

DIGM 151

Television and Corporate Video Production

3 Credits

Community College of Baltimore County
Common Course Outline

Description

DIGM 151 – Television and Corporate Video Production: Teaches the skills required to create broadcast quality content through television program proposals, lighting techniques, and cinematography principles. This course demonstrates how to conduct interviews, set up and run a three-camera live production, and research and produce a documentary exploring a local topic or event. Students will learn the methods of broadcast production and the roles and responsibilities of a broadcast crew. Students will collaborate on both group and individual projects to mirror the television studio experience.

Pre-requisites: DIGM 112

Overall Course Objectives

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

1. identify lighting and cinematography equipment;
2. create a broadcast program proposal, treatment, and pitch;
3. write a 2-column A/V script in broadcast format;
4. practice professional interview setups and techniques;
5. utilize the three-point lighting principle to properly illuminate an interview subject;
6. identify television production roles and responsibilities pertaining to news;
7. perform television crew duties to execute a three-camera live production;
8. create live video content demonstrating principles of lighting, cinematography, and storytelling;
9. conduct research for a documentary, industrial, or educational video production;
10. interview guests and collect b-roll for documentary production;
11. produce and edit a television field newscast on a recent news event; and
12. discover broadcast copyright methods and processes.

Major Topics

- I. Program Proposal
 - a. Logline
 - b. Treatment
 - c. Pitch
 - d. Target Audience
 - e. Format
 - f. Production Method

The Common Course Outline (CCO) determines the essential nature of each course.
For more information, see your professor's syllabus.

- g. Budget
 - h. Production Schedule
- II. 2-Column A/V Script
 - a. Format
 - b. 3-Act Structure
- III. Production Equipment
 - a. Professional Studio Cameras (Panasonic, Sony, Blackmagic Broadcast)
 - b. Audio (Microphones, Boom Poles)
 - c. Lighting (3-Point-Lighting, Studio Lighting)
 - d. Lightboard
 - e. Multi-Camera Switcher
 - f. Audio Mixer
 - g. Teleprompter
- IV. Interviews
 - a. Set-up
 - b. Formal Vs. Informal
 - c. Crafting Interview Questions
 - d. Etiquette
 - e. 3-Point Lighting
 - f. Audio Techniques
 - g. Camera Techniques
- V. Multi-Camera Production
 - a. Instantaneous Editing (Switcher)
 - b. Television Crew Roles & Responsibilities
 - c. Multi-Camera Productions
 - d. Multi-Camera Editing
- VI. TV/Field Broadcast/Documentary
 - a. Topic Research
 - b. Location Scouting
 - c. Location Interviews
 - d. B-roll
- VII. Media Business
 - a. Release Forms
 - b. Copyright
 - c. Business Practice
 - d. Project Closeout
 - e. Distribution – TV Studios

Course Requirements

Grading will be determined by the individual faculty member, but shall include the following, at minimum:

- One program proposal
- One 2–3-page A/V Script in proper script format
- One Formal Interview Setup

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- One Multi-Cam Live Production
- One Field Documentary/News Segment
- One Broadcast Final Project

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.

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