

Appendix A

Related COM Courses – recommended for those interested in media related careers.

1. COM 160 – Media Literacy
2. COM 260 – Digital Multimedia
3. COM 280 – Broadcast Journalism
4. COM 285 – Writing for the Electronic Media
5. COM 360 – Mass Media Research
6. COM 363 - Media Management
7. COM 365 – Media Law
8. COM 366 – On-camera Performance
9. COM 375 – Media Ethics
10. COM 465 – Mass Media & Society
11. COM 467 – Advertising in Mass Communication

Related Courses outside the department-- recommended for those interested in media related careers

Under construction.

Perhaps:

Marketing, sociology, criminology, technical writing, creative writing, theater, other?

Updated: May 31, 2007

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Student-run production opportunities. Student Body Television (SBTV) is UNCW's student television group. SBTV creates a variety of programs, many of which air on UNCW-TV cable network. SBTV welcomes new members.

Communication Studies Video Production Equipment and Facilities:

- *Leutze 125 Studio:* 3-Hitachi digital cameras with studio set-up and rolling tripods, __ digital switcher, __ digital audio mixer, Panasonic DVCPRO/DV VTRs, _ channel lighting board, _ lighting units, 3 cycloramas (blue, black, grey), theater style seating.
- *Field Cameras:* 3-Panasonic DVX-100, 1-Canon XL-1, 2-Canon GL-1 miniDV camcorders including accessories such as tripods, polarizing, neutral density and gradient filters
- *Field Lighting:* 3-field lighting kits including 10 lighting units and a variety of lighting accessories (e.g., C-stands, gels, snoots, barn doors, specialty clamps)
- *Field Audio:* 3-Audio Technica professional quality wireless lavalier microphones, six professional quality (Sennheiser, Shure) shotgun microphones, six fishpoles, and headphones
- *Other:* a Glide-cam camera crane/jib, Ewa Marine and Quest underwater camera housings
- *Editing:* 170 Bear Hall edit suite – 5-Apple G5 Macintosh with Final Cut Pro HD; Communication Studies computer lab - 24 iMac G5 systems, each with Final Cut Pro.

Contact information.

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Complete Listing of Media Production and Related Courses

Course No.	Title	Sem Hrs	Sem Offered	Instructor
COM 280	Television Aesthetics and Techniques	3	Fall, Spring	Bolduc
COM 285	Writing for the Electronic Media	3		Pezzuolo
COM 380	Field Video Production I	3	Fall	Bolduc
COM 385	Studio Television Production I	3		Pezzuolo
COM 480	Field Video Production II	4	Spring	Bolduc
COM 485	Studio Television Production II	3		Pezzuolo
COM 489	Advanced Television Production	4		Pezzuolo, Bolduc
COM 491	Directed Individual Study	1-3	All	Any instructor
COM 498	Communication Studies Internship (1-6 hours	1-6	All	Bulger
COM 499	Honors Work in Communication Studies (2-3	2-3	Fall & Spring	Any instructor
COM 260	Digital Multimedia	3		Noor Al-deen
COM 265	Survey of Mass Communication	3		Noor Al-deen
COM 268	Broadcast Journalism	3		Pezzuolo
COM 160	Media Literacy (Basic Studies course, no COM credit)	3	Most	Bolduc
COM 360	Mass Media Research	3	Varies	Noor Al-deen
COM 365	Media Law	3	Varies	Bobbitt
COM 366	On-camera Performance	4	Varies	Trimble
COM 363	Media Management	3	Varies	Bolduc
COM 375	Media Ethics	3	Varies	
COM 465	Mass Media & Society	3	Varies	McDaniel
COM 467	Advertising in Mass Communication	3		Noor Al-deen

short productions working individually and in small teams.

Notes: Process begins with fundamental production and editing elements and moves to group-oriented and more substantial projects. Time intensive course intended for students seriously interested in careers in news, and documentary, film and television production. Projects often created in collaboration student projects in COM 467 – Advertising in Mass Communication. Prerequisite – COM 280 or equivalent, instructor permission required. Offered: fall semester only. Enrollment: 16, Bolduc

3. **COM 385 Studio Television Production I (4).** Introduction to multi-camera studio television production. Students will learn all aspects of studio television production through a series of group projects in a variety of genres. Focus is on acquisition of fundamental studio camera operation, audio gathering, lighting, producing and directing through the completion of group projects.
Notes: Highly recommended for students interested in careers in television production or broadcast journalism. No prerequisite. Offered: spring & fall semesters. Enrollment: 16. Pezzuolo
4. **COM 480 Field Video Production II (4)** Prerequisite: COM 380 and permission of instructor. Application of advanced field video production techniques with emphasis on advanced camera techniques and practice on long-term video production projects in a variety of genres. Emphasis on digital editing, producing, script writing, and coordinating projects with clients, agencies, and sponsors.
Notes: Students research, write, produce, film and edit substantial independent field video projects. Students may select from a variety of genres including instructional, promotional, documentary, news/sports. Students work either in groups. Time intensive. Intended for students with a serious interest in news/sports, documentary, informational or corporate video production. Prerequisite - COM 285 or 380 or 485 or equivalent, instructor permission required. Offered: spring semester. Enrollment: 16. Bolduc
5. **COM 485 Studio Television Production II (4).** Prerequisite: COM 385 and permission of instructor. Advanced course in studio television production offering students the opportunity to produce programs intended for telecast on UNCW-TV. Student teams develop, plan, and produce professional quality television programs in a variety of genres.
Notes: Students will participate in all aspects of studio television production through a series of substantial group projects in a variety of genres. Focus is on development of advanced studio production skills including camera operation, audio gathering, lighting, writing, producing and directing. Interested students will also have the opportunity to gain on-camera experience. Highly recommended for students interested in careers in television production or broadcast journalism. Offered: fall semester. Enrollment: 12-15
6. **COM 489 Advanced Television Production (4).** Prerequisite: COM 480 or COM 485 or equivalent course and permission of instructor. Advanced course combining field and studio television production techniques with the goal of producing unique programs intended for telecast on UNCW-TV. Student teams develop, plan, and produce professional quality television programs in a variety of genres. Pezzuolo
7. **COM 491 Directed Individual Study (1-3 hours).** Students who desire production or media experience beyond what is offered in the formal curriculum are encouraged to arrange a DIS with a professor. DIS projects cover the entire range of communication studies subdisciplines and media production opportunities abound; from the production of independent documentaries or promotional videos for campus departments to DVD production and archiving projects. Contact your professor for more details.
8. **COM 498 Communication Studies Internship (1-6 hours)** Students are strongly encouraged to participate in internships their junior and/or senior year. Many internships are available in the local film industry, at local TV stations and with national media (CNN, ESPN, etc...). A list of approved internship agencies is available in the main office. Students may initiate an internship with an agency not currently listed with the department – please see the internship director for details. Offered: each semester. Trimble
9. **COM 499 Honors Work in Communication Studies (2-3).** Senior standing required. Independent study for honors students. Video production version: Students complete a substantial independent video project. Students must apply for departmental honors and assemble a faculty committee to guide the project. Offered: each semester as necessary.

three-camera digital television studio in Leutze Hall. The department also owns seven high quality miniDV digital camcorders, five Apple G5/Final Cut Pro digital edit systems, and a variety of professional production accessories (e.g., lights, microphones, jib, under water camera housing among others). The departmental computer lab contains 24 iMac G5 that greatly enhance our ability to teach video editing, animation and multi-media related courses.

Video production courses. Courses in video production provide a mix of production theory and practice and in some cases must be taken in sequence. Students interested in pursuing an academic emphasis in video production should attempt to enroll in video production courses as soon as possible, usually during their junior year.

Field and studio production courses are kept small (12-24 students) to maximize the hands-on production experience of each student. When possible, projects are completed with the goal of presentation on local TV stations, UNCW-TV (the university cable channel), and submission to festivals and competitions. Students regularly produce entertainment and informational programs, documentaries and public service announcements for regional non-profit organizations.

Participatory learning opportunities. Participation in internships is strongly encouraged during junior and/or senior years. For students interested in further academic development in production beyond what is available in the current course schedule, consider arranging a directed individual study (DIS, COM 491) or honors (COM 499) project. (See below for details on internships, DIS and honors projects)

Recommended production course sequence:

While the “liberal studies” approach offers flexibility for the student to explore courses of interest in many configurations there is an ideal course sequence for the student set on developing a literacy and skill set in media and media production.

Freshman and Sophomore years:

COM 160 – Media Literacy

COM 280 – Television Aesthetics and Techniques (required prerequisite*)

COM 265 – Survey of Mass Communication

Junior Year:

COM 285/268 – Writing for Electronic media and/or Broadcast Journalism

6-9 hours of addition courses (See Related Courses below.)

Junior or Senior Year:

COM 380 – Field Video Production I

COM 480 – Field Video Production II

COM 385 – Studio Production I

COM 485 – Studio Production II

6-9 hours of addition courses (See Related Courses below.)

Senior Year Only:

COM 489 – Advanced Television Production

Video Production Course Descriptions

1. **COM 280 Television Aesthetics and Techniques (3)** Theoretical study of aesthetics, processes and technologies of video production in the broadcast and non-broadcast environments. Topics include television genres and styles, the video industry, project planning and personnel, critical analysis, production theory and techniques, and emerging technologies. Appropriate for non-majors.
Notes: Open enrollment lecture class. No prerequisite or instructor approval. Exploration of various television and other non-broadcast production genres such as promotional, instructional and persuasive videos. A pre-requisite for COM 380 and 385. Offered: One section each semester. Enrollment: 24. Bolduc

2. **COM 380 Field Video Production I (3)** Prerequisite - COM 280 and permission of instructor. Hands-on field video production experience including project analysis, planning, script writing, recording and editing. Emphasis on mastery of digital camera operation, audio acquisition, lighting, and digital editing. Students complete a variety of



The Video Production Curriculum at UNCW
DRAFT March 2007

Mission Statement

The mission of the video production curriculum within the Department of Communication Studies is to holistically educate students on the technology, techniques, processes, ethics, legalities and business of professional studio and field production for television and non-broadcast environments.

Guiding Principles

- Produce programming reflective of the level and type of discourse promoted, studied and applied throughout the departmental curriculum.
- Maintain high rigor in all aspects of the production process from idea conceptualization to planning, image and sound acquisition, on-air performance, editing, distribution and exhibition.
- Maintain high ethical and legal standards regarding subject matter selection, the acquisition and use of images, sound and music.
- Strive for excellence in content creation, research, writing and performance as well as in production value.
- Look for, foster, and model the application of related concepts drawn from courses beyond the production curriculum such as rhetorical theory, communication theory and research methods and courses outside the department.
- Emphasize *applied learning/service learning* principles and practices in developing course assignments.
- Encourage and enable students to produce programs that go beyond the level of common (or “lowest common denominator”) commercial broadcast and cable discourse and to challenge both the audience and themselves to participate in higher order rhetorical interaction.
- When possible, design productions in a manner that serves the broader community through projects that benefit student organizations, campus divisions or community groups, in particular not-for-profit organizations.
- Whenever possible, provide students with opportunities to encounter people, circumstances, organizations and activities outside of their “normal” sphere of influence.
- Use the opportunity unique to the intellectual curiosity and exploratory university environment to encourage experimentation in the production of creative, artistic and intellectually challenging television programming.
- Insure that student productions appeal to and/or are responsible to a larger audience outside of the immediate production group, course or circle of acquaintances. That is, avoid the production of vanity programs or programs that simply parrot existing productions (e.g., copying existing TV shows).
- When possible, gear student production activities toward projects suitable for public exhibition, telecast on cable or broadcast television outlets, and/or submission to contests and festivals.
- Assist students in preparing for a professional career in television through the completion of high-level projects that may be proudly included on demo-reels and through the creation of said demo-reels prior to graduation.
- Provide students with the opportunity to meet, network with and observe professional production crews and individuals.

Liberal studies focus – flexibility in selecting courses. The Communication Studies curriculum is based on a “liberal studies” model in which students may take a variety of courses from many communication studies sub-disciplines (e.g., public relations, rhetoric, organizational comm., etc...). Within this broad curriculum, the department offers a variety of courses designed to prepare students for careers in mass media. While there are no specific “tracks” within the curriculum, students may specialize and choose courses geared toward one of many communication sub-specialties. Students interested in careers in broadcast journalism, video production, documentary filmmaking, corporate communication and video production, screenwriting, advertising and public relations are encouraged to take a mix of courses which enhance their ability to conceive, plan and create video productions. (Appendix A offers a list of courses within and beyond the department that directly support the study of media and production)

Program growth. The video production portion of the Communication Studies curriculum has experienced substantial growth over the last several years with the addition of new courses, a healthy cache of field production equipment and a