

Communication 335-100-4185



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Office Hours MTWRF 12-1 PM or by appointment

## **Video Communication**

(Communication 335-100, Summer)

Creating professional video takes many discrete steps. **Video Communication** will give you hands-on experience with remote video production. You will also examine media literacy to better inform the decisions made in creating polished projects. Groups conceptualize, write, shoot and edit a video on a topic of their choice.

### *Prerequisite*

Communication 201, Communication 305

### *Required Reading*

**Video Production: Disciplines and Techniques**, 11th edition  
By James C. Foust, Edward J. Fink, and Lynne S. Gross

### *Relationship to curriculum*

This course serves as an elective for Communication majors.

This course fulfills a General Education requirement in Communication. You will learn, then practice effective video communication skills.

## **Student Learning Outcomes**

Upon completion of Video Communication you will understand:

- The Process Message and how it affects video production decisions
- Studio and field cameras and their operation
- How camera lenses should be properly used to frame shots
- Three-point lighting
- Proper use of lighting instruments
- How to record perfect audio using the proper microphone

- How microphones pick up sound
- Framing shots for maximum impact
- Writing scripts
- Interpreting scripts for studio and field
- Non-linear editing concepts
- Sequencing action shots in one-camera productions
- Operating *Adobe Premiere*—a video editing program
- How to plan major studio productions
- How to plan large remote productions
- How to create graphics with impact

Students with disabilities who need accommodation (seating placement, arrangements for examinations, etc.) should inform me at the beginning of the course.

### *Evaluation*

There will be 3 traditional tests worth 10 points apiece. The rest of your grade will be based on your ability to properly use professional video equipment.

There is a unscheduled shooting exercise worth 15 points. You will shoot an interview worth 10 points and an action sequence worth 10 points. Your final project is worth 35 points.

You will be graded on your participation in the group work on a sliding scale based on my observations. Your fellow group members will also evaluate you. Those who “coast” through group work will be marked at least 2 grades lower than the others. Ask students from past classes—if you don’t help your group you will suffer.

Tests may be made up only with documented excuses (e.g. doctor’s excuse for sickness, obituary for funeral.) You should treat this class like a full-time job: be on time and prepared to work. Attendance is ABSOLUTELY MANDATORY. I will keep track of your attendance and it could affect your final grade. Read all assigned chapters BEFORE class!

*Calendar*

Class

CONTENT

1

**Intro to Video Production**

Pre- and post-production. Production path,  
Production elements (camera, lighting, audio)  
Convergence, History, What is video literacy?  
Chapter 1  
*(Assign groups and final project)*

**Cast and Crew**

What is producing? Directing? Jobs available in the  
industry, visualization cues  
Planning and Executing Your Final Video  
Chapter 2

2

**Producing**

Types of producers, Generating ideas,  
Treatments, script formats, storyboards,  
Budgets, timelines, scheduling, legal issues  
Chapter 3

**Directing**

Manager role, Artist role, Psychologist role.  
Rehearsing and creating productions, Scheduling  
equipment and personnel. Multi-camera studio  
productions, Rehearsing, Crew Commands, transitions  
Chapter 4

3

**Cameras**

Optical characteristics, operational controls, wide  
angle. EFP/Camcorder operation, studio  
configuration, framing. Standard and DTV aspect  
ratios.  
How composition affects the message.  
Camera movement, tripods.  
Chapter 5  
***(Test One)***

- 4            **Lighting, Studio and Field**  
                 Studio/Field lighting instruments, color temperature  
                 Intensity, lamp types, color media, lighting  
                 techniques, contrast, operating field lights.  
                 Chapter 6
- Audio – What Did I Hear?**  
                 How microphones work, types of microphones, analog  
                 and digital audio equipment, mixers and mixing,  
                 controlling quality.  
                 Chapter 7  
                 ***(Shoot interview August 9)***
- 5            **Graphics and Design**  
                 Aspect ratio, scanning, info density, color, style  
                 How messages can be stilted, contorted.  
                 Chapter 8  
                 ***(Test #2)***
- 6            **Editing – assembling the final cut**  
                 On- and offline editing systems, capture and  
                 compression, decision making and lists, transitions.  
                 Ethics.  
                 Editing Functions and Principles  
                 Continuity, complexity, transitions, vectors  
                 Chapter 11  
                 ***(Shoot sequence August 13)***
- 7            **Recording and Playback**  
                 Chapter 10  
                 ***(Test Three)***
- 8            **Field Production and Big Remotes**  
                 ENG and EFP Productions  
                 Chapter 12
- 9            Shoot and edit Projects  
10          Edit Projects / view in class