FILM 012B: CREATIVE CONTENT - INTERMEDIATE

Formerly known as:
FILM 013B (or if cross-listed - inactivated courses associated with this course)

Originator
vsassone

Justification / Rationale
The purpose of this modification is to remove the pre-requisite of FILM 02B for this course. The basic skill level for FILM 12B will have been obtained by successfully completing FILM 12A. FILM 12A/B/C are a track that offer the alternative application of technical and storytelling skills of film production, specifically short form creative content for social media, broadcast and web based video communications.

Effective Term
Fall 2023

Credit Status
Credit - Degree Applicable

Subject
FILM - Film

Course Number
012B

Full Course Title
Creative Content - Intermediate

Short Title
CREATIVE CONTENT II

Discipline

Disciplines List
Broadcasting Technology (Film making/video, media production, radio/TV)

Modality
Face-to-Face
Hybrid

Catalog Description
This intermediate course further facilitates participation and employment of skills in creative content production progressing from an intermediate to an advanced level of work. Building on the fundamentals of creative content production, students get hands-on experience in execution of budgeting, scheduling, producing, editing and delivering videos for clients but with an emphasis on managing production. Students begin to lead members of a small production company as they apply more complex tools and processes of filmmaking to the client's creative content needs.

Schedule Description
Students work as a small production company and the tools and processes of filmmaking are applied to the client's creative content needs.
Prerequisite: FILM 012A

Lab Units
1
Lab Semester Hours
54

In-class Hours
54

Out-of-class Hours

0

Total Course Units

1

Total Semester Hours

54

Prerequisite Course(s)

Prerequisite: FILM 012A

Required Text and Other Instructional Materials

Resource Type

Book

Class Size Maximum

20

Entrance Skills

-Identify and demonstrate safe use video equipment in various locations as well as proper protocols and procedures on set and in the editing room.

Requisite Course Objectives

FILM 012A-Identify and demonstrate safe use video equipment in various locations as well as proper protocols and procedures on set and in the editing room.

Entrance Skills

Apply filmmaking and storytelling skills to produce fresh, compelling creative content.

Requisite Course Objectives

FILM 012A-Apply filmmaking and storytelling skills to produce fresh, compelling creative content.

Entrance Skills

Identify and demonstrate the ability to produce creative content, from concept through delivery.

Requisite Course Objectives

FILM 012A-Identify and demonstrate the ability to produce creative content, from concept through delivery.

Entrance Skills

Perform duties and responsibilities of various crew for prep, production and post-production.

Requisite Course Objectives

FILM 012A-Perform duties and responsibilities of various crew for prep, production and post-production.

Course Content

See lab content.

Lab Content

1.   Production Safety and Etiquette
2.   Tools and techniques of creative content production
3.   Working with clients: soliciting jobs, getting them, doing them properly
4.   Creativity, the producer's and the client's
5.   Transportation, set-up and wrap

6. Deliverables
7. The relationship of the various technical areas to the finished product

Course Objectives

	Objectives
Objective 1	Demonstrate safe use video equipment in various locations as well as an intermediate understanding of proper protocols and procedures on set and in the editing room.
Objective 2	Identify and demonstrate good business practices including but not limited to effective communication, active listening, timeliness, budgeting, scheduling and follow-through.
Objective 3	Identify and demonstrate skills required to effectively identify, solicit, contract with and work with clients to meet their needs creatively.
Objective 4	Apply intermediate filmmaking and storytelling skills to produce fresh, compelling creative content.
Objective 5	Demonstrate the ability to produce more complex creative content, from concept through delivery.
Objective 6	Perform intermediate duties and responsibilities of various crew for prep, production and post-production.

Student Learning Outcomes

	Upon satisfactory completion of this course, students will be able to:
Outcome 1	Use intermediate technical filmmaking skills and techniques to produce compelling creative content for a client.

Methods of Instruction

Method	Please provide a description or examples of how each instructional method will be used in this course.
Laboratory	Students will produce COD client requested creative video content to be supervised by the instructor
Collaborative/Team	Students will collaborate in teams on all aspects of producing and delivering COD client requested creative video content
Participation	Students will participate in discussions, meetings, decision-making and peer and instructor reviews

Methods of Evaluation

Method	Please provide a description or examples of how each evaluation method will be used in this course.	Type of Assignment
Presentations/student demonstration observations	Students will submit scripts, production documents and both rough and fine cuts of their creative video content for instructor evaluation.	In Class Only
Self-paced testing	Students will document their preparation for client meetings and discussions, production plans and production outcomes to instructor for evaluation	In and Out of Class
Student participation/contribution	Students will offer suggestions and ideas for creative video content ro be produced in class during instructor moderated discussions	In Class Only
Group activity participation/observation	Students will collaborate in teams to produce creative video content and collaborative skills will be evaluated by instructor by direct in class observation and discussion of outside activities	In and Out of Class

Assignments

Other In-class Assignments

a. Analyze creative content project requirements
b. Produce and delivery of projects
c. Crew assignment for creative content production.
d. Participate in production and post-production aspects
e. Participate in business and marketing aspects

Grade Methods
Letter Grade Only

Distance Education Checklist

Include the percentage of online and on-campus instruction you anticipate.

Online %
50
On-campus %
50

Lab Courses

How will the lab component of your course be differentiated from the lecture component of the course?
This course is all lab.

From the COR list, what activities are specified as lab, and how will those be monitored by the instructor?
All activities are lab.

How will you assess the online delivery of lab activities?
Google Drive, Viomeo, YouTube, Canvas.

Instructional Materials and Resources

If you use any other technologies in addition to the college LMS, what other technologies will you use and how are you ensuring student data security?

Students taking this course in both hybrid and face to face formats utilize Google Drive accounts to share video created on iPhones, iPads, Macs (and possibly other cameras and computers) and edited in iMovie and Final Cut Pro X editing software (and possibly other editing softwares). All of these are password protected.

If used, explain how specific materials and resources outside the LMS will be used to enhance student learning.

In addition to being necessary to the function of the course, these materials and resources teach students "real world" technologies used in this field.

Effective Student/Faculty Contact

Which of the following methods of regular, timely, and effective student/faculty contact will be used in this course?

Within Course Management System:
Chat room/instant messaging
Discussion forums with substantive instructor participation
Private messages
Regular virtual office hours
Timely feedback and return of student work as specified in the syllabus
Video or audio feedback
Weekly announcements

External to Course Management System:
Direct e-mail

For hybrid courses:
Field trips
Orientation, study, and/or review sessions
Scheduled Face-to-Face group or individual meetings

Briefly discuss how the selected strategies above will be used to maintain Regular Effective Contact in the course.
Chat, announcement, virtual office hours, messaging, video/audio feedback and e-mail will be used for direct, timely dialogue with students individually and in the production groups in which they collaborate. Timely feedback and return of student work, discussion forums in which students peer review other students' work, face to face contact, study, review and both production and editing sessions in lab will be used to carry out the core objectives of the course.

If interacting with students outside the LMS, explain how additional interactions with students outside the LMS will enhance student learning.

Once the techniques and processes of a film production course have been laid out, repetition, reinforcement and creative + critical feedback are vital to student success. Working outside the LMS provides the additional technologies and "real world" element necessary to give students the robust learning experience required for film production courses.

Other Information

Provide any other relevant information that will help the Curriculum Committee assess the viability of offering this course in an online or hybrid modality.

Distance collaborative film production has been made more and more possible with the advancement of technologies that allow online sharing of large media files, group communications via audio, video and text and to remotely edit video. The technologies noted above are just the beginning. Virtual collaboration and distance sharing is the wave of the future and should be built into our developing film program.

Utilizing distance modality may also allow us to make the most time efficient use of our film production and editing labs by overlaying lab portion of a course and freeing up lecture for that course to be more precise to its subject or level.

MIS Course Data

CIP Code
50.0602 - Cinematography and Film/Video Production.

TOP Code
061220 - Film Production

SAM Code
C - Clearly Occupational

Basic Skills Status
Not Basic Skills

Prior College Level
Not applicable

Cooperative Work Experience
Not a Coop Course

Course Classification Status
Credit Course

Approved Special Class
Not special class

Noncredit Category
Not Applicable, Credit Course

Funding Agency Category
Not Applicable

Program Status
Program Applicable

Transfer Status
Not transferable

General Education Status
Y = Not applicable

Support Course Status
N = Course is not a support course

Allow Audit

No

Repeatability

No

Materials Fee

No

Additional Fees?

No

Approvals

Curriculum Committee Approval Date

10/04/2022

Academic Senate Approval Date

10/13/2022

Board of Trustees Approval Date

11/10/2022

Chancellor's Office Approval Date

11/16/2023

Course Control Number

CCC000634043

Programs referencing this course

Advanced Film Production Certificate of Achievement (http://catalog.collegeofthedesert.eduundefined/?key=196)
Film Production AS Degree (http://catalog.collegeofthedesert.eduundefined/?key=69)