

## CM 120: Introduction to Digital Video (CRN 61123)

3 Credits - DA

Spring 2021

<b>CLASS TIMES:</b>	Online, Unscheduled (Asynchronous)
<b>INSTRUCTOR:</b>	Kimberlee Bassford
<b>OFFICE:</b>	On Zoom at <a href="https://hawaii.zoom.us/j/6093191105">https://hawaii.zoom.us/j/6093191105</a> (passcode: windward)
<b>OFFICE HOURS:</b>	Email to make appointment
<b>CONTACT:</b>	<a href="mailto:kbassfor@hawaii.edu">kbassfor@hawaii.edu</a>

### WINDWARD COMMUNITY COLLEGE MISSION STATEMENT

*Windward Community College offers innovative programs in the arts and sciences and opportunities to gain knowledge and understanding of Hawai'i and its unique heritage. With a special commitment to support the access and educational needs of Native Hawaiians, we provide O'ahu's Ko'olau region and beyond with liberal arts, career and lifelong learning in a supportive and challenging environment — inspiring students to excellence.*

### CATALOG DESCRIPTION

Students will develop basic skills in video production. 2 hours lecture, 3 hours lab. Pre-requisite: None. Satisfies the Diversification in Arts requirement (DA).

This course is a requirement on the filmmaking tracks of the Academic Subject Certificate in Creative Media and fulfills foundational requirements for the bachelor's degrees in Creative Media at UH West O'ahu.

### STUDENT LEARNING OUTCOMES

Upon completion of the course, the student will be able to:

1. Demonstrate basic knowledge and skills of digital video production including operating a digital video camera and sound recording kit.
2. Demonstrate the ability to edit a video project in a digital non-linear system.
3. Apply effective storytelling skills through the use of basic cinematography concepts, composition, light and movement.
4. Produce videos that meet industry standards and ethics.

### COURSE CONTENT

Over the semester, we will explore the following concepts through lectures, screenings, discussions and hands-on projects:

- The importance of storytelling
- The application of narrative techniques such as character development, story structure and pacing
- The language of cinema
- The impact of video and film in society
- The production process from pre-production through distribution

- Fundamentals of cinematography such as composition, framing and lighting
- The power of sound and music
- Editing and giving and receiving feedback
- Ethics

There will be one short video exercise and a longer video project, comprised of an interview and b-roll. The emphasis will be on learning by doing. Students will be required to submit proposals and other written deliverables for the projects. Rough cuts and final cuts of the video project will be screened by the class to provide feedback and to serve as springboards for discussing relevant aspects of video production. You are expected to be honest yet considerate and tactful at all times. The class nurtures an environment where respect and creative exploration can flourish.

You will have creative control over your projects from pre-production through post-production. The completed projects should be suitable for publication on the ACM Windward YouTube channel, the *Ka 'Ohana* (campus newspaper) website, WCC website and/or other distribution platforms.

In addition, there will be a camera demonstration in which you show the technical aspects of using a camera and a visual presentation in which you will analyze a short video. Evaluation throughout the semester will be on a point system (see Assessment and Grading section for more details).

Below is an outline of the course (subject to change). Weekly lessons will be posted on Monday mornings, with assignments due in Lualima the following Monday at noon. Typically, weekly lessons will include

1. Introduction of concept (in writing)
2. Lecture (via video, audio and/or writing)
3. Activities/assignments
4. Reflection

Week 1	Course introduction, narrative techniques
Weeks 2 + 3	Camera and sound basics
Weeks 4 + 5	Editing, <b>Location in 10 shots due</b>
Weeks 6 + 7	Pre-production, interviewing, <b>video analysis presentation due</b>
Weeks 8 + 9	Transitions and effects, archival materials
Weeks 10 + 11	Music and sound, <b>main interview due</b>
Week 12	Legal and ethical issues
Weeks 13 + 14	Audio and video finishing, <b>rough cut due</b>
Weeks 15 +16	Distribution and marketing, <b>final cut and deliverables due</b>

## **STUDENT RESPONSIBILITIES**

It is not permissible to have any outside film/video professional serving in any position on your projects. You will learn best by doing the work yourself. Keep your projects simple enough to handle in terms of the scope of production as well as the time allowed.

As the producer of your video project, you will be expected to get releases, permits, licenses and other production paperwork. **Projects should not have any materials in them that infringe on copyright law.** This includes music and archival materials.

As producers of your own work, you will own the copyright to your projects. However, all students must sign a course agreement at the beginning of the semester giving WCC an unlimited license to publish, use and distribute your work, including posting it online, submitting it to film festivals or using it for promotional purposes.

## **ASSESSMENT AND GRADING**

All assignments are graded on a point system. Your final semester grade is made up of:

	<b>Due Date</b>	<b>Overall percentage of final grade</b>
<b>Location in 10 shots exercise (15% of your final grade)</b>		
Written proposal	M 1/25 by 12pm	3%
Final cut	M 2/8 by 12pm	10%
Reflection paper	M 2/15 by 12pm	2%
<b>Video project (48% of your final grade)</b>		
Written proposal	M 2/15 by 12pm	3%
Pre-production deliverables	M 3/1 by 12pm	3%
Main interview	M 3/22 by 12pm	6%
Rough cut with b-roll	M 4/12 by 12pm	12%
Final cut	M 5/3 by 12pm	20%
Reflection paper	W 5/5 by 12pm	2%
Written deliverables	W 5/5 by 12pm	2%
<b>Other assignments (37% of your final grade)</b>		
Camera demonstration	M 2/1 by 12pm	5%
Video analysis presentation	M 2/22 by 12pm	7%
Other weekly assignments	Ongoing	25%
<b>TOTAL</b>		<b>100%</b>

Videos will be evaluated both on the strength of the storytelling and their technical execution.

The total points earned will be converted to the following grade at the end of the semester (note that these are whole grades; +/- will not be given).

90 – 100 points = A                      70 – 79 points = C                      Below 60 points = F  
80 – 89 points = B                      60 – 69 points = D

**Deadlines and late work:** This course is designed so that assignments build on one another. Thus missing an assignment or submitting it late will impact subsequent assignments and hamper

your progression through the course. If you do miss a deadline, you will be assessed a 10% late deduction for each class that the assignment is late, up to 60% of the assignment's total worth. So if the assignment is worth 10 points and it is one class late, you can only earn up to 9 points. Two classes late, you can only earn up to 8 points. Three classes late, you can only earn up to 7 points. After four classes late, it will only be worth up to 6 points.

**Learning environment:** You are expected to maintain a supportive learning environment in Laulima discussions demonstrated by showing consideration for others. Profanity, personal slights or non-constructive criticism are prohibited. Violations will affect your participation grade.

**Academic honesty:** Windward Community College follows the University of Hawai'i Code of Student Conduct which defines expected conduct for students and specifies those acts subject to University sanctions, such as cheating and plagiarism. Plagiarism includes but is not limited to submitting any document to satisfy an academic requirement that has been copied in whole or part from another individual's work without identifying that individual; neglecting to identify as a quotation a documented idea that has not been assimilated into the student's language and style, or paraphrasing a passage so closely that the reader is misled as to the source; submitting the same written or oral material in more than one course without obtaining authorization from the instructors involved; or drylabbing, which includes (a) obtaining and using experimental data from other students without the express consent of the instructor, (b) utilizing experimental data and laboratory write-ups from other sections of the course or from previous terms during which the course was conducted, and (c) fabricating data to fit the expected results.

To avoid plagiarism, you must give the original author credit whenever you use another person's ideas, opinions, drawings, or theories as well as any facts or any other pieces of information that are not common knowledge. Additionally, quotations of another person's actual spoken or written words; or a close paraphrasing of another person's spoken or written words must also be referenced. Accurately citing all sources and putting direct quotations – of even a few key words – in quotation marks are required. **Note that all information on the Web is copyrighted just as it is in print. Do not use any online information without attribution or permission.**

A failing grade will be given on any assignment that has been plagiarized, and you will be reported to the Vice Chancellor of Student Affairs. The assignment must also be redone in order to pass the course.

## LEARNING RESOURCES

There is no course textbook, but we will use a variety of handouts, hands-on training and tutorials.

If you want to do your own optional background reading, the following books are recommended and available on Amazon.com: [Videojournalism: Multimedia Storytelling](#) (12<sup>th</sup> edition) by Kenneth Kobre, Focal Press, 2012 and [The Bare Bones Camera Course for Film and Video](#) (3<sup>rd</sup> edition) by Tom Schroepel, Allworth Press, 2015.

## **VIDEO PRODUCTION GEAR**

Due to challenges brought on by the COVID-19 pandemic, students may use their own cameras (cell phone cameras are acceptable). If you do not have your own camera, there are a limited number of consumer camcorders available to borrow from WCC library. **Please email me the first week of the semester if you are interested in a camcorder so I can ensure availability.**

All assignments can be done via free editing programs on the web such as Adobe Spark, however it is preferable to use editing software such as Adobe Premiere Pro, Final Cut Pro, DaVinci Resolve, Sony Vegas or even iMovie. **If you do not own a computer able to adequately connect to the internet, please let me know the first week of the semester** as it may be possible to borrow a laptop computer (with editing software) from the college for the duration of the semester.

Students are responsible for purchasing their own portable hard drive (at least 500 GB with USB 3.0 or thunderbolt connection) to store media for projects.

## **MY SUCCESS**

At Windward Community College, we want every student to be successful. MySuccess is a system-wide effort that seeks to connect students to campus supports early in the semester. If I feel you're having difficulty in the class within the first few weeks of the semester (e.g. missing class, missing assignments), you will receive an email from me through MySuccess. The email will explain my concern and encourage you to make an appointment with me and other campus resources through MySuccess.

## **DISABILITIES ACCOMMODATIONS**

If you have a physical, sensory, health, cognitive, or mental health disability that could limit your ability to fully participate in this class, you are encouraged to contact the Disability Specialist Counselor to discuss reasonable accommodations that will help you succeed in this class. Ann Lemke can be reached at 235-7448, [lemke@hawaii.edu](mailto:lemke@hawaii.edu), or you may stop by Hale 'Akoakoa 213 for more information or go online at: <https://windward.hawaii.edu/Disabilities>.

## **TITLE IX**

Title IX prohibits discrimination on the basis of sex in education programs and activities that receive federal financial assistance. Specifically, Title IX prohibits sex discrimination; sexual harassment and gender-based harassment, including harassment based on actual or perceived sex, gender, sexual orientation, gender identity, or gender expression; sexual assault; sexual exploitation; domestic violence; dating violence; and stalking. For more information regarding your rights under Title IX, please visit: [https://windward.hawaii.edu/Title IX/](https://windward.hawaii.edu/Title_IX/).

Windward Community College is committed to the pursuit of equal education. If you or someone you know has experienced sex discrimination or gender-based violence, WCC has resources to support you. To speak with someone confidentially, contact the Mental Health & Wellness Office at 808-235- 7393 or Kaahu Alo, Designated Confidential Advocate for Students, at 808-235-7354 or [kaahualo@hawaii.edu](mailto:kaahualo@hawaii.edu). To make a formal report, contact the Title IX Coordinator, Karla K. Silva-Park, at 808-235-7468 or [karlas@hawaii.edu](mailto:karlas@hawaii.edu).

## **ALTERNATE CONTACT INFORMATION**

If you are unable to contact me, have questions that I cannot answer, or have any other issues, please contact the Academic Affairs Office:

Location: Alakai 121  
Phone: 808-235-7422  
Email: [wccaa@hawaii.edu](mailto:wccaa@hawaii.edu)