

Washtenaw Community College Comprehensive Report

VID 203 Commercial Video Production Effective Term: Fall 2018

Course Cover

Division: Business and Computer Technologies

Department: Digital Media Arts

Discipline: Video Production

Course Number: 203

Org Number: 14540

Full Course Title: Commercial Video Production

Transcript Title: Commercial Video Production

Is Consultation with other department(s) required: No

Publish in the Following: College Catalog , Time Schedule , Web Page

Reason for Submission: Course Change

Change Information:

Course title

Course description

Pre-requisite, co-requisite, or enrollment restrictions

Outcomes/Assessment

Objectives/Evaluation

Rationale: Update course to reflect industry changes.

Proposed Start Semester: Fall 2018

Course Description: In this course students will produce short-formatted projects for business and client-related needs. Productions will cover a range of web content, advertising and promotional projects to service business. By collaborating with actual clients, students write scripts, direct, edit, produce and answer to the needs of professionals from our community. Additional training and instruction will cover working with budgets, timelines/deadlines and soft skills for client-producer relations. The title of this course was previously Web Video.

Course Credit Hours

Variable hours: No

Credits: 3

Lecture Hours: Instructor: 45 **Student:** 45

Lab: Instructor: 0 **Student:** 0

Clinical: Instructor: 0 **Student:** 0

Total Contact Hours: Instructor: 45 **Student:** 45

Repeatable for Credit: NO

Grading Methods: Letter Grades

Audit

Are lectures, labs, or clinicals offered as separate sections?: NO (same sections)

College-Level Reading and Writing

College-level Reading & Writing

College-Level Math

Requisites

Prerequisite

VID 105

and

Prerequisite

VID 125; may enroll concurrently

General Education

Request Course Transfer

Proposed For:

Student Learning Outcomes

1. Produce three commercial video productions that each contain a range of objectives, including promotional, commercial, non-profit and creative projects.

Assessment 1

Assessment Tool: Three short projects

Assessment Date: Fall 2021

Assessment Cycle: Every Three Years

Course section(s)/other population: All sections

Number students to be assessed: Random selection of 50% of students with a minimum of one full section

How the assessment will be scored: Departmentally-developed rubric

Standard of success to be used for this assessment: 70% of students will score a 2 of 3 or higher

Who will score and analyze the data: Departmental faculty, in conjunction w/ advisory members, will score and analyze the data

2. Conduct client-relations and complete objectives established by the company or business.

Assessment 1

Assessment Tool: Client evaluation

Assessment Date: Fall 2021

Assessment Cycle: Every Three Years

Course section(s)/other population: All sections

Number students to be assessed: Random selection of 50% of students with a minimum of one full section

How the assessment will be scored: Departmentally-developed rubric

Standard of success to be used for this assessment: 70% of students will score a 2 of 3 or higher

Who will score and analyze the data: Departmental faculty, in conjunction w/ advisory members, will analyze the data

Course Objectives

1. Meet with clients to explore what their objectives are for their production.
2. Describe the soft skills used in developing and maintaining client-producer relations.
3. Discuss the uses of budget and timelines for commercial productions.
4. In the pre-production phase - develop script based on client's business objectives; survey site of shooting location; create storyboard and plan shots.
5. Secure client approval/sign off on script.
6. In the production phase - film on location, record voice over and interview clients.
7. In the post-production phase - edit and finalize project.
8. Complete the soundtrack and color correction.
9. Secure client input on produced video and modify or revise as needed
10. Deliver final project to client.

New Resources for Course

Course Textbooks/Resources

- Textbooks
- Manuals
- Periodicals
- Software

Equipment/Facilities

<u>Reviewer</u>	<u>Action</u>	<u>Date</u>
Faculty Preparer: <i>Matthew Zacharias</i>	<i>Faculty Preparer</i>	<i>Jan 04, 2018</i>
Department Chair/Area Director: <i>Ingrid Ankersen</i>	<i>Recommend Approval</i>	<i>Jan 09, 2018</i>
Dean: <i>Eva Samulski</i>	<i>Recommend Approval</i>	<i>Jan 09, 2018</i>
Curriculum Committee Chair: <i>David Wooten</i>	<i>Recommend Approval</i>	<i>Mar 12, 2018</i>
Assessment Committee Chair: <i>Michelle Garey</i>	<i>Recommend Approval</i>	<i>Mar 14, 2018</i>
Vice President for Instruction: <i>Kimberly Hurns</i>	<i>Approve</i>	<i>Mar 15, 2018</i>