ACADEMIC AFFAIRS

Course Number: TRPD 310   Department: Teleproduction

Course Title: Informational Video Design   Semester: Spring   Year: 1999

Objectives/Competencies

Course Objective	Competencies
1. To provide guided experience in the production of video programs made for the purposes of informing, training, and persuading. 2. To provide students the challenge of producing video programs of the types most often sponsored by corporate or institutional clients. 3. To develop skills in gathering solid information upon which to base the video, conducting lucid interviews editorially constructing visual examples which illustrate the narrative. 4. To develop good judgment through guided experience, so that time and resources are used to the best advantage.	The student must be able to 1. Find substantial information resources for a chosen topic. 2. Decide what person(s) could be obtained for interview(s), and which should be asked what. 3. Persuade the desired interview subjects to participate. 4. Determine exactly what equipment is required, what is not. 5. Find a suitable and visually appropriate setting for the interview. 6. Decide what items should be brought to the site to enhance its visual appeal and relevance to the subject. 7. Arrange the relative positions of the subject, the camera, the setting items, the lighting units, and the interviewer for results nearing professional standards. 8. Adjust relative brightnesses of the lighting units to achieve balance and modeling, using whichever method produces the desired results in the least time. 9. Review a lengthy interview tape and make a log of its

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	topic highlights.
	10. Edit the interview on paper, by determining the best order in which to place the interview comments.
	11. Edit the videotape of the interview according to the paper edit.
	12. Determine where in time, during the interview, illustrative video is needed by the audience, and what that video should be.
	13. Shoot illustrative video, or obtain previously shot video from file footage.
	14. Edit the illustrative video into the interview at the desired points.
	15. Decide if any part of the video program needs supportive narration, then write it, record it, and edit it into the program.
	16. Create a main program title, and end credit titles on an electronic character generator.
	17. Decide where supportive music or sound should be added, and obtain what is needed.
	18. Edit in the music/sound on a parallel audio track of the tape, while controlling the volume with an audio mixer.
	19. As a means of creating a supportive visual illustration, create on of the following:
	  a. luminance key
	  b. chroma key
	  c. tape/switcher re-pass
	  d. camera/monitor feedback

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	e. sequential dissolves via A/B rolls