

Common Course Outline
DIGM 201
Capstone in Digital Media Production
3 Credits

Community College of Baltimore County

Description

DIGM 201 – Capstone in Digital Media Production enables students to manage budgets and timelines for a production during the entire production life-cycle. Students prepare contracts, budgets, invoices and all aspects of business documentation while working on several media projects. Students review copyright laws and identify copyright infringement in the area of media. Students collaborate with peers, CCBC departments, and Baltimore County partners. Students write resumes, promotional materials, and professional web profiles. Students create a web portfolio of their work.

3 Credits: 2 lecture hours per week; 2 laboratory hours per week

Prerequisite: DIGM 153

Overall Course Objectives

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

1. identify and execute project management techniques for a production;
2. execute project marketing strategies;
3. collaborate with experts to develop production strategies;
4. manage teams in media production;
5. produce client approved video;
6. deliver digital media in appropriate formats and venues;
7. develop personal digital and web based portfolio; and
8. present and critique productions.

Major Topics

- I. Communications
 - A. Written
 - B. Web media
 - C. Social media
 - D. In-person
 - E. Presentation
- II. Client meetings
 - A. Roles and responsibilities
 - B. Recording notes
 - C. Follow-up
 - D. Professionalism
- III. Production management
 - A. Production schedule
 - B. Budget

- C. Fundraising
- IV. Contracts
 - A. Copyright
 - B. Personality rights
 - C. Location permits
- V. Career objectives
 - A. Areas of interest
 - B. Researching jobs
 - C. Researching schools
- VI. Job interview
 - A. Resume writing
 - B. Cover letter writing
 - C. Preparation
 - D. Apparel
 - E. Communications
- VII. Freelance work
 - A. Billing
 - B. Contracts
 - C. Promotion
 - D. Ethics
 - E. Taxes
- VIII. Portfolio
 - A. Projects
 - B. Website
 - C. Documentation

Course Requirements

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

- Three broadcast-quality projects. Topics to be approved by instructor, sample topics include:
 - **Who Influenced You at CCBC?** – anyone at CCBC
 - **A Day in the Life** – Baltimore County community service documentary
 - **CCBC Sports Review** – CCBC sports teams, coaches, players, award winners
 - **Theatre at CCBC** (CCBC original works only)
 - **The Sounds of CCBC**- music review and video (CCBC original works only)
- Production documentation for three projects

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.