California State University San Marcos   • NEW COURSE •   FORM C   **AMD 307**
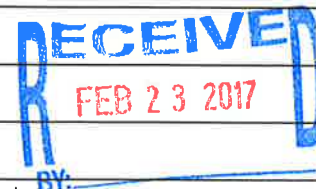
ORIGINATOR'S SECTION:

1. College:

☒ CHABSS ☐ CoBA
☐ CoEHHS ☐ CSM

Desired Term and Year of Implementation (e.g., Fall 2008):

Fall 2017

2. Course is to be considered for G.E.? (If yes, also fill out appropriate GE form*) ☐ Yes ☒ No (Specific topics may request G.E. certification)

3. Course will be a variable-topics (generic) course? ☐ Yes ☒ No
("generic" is a placeholder for topics)

4. Course abbreviation and Number: AMD 307

5. Title: *(Titles using jargon, slang, copyrighted names, trade names, or any non-essential punctuation may not be used.)*
Digital Video Studio Production

6. Abbreviated Title for PeopleSoft:
(no more than 25 characters, including spaces)
Digital Studio Prod

7. Number of Units: 3

8. Catalog Description: *(Not to exceed 80 words; language should conform to catalog copy. Please consult the catalog for models of style and format; include all necessary information regarding consent for enrollment, pre- and/or corequisites, repeated enrollment, crosslisting, as detailed below. Such information does not count toward the 80-word limit.)*

Focuses on digital video studio production while emphasizing the history of broadcast and streaming media. Utilizes a multi-camera digital studio with green screen. Teaches the tools to produce video content with practical and theoretical approaches to media production. Pre-requisite: AMD 203.

9. Why is this course being proposed?
This course is an upper division elective for the new Arts, Media & Design major being proposed in the School of Arts.

10. Mode of Instruction*

For definitions of the Course Classification Numbers:
http://www.csusm.edu/academic_programs/curriculumschedu ling/catalogcurricula/DOCUMENTS/Curricular_Forms_Tab/ Instructional%20Mode%20Conventions.pdf

Type of Instruction	Number of Credit Units	Instructional Mode (Course Classification Number)
Lecture	2	C2
Activity		
Lab	1	C7

11. Grading Method:*
☒ Normal (N) *(Allows Letter Grade +/-, and Credit/No Credit)*
☐ Normal Plus Report-in-Progress (NP) *(Allows Letter Grade +/-, Credit/No Credit, and Report-in-Progress)*
☐ Credit/No Credit Only (C)
☐ Credit/No Credit or Report-in-Progress Only (CP)

12. If the (NP) or (CP) grading system was selected, please explain the need for this grade option.

13. Course Requires Consent for Enrollment? ☐ Yes ☒ No

☐ Faculty   ☐ Credential Analyst   ☐ Dean   ☐ Program/Department - Director/Chair

14. Course Can be Taken for Credit More than Once? ☐ Yes ☒ No
If yes, how many times?   (including first offering)

15. Is Course Crosslisted: ☐ Yes ☒ No

If yes, indicate which course   and check "yes" in item #22 below.

16. Prerequisite(s): ☒ Yes ☐ No   AMD 203

17. Corequisite(s): ☐ Yes ☒ No

18. Documentation attached:
☐ Syllabus   ☒ Detailed Course Outline

19. If this course has been offered as a topic, please enter topic abbreviation, number, and suffix:*

20. How often will this course be offered once established? 1 time / academic year

* If Originator is uncertain of this entry, please consult with Program/Department Director/Chair

PROGRAM DIRECTOR/CHAIR - COLLEGE CURRICULUM COMMITTEE SECTION:
(Mandatory information – all items in this section must be completed.)

21. Does this course fulfill a requirement for any major (i.e., core course or elective for a major, majors in other departments, minors in other departments)?   ☒ Yes ☐ No

If yes, please specify:
   UD studio requirement for Arts, Media and Design, DAMA option

22. Does this course impact other discipline(s)? *(If there is any uncertainty as to whether a particular discipline is affected, check "yes" and obtain signature.)*   ☒ Yes ☐ No

If yes, obtain signature(s). Any objections should be stated in writing and attached to this form.

COMM
Discipline _____   4/8/16 _____ ✓ _____Support _____Oppose
                    Signature   Date

Discipline _____   _____ _____Support _____Oppose
                    Signature   Date

SIGNATURES : (COLLEGE LEVEL) :

Lucy HG Solomon _____   1/20/2016
1. Originator   (please print or type name)   Date

_____   4.13.16
2. Program Director/Chair   Date

_____   4/13/16
3. College Curriculum Committee   Date

Marsha Stoddard Holms _____   4/13/16
4. College Dean (or Designee)   Date

(UNIVERSITY LEVEL)

_____   _____
5. UCC Committee Chair   Date

_____   _____
6. Vice President for Academic Affairs (or Designee)   Date

_____   _____
7. President (or Designee)   Date

Office of Academic Programs   Banner: Catalog   Revised 3/28/2007

* If Originator is uncertain of this entry, please consult with Program Department Director/Chair ✓

AMD 307

On Apr 10, 2016, at 10:50 PM, Michelle Holling <mholling@csusm.edu> wrote:

HI Lucy.

The MASS faculty see no content overlap between the syllabus you sent for AMD 356 and particular courses in our program. Thank you for sending that syllabus. Moreover, based on the concerns I voiced on behalf of my department (the attachment is what I sent w/my first reply), we support the AMD proposed program and courses provided to us for review (i.e., AMD 307, 355 407, 356, and 452).

Well wishes. As of late last Friday, I signed all remaining curriculum paperwork.

Michelle A. Holling, Ph.D.
Professor & Interim Chair, Department of Communication
Co-Coordinator, Ethnic Studies Program
President-Elect, Western States Communication Association

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AMD 307 Digital Video Studio Production

Course Description:
Digital Video Studio Production focuses on digital video studio production while emphasizing the history of broadcast and streaming media. Utilizes a multi-camera digital studio with green screen. Teaches the tools to produce video content with practical and theoretical approaches to media production.

The first five weeks of the course will be studying live TV while providing technical means of live studio recording of short in class exercises. In the process students will understand the various production roles of a studio shoot using the fully equipped digital TV studio. The last seven weeks of the course, students will produce two lively professional programs that will be broadcasted to audiences and used for production resume.

Required Reading:
- Andrew Utterback, <u>Studio Television Production & Directing</u>, Focal Press, Course Reader at University Bookstore **course reader will be available September 14th. First article from reader will be distributed in class on Aug 30th, 2010.

Recommended Reading:
- Herbert Zettl, <u>Video Basics 5</u>, Thomson Wadsworth, CA 2007

Assessment:

Class Attendance/Participation*		10%
Test On Reading Oct 04		20%
In-Class Assignments 3 at 5% each	15%	
Assignment 1: Talk Show (LIVE) 3 camera shoot		25%
Assignment 2: Prerecorded Program 3 camera shoot		30%

The writing requirement will be fulfilled by the production journal.

Both projects are graded by a combination of sources--the final show, the Production Notebook that is turned in at the end of each show with insightful feedback on each other's ideas, dialogue, technique, and student evaluations. You will all be required to assess each member of your production team. Sample assessment form will be uploaded to our site.

*No more than two unexcused absences or you the 10% grade. If you miss more than three, you will fail the class. If you are more than 20 minutes late, it will be considered an unexcused absence. Be on time and be present.

Each group will consist of 12-13 members taking on an important production role. It is crucial that you are on time and present for all rehearsals and recordings. Everyone is dependent on you to make each of these shows

possible. You will have an opportunity to take on five of these different production roles in this course. (3 for the assignments, and two for the shows). You can't repeat any role in the class. For example, if you decide to do camera for assignment one, you are required to do something else not related to the camera for assignment two and so forth.

Production Roles
3 Camera Operators.
1 Audio Engineer
1 Character Generator Operator
1 Sound Recordist
1 Floor Manager
1 Lighting Director
1 VTR operator
1-3 Talent
1 Director
1 Gaffer
1 Art Director
1 Technical Director

In-Class Assignments: Each at 5% of your final grade.
3 in -class assignments are designed to help you become more comfortable with the equipment and the production roles. You can either recreate one of the samples I'll have on our site http://mass457.ning.com/ or you could create something original.

Assignment 1: Produce a 2minute video utilizing innovative lighting. DUE: Sept 20th
This assignment is designed so that all of you learn the power of lighting. It can dramatically enhance the look of your show.

Assignment 2: Produce a 2 minute video that uses the green screen. DUE: Oct 04th
This assignment is designed so that you understand how to use the green screen and the switcher. You can do as much compositing in your video as you like.

Assignment 3: Produce a 2minute video that has multi camera switching and CG graphics. DUE: Oct 11th
This assignment will teach you to practice multi-camera switching and use of CG graphics between two people talking on stage. This is a valuable exercise to train you for both of your shows.
Shows:
Live Talk Show. 25% of final grade Oct 25 & Nov 01

You will need to look at various talk show styles. Choose one style you are influenced by and study it. I will have samples on the site for you to look as well as previous students Talk Shows. You need to bring in at least 3 guests from the community or from the campus to interview on your show. You should have at least 5 topics covered on the show. 2 topics could be current events, and the other 3 topics could be your guests.

Pre-Recorded Format Show:
30% of final grade Complete by Dec 12th You will pick one of the most common pre-recorded TV shows that are filmed in a studio. The most common formats are The News (include weather, interview on show, sports, culture, etc), Game Show (like Family Feud) or Competitive Show (like American Idol), Sitcom, Soap Opera, a Variety Show (like Saturday Night Live). Be sure to pick a format that is most interesting to your group and a scyle all of you want to emulate. Like the Talk Show, the length of your pre-recorded show should also be a maximum of 24.30 minutes for a 30 minute slot. The 5.30 is used for commercials or PSAs.

Extra Credit:
This is an opportunity for you to practice the equipment in the studio and earn some extra credit. PSAs must be recorded in the studio. Your group can create up to 2 PSAs, each worth 5% extra credit, which will give you maximum of 10% extra credit.
PSAs, public service announcements, can be educational, informative, or they can also he entertaining such as mocking the style as seen on Saturday Night Li'1e and Colbert Report. The total running time for a PSA can between 30seconds-2minutes

Production Notebook:
One week after the show, the producer will turn in a binder that contains all of the paper work the group did in order to prepare for their shoot. See below what paper work needs to be completed for each production role. Each person will individually evaluate the group members.

Paperwork for each role:
Everyone participates in the research, creation of the script, development of the questions, and assisting in organizing the people who will be on the shows. This script needs to be turned in to me for review 4 weeks before shooting.

Student Learning Outcomes
Students will be able to:
- Analyze the broad and diverse context for the history of community media;
- Apply an understanding of how to use community media;

- Display proficiency in directing single and multi-camera scenes, recording live video, and transmitting to the internet.

COURSE OUTLINE

Weeks 1-2

Introduction to the course. Survey, Screening of previous student shows.
Studio Environment, The Production Roles, Script Development

Weeks 3-5

Studio Equipment. Camera, Tripods, Audio, Switcher, Lights.

Weeks 6-8

Lighting Board, Lights, Coloring

Weeks 9

Use of CG and Green Screen.

Weeks 10-12

Multi-Camera Directing, use of CG

Weeks 13-14

Scripts and Project Development

Week 15

Production notebooks and final shows

Exam week: Show critiques