

SCHOOL OF COMMUNICATION
CMNS 426-4
Communication Design for Non-Broadcast Video:
Documentary Production

Instructor: David Murphy

Overview:

This course introduces students to the practice of digital video production of informative, documentary based media products. It is especially designed for upper levels CMNS Majors who have taken CMNS, 226 or 323 and have a strong interest in exploring and producing alternative media. The course will provide students with the opportunity to acquire or enhance their design and production skills and techniques in digital video, while exploring new concepts and formats for documentary video and interactive media products. The course has both seminar and studio components. The seminar meetings will provide a common basis for students thinking about the culture of documentary production while reviewing, researching and analyzing contemporary media offerings -- by overviewing entertainment, informational, instructional, journalistic, educational and advocacy media products currently available. The studio environment of this course is centered on a project-based learning process, which, through group production work and research, encourages collaboration in design, creativity and problem solving.

The course meetings will be devoted to the following four learning objectives:

1. To review and analyze a variety of video genres and media from around the world. All students will be expected to conduct a personal investigation in one production, and conduct a seminar on that genre.
2. To provide ongoing technical instruction through workshops and assignments in the operation and techniques of pre-production, production, and post-production using editing, computer graphics, animation, and video technologies available in the lab.
3. To create a group dialogue which promotes supportive critical feedback on the exercises, research and projects produced by the students in the course.
4. To create a supportive peer-learning environment among students which fosters individual creativity within group co-operation and problem solving around project design and production.

The course emphasizes a departure from standard broadcast conventions and the development of new approaches to media production technology. The technical skills you will require include: the basics of operating sound and video recording equipment, digital video editing in Final Cut Pro, computer graphics with Adobe Photoshop, digital FX and transitions editing, and interactive programming (where appropriate).

Students will be required to propose a documentary video production project that will be produced during the term. Projects will be completed by the end of the term in production teams and will be graded by scheduled deliverables which will include: Proposal, Treatment, Script/ Story board, Footage Log, Rough Cut, Final Product.

Prerequisites: **CMNS 226 or CMNS 323, and permission of instructor.**

Grading:

25%	Final Product
15%	Rough Cut
35%	Production elements, schedule of deliverables to be handed out in class
10%	In-class presentation
15%	Overall effort, personal progress and contribution to the course

The School expects that the grades awarded in this course will bear some reasonable relation to established university-wide practices with respect to both levels and distribution of grades. In addition, the School will follow Policy T10.02 with respect to "Intellectual Honesty" and "Academic Discipline" (see the current Calendar, General Regulations section).