

Coffeyville Community College

COMM-255

COURSE SYLLABUS

FOR

**PRACTICAL APPLICATIONS OF
GRAPHIC COMMUNICATIONS**

Billy Durham, Jr.

Instructor

COURSE NUMBER: COMM-255 **COURSE TITLE:** Practical Applications of Graphic Communications

CREDIT HOURS: Three

INSTRUCTOR: Billy Durham, Jr.

OFFICE LOCATION: Administration Building, Room 173

OFFICE HOURS: As Posted

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REQUIRED TEXT: Handouts

PREREQUISITE: None

COURSE DESCRIPTION: This is an advanced course in which students will make practical applications using what the student has learned so far in the Graphics Communications program. For example, the student will design a web site using streaming video, audio clips, and/or digital images and graphics.

EXPECTED LEARNER OUTCOMES: Upon successful completion of the course the student will be able to:

1. Have a working knowledge of various pieces of television production equipment.
2. Have a working knowledge of a Mobile Production Unit.
3. Produce an actual program or PSA for television.
4. Produce a program promo for use on the college cable channel or World Wide Web.

LEARNING TASKS & ACTIVITIES: The class will normally meet in the TV lab. Although there is considerable recitation and discussion of hand out material, the main portion to class time is spent in program production.

**ASSESSMENT OF
OUTCOMES:**

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

Incompletes given at the semester end will only be given if previously agreed upon by the student and instructor with a specific time designated for the completion of the incomplete work. Please note the college policy on incompletes as stated in the college catalog.

Tests must be taken on the scheduled day. Only if arrangements are made with the instructor prior to the original test date will a student be allowed to take a test late, and then it must be taken before the second class period following the test.

1. There will be four different personal evaluations with each student over the equipment they have been operating. They will be given a written report for their self improvement. (100 points each)
2. Class attendance is worth 10 points each time present. A total of approximately 200 points. No exceptions!
3. There will be at least five outside production assignments. This means outside of regular class time (eg. Evenings, weekends, ect.) (50 points each)
4. Final test – Produce a complete promo, PSA or program. (200 points)

**ATTENDANCE
POLICY:**

Students are expected to attend all classes. Since you will be filling a position on the production team, it is your responsibility to make definite arrangements with the instructor to fill your position in your absences. This policy also applies to college sponsored events. (eg. Athletic events, field trips)

**COURSE OUTLINE
SCHEDULE:**

Monday & Tuesday:
Preproduction work for program

Wednesday:
Shoot program in Studio

Thursday

Edit program and do post production. The textbook will be used as a reference guide.

Class discussion and lecture will be on Mondays and or Fridays.

THIS SYLLABUS IS SUBJECT TO REVISION WITH PRIOR NOTICE TO THE STUDENT BY THE INSTRUCTOR.

COMPETENCIES:

THE STUDENT WILL HAVE A WORKING KNOWLEDGE OF VARIOUS PIECES OF TELEVISION PRODUCTION EQUIPMENT

1. Demonstrate the operational knowledge of the television camera. (Application)
2. Identify the functions of the Digital video tape recorder.(Knowledge)
3. Demonstrate the ability to perform assemble and insert edits on the Non-linear digital editing system. (Application)
4. Demonstrate the ability to perform various transitions on the special effects system. (Application)
5. Operate the audio console and set up various audio sources for studio operation. (Application)
6. Demonstrate the ability to compose graphics on the computer graphics system. (Application)

THE STUDENT WILL HAVE A WORKING KNOWLEDGE OF A MOBILE PRODUCTION UNIT

1. Explain the difference between a multi-camera mobile production unit and single-camera production. (Comprehension)
2. Demonstrate the ability to set up a multi-camera unit and make it ready for operation. (Application)
3. Describe the capabilities of a multi-camera mobile production unit. (Knowledge)
4. Demonstrate the ability to properly “tear down” a multi-camera mobile production unit. (Application)

THE STUDENT WILL PRODUCE A PROGRAM PROMO FOR USE ON THE COLLEGE CABLE CHANNEL OR WORLD WIDE WEB

1. Define the duties of the television producer. (Knowledge)
2. Define the duties of the television director. (Knowledge)
3. Design a television program format sheet. (Synthesis)
4. Give reasons for the importance of “camera blocking” in preparation of a production. (Comprehension)
5. Demonstrate reasons for assemble editing and insert editing in the “post-production” phase of a program. (Application)
6. Explain the importance of “time” in the production of a television program. (Comprehension)
7. Demonstrate the ability to conduct an “on camera” interview. (Application)

THE STUDENT WILL PRODUCE A PROGRAM PROMO OR PSA FOR USE ON THE COLLEGE CABLE CHANNEL OR WORLD WIDE WEB

1. Give reasons for the importance of writing a script for a PSA or promo. (Comprehension)
2. Design a script for a PSA or promo. (Synthesis)
3. Describe the importance of a “music bed” used in a PSA or promo. (Knowledge)
4. Describe the importance of “total run time” of a PSA or promo when used for television. (Knowledge)