

Tompkins Cortland Community College
Master Course Syllabus

Course Discipline and Number: COMM 210
Course Title: Production and Direction

Year: 2023-2024
Credit Hours: 3

I. Course Description:

This course is an introduction to the directing language and techniques from the viewpoint of the director of both broadcast and sitcom television. Students explore the different production dynamics between broadcast format and sitcom television/film style. Major objectives are to develop a basic competence in the fundamentals of studio directing, to introduce the creative dimensions of the television medium of human communication, and to develop skills working as a production team. Students will learn to work with performers, production crew, and scripts. Substantial outside preparation for the laboratories will be required. Open to Broadcast Production, Communication and Media Arts, Creative Writing, and Digital Cinema program majors. Prerequisites: COMM 120 or COMM 140; prior completion of, or concurrent enrollment in, ENGL 100 if required by placement. 3 Cr. (2 Lec., 2 Lab.) Spring semester.

II. Additional Course Information:

1. This course is required in the Digital Cinema AS and the Broadcast Production - Television Concentration AAS.
2. Students will be expected to work as part of a production team. The class is highly collaborative, student-centered, and results driven.
3. Students must have a USB flash drive, or external hard drive.
4. This course consists of at least 200 minutes class time each week for the fifteen-week semester.
5. Students will produce 6 projects during the course of the semester: live demonstration video, instructional video, dramatic scene, music video project (local band), remote field production, interview or sitcom scene

III. Student Learning Outcomes

Upon successful completion of this course, students will be able to:

1. Consider, assess, and correctly apply professional techniques related to audio and video equipment, hardware, and software programs required for pre-production, production, and post-production processes to create video or audio works of their own.
2. Describe a wide variety of cinematic and musical forms of expression.
3. Create works for a professional portfolio using analytical, problem-solving, aesthetic, critical thinking, and creative means suitable for transfer to a four-year institution or an entry-level broadcast facility.
4. Discuss media history, and the collaborative process in creative works.

IV. Tompkins Cortland General Education Goals & SUNY Competencies

☒ **Critical thinking**

Films and media projects often address social issues, and/or can cause social unrest. Students will discuss the role moving images have in society. They will be expected to participate in critical analysis discussions in the class room.

☒ **Social/Global Awareness**

Students are encouraged to show the diversity represented in the college community and the surrounding area. They are also encouraged to explore personal growth and re-think stereotyping through video and audio presentations produced around the world.

☒ Information Management

Students will be working with computers using basic and more advanced research to locate, evaluate, and synthesize information from a variety of sources.

V. Essential Topics/Themes

1. Studio Production Roles – Overview, Glossary of Terms, Directing Cues, Media Literacy Overview
2. Cameras & Composition, Lighting & Graphics, Backgrounds, Sets, Audio & Tape Operations
3. Producing & Directing, Pre-Production Proposal, Script & Storyboard, Identify and research a topic/product to address in a PSA or Infomercial

VI. Methods of Assessment/Evaluation

Method	% Course Grade
1. Participation and attendance	5-15%
2. Journals	5-15%
3. Quizzes	5-15%
4. Group Projects	15-55%
5. Final exam practicum	15-25%

VII. Texts – Required:

<u>Zettl, Herbert. <i>Television Production Handbook</i>. 12th ed., © 2015. Wadsworth.</u>
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Editions listed are current as of date of syllabus. More recent editions may be used.

VIII. Bibliography of Supplemental Materials

1. Arant, David. <i>Perspectives: Ethics, Issues and Controversies in Mass Media</i> . St. Paul: Houghton Mifflin, © 2007.
2. Medoff, N. and Tom Tanquary. <i>Portable Video: ENG and EFP</i> . Boston: Focal Press, © 2009.
3. Owens, Jim & Gerald Millerson, <i>Television Production</i> , Burlington, Taylor & Francis, © 2009
4. Owens, Jim. <i>Digital Production Handbook</i> , 6 th edition, United Kingdom, Taylor & Francis, © 2017
5. Willis, E. and Henry Aldridge. <i>Television, Cable, and Radio: A Communications Approach</i> . Englewood Cliffs, NJ: Prentice Hall, © 1992.

Editions listed are current as of date of syllabus. More recent editions may be used.

IX. Other Learning Resources

Audiovisual

None specified
Electronic None specified
Other None specified

Attendance Policy: *To maintain good grades, regular attendance in class is necessary. Absence from class is considered a serious matter and absence never excuses a student from class work. It is the responsibility of all instructors to distribute reasonable attendance policies in writing during the first week of class. Students are required to comply with the attendance policy set by each of their instructors. Students are not penalized if they are unable to attend classes or participate in exams on particular days because of religious beliefs, in accordance with Chapter 161, Section 224-a of the Education Law of the State of New York. Students who plan to be absent from classroom activity for religious reasons should discuss the absence in advance with their instructors. See college catalog for more information.*

Services for Students with Disabilities: *It is the College's policy to provide, on an individual basis, appropriate academic adjustments for students with disabilities, which may affect their ability to fully participate in program or course activities or to meet course requirements. Students with disabilities should contact the Coordinator of Access and Equity Services, to discuss their particular need for accommodations. All course materials are available in alternate formats upon request.*

Academic Integrity: *Every student at Tompkins Cortland Community College is expected to act in an academically honest fashion in all aspects of his or her academic work: in writing papers and reports, in taking examinations, in performing laboratory experiments and reporting the results, in clinical and cooperative learning experiences, and in attending to paperwork such as registration forms. Any written work submitted by a student must be his or her own. If the student uses the words or ideas of someone else, he or she must cite the source by such means as a footnote. Our guiding principle is that any honest evaluation of a student's performance must be based on that student's work. Any action taken by a student that would result in misrepresentation of someone else's work or actions as the student's own — such as cheating on a test, submitting for credit a paper written by another person, or forging an advisor's signature — is intellectually dishonest and deserving of censure. Several degree programs offer student learning opportunities (such as internships, field work, and clinical experiences) outside the standard classroom setting. As part of the learning process, students must understand and engage in conduct that adheres to principles guiding employment within the professional workplace. These behaviors include, but are not limited to, academic integrity, accountability, reliability, respect, use of appropriate language and dress, civility, professional ethics, honesty, and trustworthiness. Disciplinary action may be initiated for inappropriate conduct occurring while participating in any course-related project or event.*