

Common Course Outline
DIGM 151
Television and Corporate Video Production
3 Credits

Community College of Baltimore County

Description

DIGM 151 – Television and Corporate Video Production teaches the skills required to tell a story using digital media production principles and lighting and cinematography tools. This course demonstrates how to conduct a three-camera live production for a live event. Students prepare a three point lighting setup for an interview-style video production. Students research, produce, shoot and edit a documentary video, industrial video, educational video and marketing video. Students will visit a local grip and electric rental house.

3 Credits

Prerequisites: DIGM 112

Overall Course Objectives

Upon successful completion of this course, students will be able to:

1. illuminate a subject using a three-point lighting setup;
2. apply principles of electrical voltage when lighting a scene on location;
3. identify lighting and cinematography equipment;
4. communicate effectively using film, television, and video vernacular;
5. compose lighting and camera angles to create mood, a sense of time, and visual narrative;
6. integrate digital effects, transitions, and chroma key effects into a production;
7. conduct research for a documentary, industrial or educational video production;
8. create live video content demonstrating principles of lighting, cinematography, and storytelling;
9. collaborate with peers on multiple productions; and
10. give and receive peer feedback in a constructive and respectful manner.

Major Topics

- I. Manage equipment
 - A. Tracking
 - B. Caretaking
 - C. Transport
 - D. Inventory
- II. Lighting and cinematography
 - A. Light temperature
 - B. Exposure
 - C. Aperture
 - D. Lenses
 - E. Film speed
 - F. Shutter speed
 - G. Lighting a subject

- H. Lighting a background
- I. Lighting and cinematography on location
- III. Audio recording
 - A. Lavalier microphone
 - B. Boom microphone
 - C. Field audio mixer
- IV. Digital effects
 - A. Chromakey
 - B. Lighting a subject for chromakey
 - C. When to use
 - D. Time lapse
 - E. Transitions
- V. Live video production
 - A. Three camera setup
 - B. Live editing
 - C. Teleprompting
- VI. Field shooting
 - A. Using natural light
 - B. Location setup
 - C. Problem solving on location
- VII. Media business and ethics
 - A. Copyright release forms
 - B. Research verification
 - C. Business practice
 - D. Project closeout

Course Requirements

Grading/exams: Grading procedures will be determined by the individual faculty member but at a minimum will include the following:

- Two lighting and cinematography projects
- Three digital media projects
- One in-class critique
- Two in-class quizzes
- One visit to a local grip and electric rental house

Other Course Information

Students make extensive use of lighting, video, and audio equipment and are expected to carry and transport equipment for their projects. If a student is unable to lift or transport equipment CCBC will provide appropriate accommodations. Students also use computers and editing software. All hardware and software equipment is expensive and should not be loaned to anyone or left unattended. Students are legally and financially responsible for all equipment and are expected to handle all equipment with care.