

PHOT 0079 - INTRODUCTION TO DIGITAL FILMMAKING AND VIDEO PRODUCTION

Catalog Description

Also known as AAD 79 and COMM 31A

Hours: 90 (36 lecture, 54 laboratory)

Description: Use of digital cameras for producing short form video projects. Introduction to principles, techniques and the terminology of video production and digital filmmaking. Guided classroom exercises and projects, including pre-production planning, storytelling, video and audio recording techniques, on-location set-ups and studio set-ups, lighting for filmmaking, and basic video editing and output. (CSU)

Course Student Learning Outcomes

- CSLO #1: Prepare for finished video projects through applying terminology and using pre-production materials related to film and video production.
- CSLO #2: Create content for video projects through the production process including camera capture, sound recording, application of lighting, in both solo and group projects.
- CSLO #3: Create finished video projects through the post-production process including basic editing and output.
- CSLO #4: Critique effectiveness of finished projects.
- CSLO #5: Analyze copyright law, emerging technologies, artificial intelligence, and the ethical concerns they raise.

Effective Term

Fall 2025

Course Type

Credit - Degree-applicable

Contact Hours

90

Outside of Class Hours

72

Total Student Learning Hours

162

Course Objectives

Through written quizzes, written and oral critiques, pre-planning, demonstrations and video production, students will:

Lecture Objectives:

1. Distinguish between video production and filmmaking
2. identify Copyright Law, Fair Use Doctrine, Public Domain and Creative Commons licensing as it relates to video production and filmmaking.
3. distinguish between the crew member roles;

4. use correct industry terminology as it relates to digital filmmaking and video production;
5. utilize pre-production planning;
6. differentiate between studio and location video shoots in terms of equipment needs, limitations and benefits; and
7. utilize industry standard cameras to create various video projects (such as a silent film, a PSA, an interview and a creative film);
8. identify the differences between common video formats and files;
9. identify software and hardware used to create, modify and edit material for video production.
10. analyze new and emerging technologies including artificial intelligence as they related to video production and digital filmmaking;

Laboratory/Activity Objectives:

1. prepare a storyboard, shot list and equipment list for each video project;
2. create a script for a film or video project;
3. balance white levels on a standard video camera or DSLR camera;
4. demonstrate manual exposure techniques;
5. compose camera shots that are consistent with generally accepted industry quality guidelines;
6. create visual continuity through character action, camera action and editing choices;
7. demonstrate the appropriate use of camera movements such as zoom, pan, tilt, and other camera techniques;
8. evaluate audio level and quality to create a final product that meets quality standards;
9. evaluate lighting conditions and recommend appropriate solutions;
10. edit video footage using a non-linear editing system;
11. demonstrate the appropriate use of transitions in a non-linear editing system;
12. demonstrate the ability to key out a green screen in a non-linear editing system;
13. compose visually pleasing titles and other minor special effects as part of a completed video project;
14. edit audio and video footage to complete a video project;
15. complete video production assignments individually and as part of a production crew; and
16. analyze effectiveness of video projects based on audio and video production techniques used.

General Education Information

- Approved College Associate Degree GE Applicability
- CSU GE Applicability (Recommended-requires CSU approval)
- Cal-GETC Applicability (Recommended - Requires External Approval)
- IGETC Applicability (Recommended-requires CSU/UC approval)

Articulation Information

- CSU Transferable

Methods of Evaluation

- Classroom Discussions
 - Example: 1. At the beginning of every class, students are asked to watch a "Video of the day" and then analyze the video through

class discussion. Students are evaluated on participation and their ability to actively engage in the discussion using proper terminology. (Objective 16)

- Objective Examinations
 - Example: 1. A multiple-choice exam will be given covering the difference between Copyright Law, the Fair Use Doctrine, Public Domain and Creative Commons Licensing. Standard grading. (Objective 2) Example: You have more opportunities to use work that has been licensed under _____ than you would from work that is not licensed at all, which is automatically protected under _____. a) Fair Use, Copyright Law b) Creative Commons, Copyright Law c) Public Domain, Creative Commons d) Fair Use, Creative Commons
- Projects
 - Example: 1. Students are assigned at least one video production project for which they will be responsible for pre-production planning, production work, and post-production. Grading will be based on instructor observation, student participation, and final video product. Standard grading rubric. (Objective 1, 2, 5, 9, 14, 15)
- Skill Demonstrations
 - Example: 1. Students are given green screen footage to use in a non-linear editing software. As an in-class skills demonstration, they will have to key out the green and replace the background with a different background provided. Standard grading. (Objective 1, 12)

Repeatable

No

Methods of Instruction

- Laboratory
- Lecture/Discussion
- Distance Learning

Lab:

1. Instructor will discuss and demonstrate proper audio recording techniques utilized with different microphones. Students will then demonstrate these techniques in an in-class demonstration. Students will then be allowed to check out audio equipment to be used during the production of their video projects.

Lecture:

1. Instructor will assign handout on storyboarding. Instructor will then lecture on this topic and demonstrate different storyboarding techniques for the upcoming silent film project. After the assignment has been completed, the instructor will lead class in a critique of the storyboards created by each group of students based on the techniques discussed in class.

Distance Learning

1. Instructor will create a discussion board prompt on the various crew roles available in the filmmaking and video production industry. Students will reply to the prompt by identifying which crew role interests them the most, and researching the responsibilities of this role on set. Students will also explain why they are most attracted to this crew role. Students will reply to at least two other student

posts with additional relevant information and/or a thought provoking question.

2. Instructor will provide a detailed description of the various shot types utilized in filmmaking and video production. Instructor will also provide a demonstration video of these various shot types. Students will follow an assignment prompt that directs them to capture, with video, a series of shot types to practice framing their camera. The assignment will present specific learning objectives and requirements.

Typical Out of Class Assignments Reading Assignments

1. Read Chapter Eleven in "Video Production Handbook": Audio for Video and come prepared to utilize audio techniques with various microphones.
2. Read Chapter Eight in "Video Production Handbook": Using the Camera and come prepared to discuss the different types of camera stabilization equipment.

Writing, Problem Solving or Performance

1. Produce a one-minute silent film, which includes creating an in-depth storyboard, shooting video, and editing. The emphasis is placed on how to tell a story visually with the use of camera composition and movement.
2. Utilizing the crew roles discussed in class, research and evaluate at least three crew roles of interest to you. Prepare a written report as to what specifically interests you about these roles and what skill sets you might have that would make you effective in that position.

Other (Term projects, research papers, portfolios, etc.) Required Materials

- Video Production Techniques
 - Author: Donald Diefenbach, Anne Slatton
 - Publisher: Routledge
 - Publication Date: 2019
 - Text Edition: Second Edition
 - Classic Textbook?: Yes
 - OER Link:
 - OER:
- How to Make a Movie: The Complete Guide to Filmmaking
 - Author: Skriuwer
 - Publisher: Independently published
 - Publication Date: 2024
 - Text Edition: First
 - Classic Textbook?:
 - OER Link:
 - OER:
- Prepping and Shooting Your Student Short Film A Brief Guide to Film Production
 - Author: Rory Kelly
 - Publisher: Routledge
 - Publication Date: 2022
 - Text Edition: First
 - Classic Textbook?:

- OER Link:
- OER:

Other materials and-or supplies required of students that contribute to the cost of the course.