

# PHTO 207: INTERMEDIATE VIDEO FOR PHOTOGRAPHERS

## Citrus College Course Outline of Record

Heading	Value
Effective Term:	Fall 2021
Credits:	3
Total Contact Hours:	108
Lecture Hours :	36
Lab Hours:	72
Hours Arranged:	0
Outside of Class Hours:	72
Prerequisite:	PHTO 204.
District General Education:	C1. Arts
Transferable to CSU:	Yes
Transferable to UC:	No
Grading Method:	Standard Letter

## Catalog Course Description

A continuation of the study of video skills, production and concepts. Intermediate camera techniques, lighting, audio recording and post-production skills are used to explore video production for: the Internet or social media, company branding and news reporting. Students will critique course projects, as well as, relevant contemporary and historical videos. 36 lecture hours, 72 lab hours.

## Course Objectives

- Produce a final video project and screen it within appropriate output context.\n
- Demonstrate effective pre-production, production and post-production workflows.\n
- Articulate and qualify critique comments relating to video.\n
- Demonstrate proper and safe use of camera, lighting and editing equipment.\n
- Collaborate with peers on the multifaceted aspects of video production.\n

## Major Course Content

1. Camera techniques
  - a. Recording sports – frame rates, tracking and audio
  - b. Shooting slow motion – frame rates and recording motion for video
2. View video work
  - a. Contemporary
  - b. Historical
3. Video for the internet
  - a. Video campaigns for social media
  - b. Vlogging
  - c. Videos for internet banners (32:9, 21:9 and 16:9)
  - d. Copyrighting: Effective sound bites for web videos
4. Company branding videos [alternative: corporate videos]
  - a. Researching the organization
  - b. Integrating the corporate logo and color palette

- c. Preparing the shoot schedule
  - d. Interacting with personnel
  - e. Lighting for corporate videos
  - f. Shooting
  - g. Recording audio for corporate videos
5. News reporting
    - a. Researching the topic
    - b. Planning B-roll on the topic
    - c. Interviewing on the spot
    - d. Audio for on the spot interviews
    - e. Lighting for outdoors
    - f. Shoot notes for news reporting
  6. Lighting outdoors
    - a. Artificial lighting
    - b. Power packs
    - c. Flagging and bouncing the light
    - d. Hard light versus soft light
    - e. Selecting a light temperature
  7. Production issues
    - a. Slating
    - b. Errant color casting
    - c. Scenes and takes organization
    - d. Shoot notes for multicamera recording
  8. Audio
    - a. Recording audio outdoors
    - b. Foley
    - c. Recording environmental sounds
    - d. Voice over for video
  9. Post-production
    - a. Multi camera editing
    - b. Ingestion
    - c. Color correction with lumetri scopes
    - d. Mixing audio channels
    - e. Creative Commons music library
    - f. Title sequence
    - g. Adding text
    - h. Custom path for graphics
    - i. Images on an alpha channel
    - j. Markers in the workflow
    - k. Animating effects using keyframes

## Lab Content

- Video capture
- Record audio
- Edit audio
- Video editing
- Continuous light set up

## Suggested Reading Other Than Required Textbook

- Industry periodical, websites and blogs as assigned in class

## **Examples of Required Writing Assignments**

- Write a critique of a contemporary video production - Write a critique of a historical video production - Respond to daily journal prompts

## **Examples of Outside Assignments**

- Produce serialized videos for a social media campaign - Shoot and record a corporate video - Create a video, foley and sound effects library - Shoot video and audio for news reporting - Produce a DIY video shooting stills and video

## **Instruction Type(s)**

Lecture, Lab, Online Education Lecture, Online Education Lab