

COURSE OUTLINE

**Media Arts 117
Music Video Production**

I. Catalog Statement

Media Arts 117 provides students with the advanced aesthetics and techniques required in the production of a music video. Students will gain experience in camera operation, sound recording, and video editing as they relate to the production of music videos. Students will write a simple script and storyboard, and organize and plan the production of a music video project, including scheduling and budgeting. Students will direct, supervise, and critique performers and crew in music video productions.

Units – 3.0

Lecture Hours – 2.0

Total Laboratory Hours – 4.0

(Faculty Laboratory Hours – 4.0 + Student Laboratory Hours – 0.0 = 4.0 Total Laboratory Hours).

Prerequisite: Media Arts 101.

Recommended Preparation: Media Arts 103 or 112; Eligibility for English 120 or ESL 151.

II. Course Entry Expectations

Skills Level Ranges: Reading 5; Writing 5; Listening/Speaking 5; Math 2

Prior to enrolling in the course, the student should be able to:

1. define basic terminology used in the video production industry;
2. evaluate the production values of professionally produced video programs and television broadcasts;
3. operate video cameras, videotape recorders, audio recorders, microphones, lighting equipment, and a video control console;
4. write simple scripts and storyboards for both video and audio productions;
5. assess all elements necessary to the production of simple studio and on-location video programs;
6. create a simple two-camera “live” video production;
7. create a three-camera “talk show” video production.

III. Course Exit Standards

Upon successful completion of the required coursework, the student will be able to:

1. write a music video script based on the lyrics of a song;
2. cast in the following areas:
 - a. music performances
 - b. video performances
 - c. production crew
3. create music video storyboards;
4. develop a shot list with basic lighting;
5. shoot on location and in studio;
6. conduct pre-production meetings;
7. produce a recorded mini-DVD;
8. digitally edit a finished music video with limited special effects;
9. create appropriate credits, titles and their video graphic elements;
10. assess production values of professional music videos.

IV. Course Content

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| A. Pre-Production Techniques and Concerns | 12 hours |
| 1. Developing a treatment | |
| 2. Scripts and storyboards | |
| 3. Client relations and planning sessions | |
| 4. Scheduling production | |
| B. Electronic Field Production | 24 hours |
| 1. Scouting proper locations | |
| 2. Assessing power requirements | |
| 3. Location lighting techniques | |
| 4. Location sound recording techniques | |
| 5. Set-up and strike procedures | |
| 6. Protocol considerations | |
| C. In-Studio Productions | 24 hours |
| 1. Crew responsibilities and relationships | |
| 2. Lighting grid operations | |
| 3. Control room operations | |
| 4. On-the-air disciplines | |
| 5. Camera set-up and operation | |
| 6. Audio booth operation | |
| D. Post-Production Techniques | 24 hours |
| 1. Concepts and aesthetics of editing | |
| 2. Operations of the editing console | |
| 3. Control tracks and time code | |
| 4. Audio dubbing and voice-over techniques | |
| E. Programming for Cable Distribution | 12 hours |
| 1. Scheduling programs | |
| 2. Operation of character generator | |
| 3. Operation of "head end" cable connection | |

V. Methods of Presentation

The following instructional methodologies may be used in the course:

1. classroom lecture and demonstration;
2. analysis of professional examples;
3. peer analysis of student projects;
4. individual instructor-to-student assistance in the GCTV Studio;
5. self-paced individual work in the GCTV Studio.

VI. Assignments and Methods of Evaluation

1. Video production projects.
2. Production critiques by instructor and students.

VII. Textbook

Hanson, M., Reinventing Music Video: Next-Generation Directors, Their Inspiration and Work. First Edition.

Burlington, MA: Focal Press, 2006.

13th Grade Textbook Reading Level. ISBN: 0-240-80834-7.