
COURSE PREFIX/NO:	RTV 107
COURSE TITLE:	Producing and Directing
LEC HRS/WEEK:	3.0
LAB HRS/WEEK:	0.0
CREDIT HRS/SEMESTER:	3.0

[Distance Learning Attendance/VA Statement](#)
[Textbook Information](#)

COURSE DESCRIPTION

This course includes the processes involved in creating and organizing an idea to the final video product.

COURSE COMPETENCIES

Upon successful completion of this course, the student should be able to perform the following tasks:

- Design, administer and manage a short video presentation
- Direct a short video production, using available production resources
- Meet project parameters
- Identify the basic technical, legal and social elements of broadcasting
- Utilize the basic terminology of video and related audio production
- Avoid incidents of libel and slander in production situations
- Identify production situations requiring releases & otherwise avoid invasions of privacy
- Discuss copyright protection and procedures

MINIMAL STANDARDS

Given examples, the student will demonstrate the ability to fully script, plan, and follow production of a short (two minutes or less) video project, to standards and guidelines provided during instruction.

Given suitable resources (equipment, facilities, personnel) and video script, the student will demonstrate the ability to direct a production as designed, to standards and guidelines provided during instruction.

Given production parameters (deadline, resources, length of final product), the student will produce a final videotape within the stated parameters, to acceptable technical and aesthetic standards defined during instruction.

COURSE REQUIREMENTS

Students are responsible for demonstrating acceptable performance of competencies. Supporting this goal are the following requirements:

Attendance

Students will be bound by the policies stated in the York Technical College Student Handbook. Students must attend 90% of the hours assigned the class for a semester to receive credit for the course.

Academic Honesty

"York Technical College adheres to the South Carolina TECH Student Code, approved by the State Board for Technical and Comprehensive Education on March 13, 1974 (revised last April 25, 1984). Copies of this code are available in the Library and from Student Services. ...Any student caught cheating or involved in any other academic dishonesty will be given a grade of zero and will be subject to further disciplinary action."

Departmental Expectations

As in the work place, the student should call the instructor (or designee) in advance of an absence or tardy, if at all possible.

If a student misses a test because of illness or emergency, the student will be expected to make up the test at the earliest possible date. Students with unexcused absences during tests will be allowed to make up the test at the discretion of the instructor.

Regular participation in class activities

Completing assignments as specified

EVALUATION STRATEGIES/GRADING

Student proficiency consists of both knowledge and application. Evaluation is based on a combination of objective testing, and specific performance demonstration. The grading scale will be the standard for York Technical College:

Grade Points

- A 90 - 100
- B 80 - 89
- C 70 - 79
- D 60 - 69
- F 0 – 59

Student performance demonstrations will typically be evaluated by one of two methods:

- The process or product under evaluation will be divided into component parts for observational purposes. Each component is then graded on a checksheet by an observer. Performance grading will be an average of the individual component grades, weighted where appropriate.
- Where the process or product cannot be reasonably divided into components for observation, it will be evaluated as a whole, often in real time. In such cases, the professional judgment of multiple observers will be used whenever possible. The performance grade would then be an average of grades from all observers.

Evaluation will use current professional expectations for entry-level positions as standards. General guidelines for grading performance demonstrations will be:

A = Fully competent; highly consistent performance with little or no supervision; has command of the process.

B = Generally competent; slight supervision required; generally consistent results.

C = Generally functional; moderate supervision and/or correction required; inconsistent performance.

D = Barely workable; needing practice and/or major supervision for acceptable results; exhibits minimal skill development for job function.

F = Unworkable; needs unreasonable time or additional instruction for acceptable results; dangerous to persons, equipment, or production process.

For the purposes of averaging performance demonstration results, letter grades will be converted to numerical grades as follows:

A+ = 98	B+ = 88	C+ = 78	D+ = 68
A = 95	B = 85	C = 75	D = 65
A- = 92	B- = 82	C = 72	D- = 62
A-/B+ = 90	B-/C+ = 80	C-/D+ = 70	F = **

** Actual performance in job-related functions is the basis of the Teleproduction Program. Accordingly, in all courses with specific performance demonstrations, a passing grade in the demonstration is necessary to pass the course. In the event a student fails such a demonstration, at least one make-up opportunity will be provided.

ENTRY LEVEL SKILLS

Minimum program entry requirements, studio and field video production skills including operation of video cameras, video production switchers and recorders, audio mixers and recorders, off-line video editing systems.

PREREQUISITES: RTV-111, RTV-101, RTV-103, RTV-105, RTV-110, RTV-202, RTV-203 or permission of instructor

CO-REQUISITES: RTV-204

Disabilities Statement: Any student who feels s/he may need an accommodation based on the impact of a disability should contact the Special Resources Offices (SR) at 803-327-8007 in the 300 area of Student Services. The SRO coordinates reasonable accommodations for students with documented disabilities.

TOPIC/CONTENT OUTLINE

A. The Producer's Role: design, administration, management

Creating the Idea and/or Designing the Production

Budgeting

Anticipating Problems

Working with the Director

Building the Production Team

Supervising and Coordinating

Evaluation and Revision

B. The Director's Role: Visual Creativity

Working with the Producer

Translating Ideas into Images

Coordinating Visual Components: sets, lights, shots

Editing and Continuity

Evaluation and Revision

C. The Production: Case Studies

A Live-on-tape Studio Production

Organizing a Field Production

Creating a Television Commercial