

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