Scriptwriting Formats
 - 6.4 Fiction Scriptwriting
 - 6.5 Nonfiction Scriptwriting
 - 6.6 News Stories
 - 6.7 Talk Show
 - 6.8 Commercials and Public Service Announcements
 - 6.9 Instructional Films and Videos
 - 6.10 Interactive Learning and Training
7. Direction

- 7.1 Visualization
- 7.2 Types of Shots
- 7.3 Camera Angle
- 7.4 Stationary Versus Mobile Camera Shots
- 7.5 Composition
- 7.6 Aspect Ratio
- 7.7 Essential Area
- 7.8 Rule of Thirds
- 7.9 Symmetry
- 7.10 Closure
- 7.11 Combining Shots
- 7.12 Sound and Image Interaction
8. Audio/Sound
 - 8.1 Aesthetics of Audio/Sound
 - 8.2 Types of Microphones
 - 8.3 Mic Placement and Selection
 - 8.4 Sound-Signal Control
 - 8.5 Sound Perspectives
9. Lighting
 - 9.1 Light and Color
 - 9.2 Lighting Instruments
 - 9.3 Light Control
 - 9.4 Light Measurement
 - 9.5 Setting Lighting Instruments
 - 9.6 Lighting for Digital Cameras
10. Camera
 - 10.1 Camera Placement
 - 10.2 Lens Control
 - 10.3 Video Cameras
 - 10.4 Digital Cameras
 - 10.5 Types of Digital Cameras
 - 10.6 Film Cameras
 - 10.7 Camera Care
11. Recording
 - 11.1 Analog Audio
 - 11.2 Digital Audio
 - 11.3 Analog Video
 - 11.4 Digital Video
 - 11.5 Film Recording
12. Design and Graphics
 - 12.1 Principles of Design
 - 12.1 Graphic Functions
 - 12.2 Scenic Design
 - 12.3 Set Design
 - 12.4 Set Construction
 - 12.5 Properties
 - 12.6 Costume Design
 - 12.7 Makeup

Suggested Readings:

- Compesi, R. & Gomez, J. (2015). Introduction to Video Production: Studio, Field, and Beyond. NY; Taylor & Francis
- Millerson, G. (2013). Video Production Handbook. Boston: Focal Press
- Malkiewicz, K. & Mullen, M. D. (2005). Cinematography. NY: Touchstone
- Landau, D. (2014). Lighting for Cinematography: A Practical Guide to the Art and Craft of light for Moving Image. NY: Bloomsbury

- Utterback, A. (2015). Studio Television Production and Directing: Concepts, Equipment and Procedures. NY; Taylor & Francis

Teaching Learning Strategies:

1. Class Discussion
2. Projects/Assignments
3. Group Presentations
4. Students LED Presentation
5. Thought Provoking Question

Assignments:

Assignments may include special reports, projects, class presentations, field work. The nature of assignments will be decided by the teacher as per the requirements of the course.

Assessment and Examinations:

Sr. No.	Elements	Weightage	Details
1	Midterm Assessment	35%	It takes place at the mid-point of the semester.
2	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentations, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.