



Course Number
CMN242

Course Title
Advanced Film Production

Credits
3

Hours:
Lecture/Lab/Other
2 Lecture/ 2 Lab

Co- or Pre-requisite
Pre-Requisite CMN243

Implementation
Semester & Year
Fall 2022

Catalog description: Advanced television students enhance knowledge and skills while writing, editing, producing, and marketing a short film or documentary. Students apply pre-production, production and post-productions skills with the goal of competing film festivals.

General Education Category:
Not GenEd

Course coordinator: Barry Levy, 609-570-3465, levyb@mccc.edu

Required texts & Other materials:
This course is completely OER

Course Student Learning Outcomes (SLO):

Upon successful completion of this course the student will be able to:

1. Complete a short film or documentary [Supports ILG # 1, 4, 6, 8, 11 ; PLO #1, 2, 3, 4, 5]
2. Assess and evaluate media from all aspects of film production (pre-production, production, post-production, casting) [Supports ILG # 1, 4, 6, 11 ; PLO #1, 2, 3, 4, 5]
3. Demonstrate practical working knowledge of the pre production process (Including Casting, location scouting and budget management [Supports ILG # 1, 4, 6, 11 ; PLO #1, 2, 3, 4, 5]
4. Demonstrate practical working knowledge of the production process [Supports ILG # 1, 4, 6, 11 ; PLO #1, 2, 3, 4, 5]
5. Demonstrate practical working knowledge of the post production process [Supports ILG # 1, 4, 6, 11 ; PLO #1, 2, 3, 4, 5]
6. Prioritize and balance production workload (pre-production, visual effects, audio effects etc...) [Supports ILG # 1, 4, 6, 11 ; PLO #1, 2, 3, 4, 5]
7. Create a professional portfolio to serve in the pursuit of further education or employment. [Supports ILG # 1, 4, 6, 11 ; PLO #1, 2, 3, 4, 5, 6]

Course-specific Institutional Learning Goals (ILG):

Institutional Learning Goal 1. Written and Oral Communication in English. Students will communicate effectively in both speech and writing.

Institutional Learning Goal 4. Technology. Students will use computer systems or other appropriate forms of technology to achieve educational and personal goals.

Institutional Learning Goal 6. Humanities. Students will analyze works in the fields of art, music, or theater; literature; philosophy and/or religious studies; and/or will gain competence in the use of a foreign language.

Institutional Learning Goal 8. Diversity and Global Perspective: Students will understand the importance of a global perspective and culturally diverse peoples

Institutional Learning Goal 10. Information Literacy: Students will recognize when information is needed and have the knowledge and skills to locate, evaluate, and effectively use information for college level work.

Institutional Learning Goal 11. Critical Thinking: Students will use critical thinking skills understand, analyze, or apply information or solve problems.

Program Learning Outcomes for Digital Film & Television (PLO)

1. Write, produce, direct, and edit a variety of digital films and video productions.
2. Utilize digital and audio editing software to express their creative visions through vision and sound.
3. Analyze Films representing a wide range of historical and cultural perspectives.
4. Demonstrate technical proficiency in all aspects of a broadcast studio.
5. Manage the collaborative creative process, working within all aspects of the production process.
6. Create a professional portfolio to serve in the pursuit of further education or employment.

Units of study in detail – Unit Student Learning Outcomes:

Unit I **Pre-Production [Supports Course SLO # 1, 2, 3, 4, 6]**

Learning Objectives

The student will be able to:

1. Recall and implement pre production principles to create a high quality video production
2. Create goals and objectives for finished video production.
3. Identify potential hurdles for video production.
4. Identify target audience for video production.
5. Write screenplay and create effective storyboards.
6. Identify and recruit talent for productions.
7. Summarize creative vision and present to talent crew.
8. Discuss and debate concepts talent and crew.
9. Debate and discuss concepts with peers.
10. Design a quality shooting script.
11. Create an effective shooting schedule.

Unit II **Production [Supports Course SLO # 1, 2, 3, 4,]**

Learning Objectives

The student will be able to:

1. Recall and implement production principles to create effective video productions.
2. Evaluate proper image composition.
3. Demonstrate how to direct a field production.
4. Demonstrate how to be part of a crew for a field production.
5. Demonstrate how to record audio for a field production.
6. Demonstrate how to work within a team for a field production.
7. Demonstrate how to work with on screen talent for a field production.
8. Compare and contrast differing video angles for desired shots.
9. Develop effective shooting schedule with peers.
10. Design and formulate a production plan to meet desired goal.

11. Integrate practical working knowledge of proper EFP practices and theories to create production.
12. State the rationale for effective logging of all recorded camera footage.
13. Summarize three-point field lighting techniques.
14. Compare and contrast lighting quality on location.
15. Evaluate and choose required microphones for field productions.
16. Evaluate recorded image quality.

Unit III Post-Production [Supports Course SLO # 1, 2, 3, 4, 6]

Learning Objectives

The student will be able to:

1. Analyze and evaluate various forms of production (sound, video, graphics, on screen performances)
2. Demonstrate practical working knowledge of a non-linear editing platform.
3. Recall and implement editing and post-production principles to create effective video productions.
4. Evaluate and implement effective graphics, images and fonts to present information on video production.
5. Arrange sound and video into logical informational chunks.
6. Discuss post-production problems with peers.
7. Develop post-production solutions working with peers.
8. Evaluate and assess final video production.
9. Design broadcast-quality graphics.
10. Create effective graphics for final video production.
11. Create effective visual effects for final production.
12. Choose fonts for dissemination of information for final video production.

Unit IV Marketing [Supports Course SLO # 1, 2, 3, 4, 5, 6]

Learning Objectives

The student will be able to:

1. Develop a basic marketing campaign for an individual production.
2. Design and develop a 30 second teaser trailer.
3. Design and develop a 2 minute trailer.
4. Design and develop a movie poster.
5. Summarize the importance of promoting an individual short film or documentary.

Methods of evaluation

Method of Evaluation	% of Grade
Pre-Production Evaluation	20%
Production Evaluation	20%
Final Project Evaluation	50%
In class participation, growth, journal entries	10%