



Communication and Creative & Performing Arts Division

3322 College Drive, Vineland, NJ 08360

856-691-8600

CO 216 – Foundations of Media Production

Syllabus

Lecture Hours/Studio/Credits: 2/2/3

Catalog Description

Pre or Co-requisite: EN 101

This introductory hands-on course will familiarize students with filmmaking techniques in preparation for more advanced production courses. Through a series of assignments and exercises, students will employ a range of media production techniques designed to provide practical experience with collaboration, pre-production planning, DSLR camera operation, lenses, composition, lighting and editing during the post-production process to create a final film project. All lecture topics are supported by a studio lab component.

Textbook and Course Materials

It is the responsibility of the student to confirm with the bookstore and/or their instructor the textbook, handbook, and any other materials required for their specific course and section.

Click here to see current textbook prices at ccnj.bncollege.com.

Evaluation Assessment

Online Proctoring

All courses offered at RCSJ, whether they are web-enhanced, hybrid, or fully online, may include assessments that make use of Online Proctoring. To find out more about Online Proctoring, and to learn about the minimum technical requirements, visit rcsj.edu/elearning/online-proctoring.

Grading Scale

The grading scale for each course and section will be determined by the instructor and distributed the first day of class.

Rowan College of South Jersey Core Competencies

(Based on the NJCCC General Education Foundation - August 15, 2007; Revised 2011; Adopted 2014)

This comprehensive list reflects the core competencies that are essential for all RCSJ graduates; however, each program varies regarding competencies required for a specific degree. Critical thinking is embedded in all courses, while teamwork and personal skills are embedded in many courses.

1. **Written and Oral Communication:** Students will communicate effectively in both speech and writing.
2. **Quantitative Knowledge and Skills:** Students will use appropriate mathematical and statistical concepts and operations to interpret data and to solve problems
3. **Scientific Knowledge and Reasoning:** Students will use the scientific method of inquiry, through the acquisition of scientific knowledge.
4. **Technological Competency:** Students will use computer systems or other appropriate forms of technology to achieve educational and personal goals
5. **Society and Human Behavior:** Students will use social science theories and concepts to analyze human behavior and social and political institutions and to act as responsible citizens.
6. **Humanistic Perspective:** Students will analyze works in the fields of art, history, music, or theater; literature; philosophy and/or religious studies; and/or will gain competence in the use of a foreign language
7. **Historical Perspective:** Students will understand historical events and movements in World, Western, non-Western or American societies and assess their subsequent significance.
8. **Global and Cultural Awareness:** Students will understand the importance of a global perspective and culturally diverse peoples.
9. **Ethical Reasoning and Action:** Students will understand ethical issues and situations.
10. **Information Literacy:** Students will address an information need by locating, evaluating, and effectively using information.

CO 216 Core Competencies

This course focuses on three of RCSJ's Core Competencies:

- Written and Oral Communication
- Technological Competency
- Global and Cultural Awareness

Student Learning Outcomes: Foundations of Media Production

Successful completion of CO 216 will help students:	RCSJ Core Competencies	Evaluation / Assessment (Additional means of evaluation may be included by individual instructors)
<p>Demonstrate a fundamental knowledge of film production technologies including digital single reflex (DSLR) camera operations, composition, light metering, lens choice, determining depth of field, exposure, continuity editing, as well as a fundamental understanding of film and its general production history</p>	<p>Written and Oral Communication Technological Competency Global and Cultural Awareness</p>	<p>In-class Quizzes Assignments - Film Projects Final Project Participation (teamwork) Final Exam</p>
<p>Apply basic cinematic storytelling techniques to the creation of short narrative exercises produced in class. Students will demonstrate their understanding of these concepts through appropriate preproduction exercises</p>	<p>Written and Oral Communication Technological Competency Global and Cultural Awareness</p>	<p>In-class Quizzes Assignments - Film Projects Final Project Participation (teamwork) Final Exam</p>
<p>Utilize organizational strategies, project planning and management techniques to produce a series of group assignments, which stress productive collaboration and professional competencies. Through group collaborations, students will gain a better understanding of the human dimension of film production and the importance of good interpersonal communication skill in production practice</p>	<p>Written and Oral Communication Technological Competency Global and Cultural Awareness</p>	<p>In-class Quizzes Assignments - Film Projects Final Project Participation (teamwork) Final Exam</p>
<p>Coordinate and carry out the post-production of short projects, demonstrating their understanding of basic editing theories, digital editing software, hardware, web-based media technologies and proper digital media management</p>	<p>Written and Oral Communication Technological Competency Global and Cultural Awareness</p>	<p>In-class Quizzes Assignments - Film Projects Final Project Participation (teamwork) Final Exam</p>

Topical Outline:

Introduction / Review of Syllabus / eLearning Class Webpage / Equipment Rules and Lab Hours / Camera and tripod Demonstration (DSLR Kit)

Quiz #1 on Week Two readings and screenings

Topic: (review) Shot Composition, Master Shot/Coverage, 30 rule, 180 rule, shot types, deep-space, Lens types

In class practical: 30-minute shoot. 5 shot “scene” – Format hard drives, archive footage. Form groups of 5 (count off 1-

2-3-4-5)

Quiz #2 on Week Three readings and screenings

In class practical: Edit lab rules, computer operation, Introduction to Adobe Premiere: import footage, basic edits, rearrange, transitions, export, file management, organization. Post on Vimeo.

Quiz #3 on Week Four readings and screenings Topic: Lighting

In class practical: 3-point lighting set up and ratios. Each group of 5 shoots 3 different lighting set ups: High, Low,

Back/silhouette - 2 ratios each. Six shots total, using direction, intensity, F-stop variations. Slate with lighting technique and f-stop. Five seconds each shot. Each group will post only ONE video on Vimeo.

Quiz #4 on Week Five readings and screenings

Topic: Sound recording, H4N, shotgun microphone, booming

In class practical: Each group of 5 tells a story with sound. Sound recording: short dialogue (30 word script), INT, EXT, ambient/room tone, recorded sound effect, and recorded foley

Quiz #5 on Week Six readings and screenings

Topic: Sound Editing: importing, mixing, levels, downloading music, FX, use key frames, fade in/out

In class practical: Edit sound: music, dialogue, foley. Post on Vimeo.

Quiz #6 on Week Seven readings and screenings

Topic: Screenwriting and narrative storytelling. Pre- visualization

Link: Free Script Software - <http://celtx.com>

In class practical: Celtx demo and screenplay formatting

Quiz #7 on Week Eight readings and screenings

In class practical: On set protocol, crew duties, slating, script readings, pre-visualization materials due for workshop.

Quiz #8 on Week Nine readings and screenings

Topic: Editing the 1-minute master shot scene. Synchronize sound. Titles. Post to Vimeo.

FORM NEW GROUPS OF FIVE FOR DOCUMENTARY

Quiz #9 on Week Ten readings and screenings

Topic: Documentary styles and techniques, view short documentaries.

MEET IN EDIT LAB

Edit documentary in groups of two. Post to Vimeo.

MEET IN EDIT LAB

Quiz #10 on Week Twelve readings and screenings

In class practical: Crowdsourced experimental film: concept (4 random words from poetry book), 20 camera phones. Each person takes shots, import all shots onto one hard drive or Google Drive, import all photos, random timeline, volunteers create soundscape, import soundscape, export to Vimeo.

MEET IN EDIT LAB

Edit experimental. Post to Vimeo.

Final Exam

RCGC Film Festival / Screening of Final Films

Affirmative Action Statement

The Board of Trustees is committed to providing a work and academic environment that maintains and promotes affirmative action and equal opportunity for all employees and students without discrimination on the basis of certain enumerated and protected categories. These categories are race, creed (religion), color, national origin, nationality, ancestry, age, sex (including pregnancy and sexual harassment), marital status, domestic partnership or civil union status, affectional or sexual orientation, gender identity or expression, atypical hereditary cellular or blood trait, genetic information, liability for military service, or mental or physical disability, including AIDS and HIV related illnesses.

For questions concerning discrimination, contact Almarie J. Jones, Special Assistant to the President, Diversity and Equity/Title IX and Compliance, 856-415-2154 or ajones@rcsj.edu or (Cumberland) Nathaniel Alridge, Jr., JD, Director, Diversity and Equity/Title IX and Judicial Affairs, 856-691-8600, ext. 1414 or nalridge@rcsj.edu. For disability issues or any barriers in the learning or physical environment related to a document condition/disability please contact: Gloucester campus – Carol Weinhardt, Director, Department of Special Services, ADA/504 Officer at 856-415-2247 or cweinhar@rcsj.edu; or Cumberland Campus – Meredith Vicente, Senior Director, Department of Special Services/Project Assist at 856-200-4688 or mvicent1@rcsj.edu

Department of Special Services

The Department of Special Services is committed to providing support services and ensuring equal access to eligible students with documented conditions/disabilities as outlined by the Americans with Disabilities Act (ADA) and the Americans with Disabilities Act with Amendments Act (ADAAA).

(Gloucester Campus Location and Contact)

Location: Instructional Center, room 425A.

Primary Contact: Director, Carol Weinhardt, (email) cweinhar@rcsj.edu; or (phone) 856-415-2247.

(Cumberland Campus Location and Contact)

Location: Center for Academic & Student Success (CASS)

Primary Contact: Senior Director, Meredith Vicente, (email) mvicent1@rcsj.edu; or (phone) 856-200-4688.

Reporting Allegations of Sexual Assault Resource Referrals (8/2021)
Cumberland Campus

There are multiple safe places for students to report allegations of sexual assault, both on and off campus. Reports of sexual assault can be made to any of the following offices listed in the chart below.

All students are encouraged to report alleged crimes on campus. Employees must report crimes that pose an immediate threat to the campus Security Office, the local Police Department or the Sheriff's Office.

Service	Resource	Phone Number/Location/Website
Non-Confidential Reporting Law Enforcement	Vineland Police Dept. Millville Police Department Cumberland Co. Sheriff's Office Cumberland County Emergency Services Cumberland Campus Security 856-200-4706 (Direct)	856-691-4111 856-825-7010 856-451-4449 9-1-1 Andres Lopez, Director Safety and Security 856-200-4706
Non-Confidential On-Campus Reporting Support Services	Almarie J. Jones Special Assistant to the President Diversity and Equity, Title IX and Compliance Nathaniel Alridge, Jr., JD, Director Diversity and Equity, Title IX and Judicial Affairs Kellie W. Slade Executive Director Student Services, Student Life	856-415-2154 Gloucester Campus College Center, Room116 ajones@rcsj.edu 856-498-9948 Catherine J. Arpino Education and Humanities Center, nalridge@rcsj.edu 856-200-4615 Student & Enrollment Services Center kslade@rcsj.edu
Confidential On-Campus Counseling and Support Services	Student Counseling and Wellness Center John Wojtowicz, LCSW	Academic Building – 1 st floor 856-200-4760 jwojtowi@rcsj.edu
Confidential Off-Campus Full-Service Support	Center for Family Services – Services Empowering Rights of Victims (SERV)	24/7 Hotlines Cumberland Co. – 1-800-225-0196 www.centerffs.org/serv
Hospital Sexual Assault Nurse Examiner on Site	Inspira Medical Center Vineland	1505 W. Sherman Ave., Vineland, NJ 856-641-8000