Comm 250 / 250L Syllabus

Introduction to Video Production & Lab

Fall 2025

Tom Galli   phone: 735-4897   email: tgalli@chaminade.edu   office: Eiben 127
Section 1: TTh 10 - 11:20; 11:30 – 12:50   CR: 3/1

Aloha, and welcome to Communication 250, Introduction to Video Production. Our emphasis this semester will be on understanding the concept-to-creation process of ENG (single camera) video production. You'll be working with digital camcorders and Adobe Premiere Pro editing software to create a wide assortment of projects.

     A large portion of your learning experience will come in the form of peer critique. Each project will be screened for, and critiqued by, the entire class. Keep in mind that any comments made reflect an opinion about your work, not a judgment of your character! You'll need a thick skin to work in this field and this is as good a time as any to start developing it.

     In addition to the fruits of your own labors, we will screen several award-winning features throughout the semester, using these as fodder for papers and discussion.

     I am a firm believer in Freedom of Speech. I absolutely will not censor your work, forbid any topic, or penalize you for your choice of content. That being said, let me caution you against certain types of extremism. Taping yourself doing something that violates the Chaminade Code of Conduct, housing rules, state laws, or Federal laws, is not fun. It's evidence. You don't know where that tape may turn up! Just ask Paris Hilton…

     Video production is a team effort. If you pursue a career in "the trade," you'll find your social skills as valuable as your technical knowledge. Therefore, you will be working in teams throughout the semester. You will also be evaluating the performance and involvement of your teammates on each assignment.

Materials

I don't use a textbook for this class. There are myriad resources available for learning Adobe products. Adobe themselves provide a host of tutorials at https://helpx.adobe.com/creative-cloud/tutorials-explore.html. And do not underestimate the value of YouTube!

Copyrights

The act of creating a creative work means you own the copyright for it. However, for the products you produce as part of this class, you agree that Chaminade has the right to make use of them as well.

     Also be aware that any pre-existing material you include in your projects, such as music or images downloaded from online, belongs to someone. While the Doctrine of Fair Use (US Copyright Act section 107) grants a lot of leeway to nonprofit and educational endeavors, if you take your product outside of the classroom, such as posting it on social media, be aware that you are subject to copyright laws. We'll talk a lot about this in class.

Grading

Grades follow a 10% scale, modified for attendance. All assignments carry a point value. The total number of points you earn on all assignments for the semester is divided by the total possible points. If you get 90% or more, you get an A, etc.

> Projects: 5 @ 35 points
> Quizzes: ? @ 10 points
> Discussions: 4 @ 30 points

Projects

Below is a list of potential assignments, each worth 35 points. You or your team must complete 5 of them. **Projects are due at the beginning of the class period**. Late projects will carry a 25% penalty.

Deliverables:

- Either a storyboard or a <u>typed</u> 2-column script;
- Output file using .h642 high bitrate at the same settings as the editing sequence;

Projects are graded as follows:
- **Script** 1-5 points, based on neatness and correlation to the project
- **Content** 1-5 points, a subjective measure of how well I felt you achieved your vision
- **Camera** 1-10 points, an evaluation of camera technique
- **Editing** 1-10 points, an evaluation of editing technique
- **Difficulty** 1-10 points, a subjective measure of how advanced your project is

When these projects are team affairs, you will be asked to evaluate how involved you and your teammates were in each aspect of each project. Your individual grade may be higher or lower than the overall project grade, depending on these appraisals.

Please note that nearly 1/3 of each project's grade comes from camera work. Periodically, students turn in projects containing no original camera work. Projects that consist entirely of still images, downloaded footage, or AI generated imagery will be worth only 25 points, with no grade for camera. You may do this only once per semester.

Quizzes

You know what these are. If I assign reading, I like to be able to discuss it during the next class. These are an easy way for you to score some points!

Discussions

In the course of the semester, we will screen several movies. You will participate in an online discussion forum, via Canvas, for each film. Areas of critique include technical or structural aspects (such as plot, storyline, symbolism, cinematography, editing, soundtrack, and visual design) and how they contribute to the film's portrayal message. We'll also look at the films collectively, analyzing how they are reflective of adaptation and change in society.

Extra Credit

You may submit an additional project for the class, or an additional movie critique for the lab, each worth up to 10 points.

Film Festivals

There are regular film festivals, both local and online, available to college students. I strongly encourage you to get your work out there! Depending on the timing, we may even undertake a challenge as a class.

Attendance

Chaminade University feels it is important for instructors to track, and report on, the attendance patterns of underclassmen. See below for the university's comprehensive attendance policy. In accordance with that policy, there will be a one (1) letter grade reduction per each two (2) unexcused absences.

Mobile Devices in Class

Out of consideration for your classmates, please set your devices to silent mode during class. The majority of our classes will be held in a computer lab, or will involve screenings. Additional devices are not needed, and are discouraged. If you prefer to pay attention to a supplementary device over the presented content, you are welcome to do so outside of the class area. Exceptions are granted for students who have documentation from the Counseling Center regarding ADA compliance (see below for full policy).

Projects

You will work on 5 projects this semester. You may choose from any of the projects listed below, in any order you want. However, you may only do each specific project once. TRT (Total Run Time) will be counted from first to last frame of video, excluding any slate.

In addition to your media, submit either a storyboard or a <u>typed</u> 2-column script. Neatness counts!

Name	Description	Length
Chaminade commercial	A commercial targeted at local parents, encouraging them to keep their kids close to home.	Exactly :30 or exactly :60
Product commercial	Pick a product, real or imagined, and promote it.	Exactly :30 or exactly :60
PSA	Pick your favorite non-profit organization. Create a public service announcement for them.	Exactly :30
Service Learning PSA	As above, but done in cooperation with an actual non-profit, destined for use by the client. +10 points	Defined by client
Music video	You know what this is.	1 – 5 minutes
Reality show	Create a segment from a reality-themed show. Use an existing one or invent your own.	1 – 5 minutes
News package	Do a news package. Serious or not.	1:45 – 2:15
How-to	Teach us in a step-by-step manner how to do something.	1 – 5 minutes
Movie Trailer	Advertise an upcoming film, real or not.	:30 – 2:00
Documentary	An unbiased informative video about something, real or not.	2 - 5 minutes
Infomercial	Demonstrate and try to sell us the most amazing product of its kind.	2 - 5 minutes
Video Art	Wow us… confuse us… express yourself. Create the next <u>Andalosian Dog</u>.	Up to 5 minutes
Freeform	You've been wanting to do something all semester… here's your chance!	Up to 5 minutes
VLOG	Talk about an issue. Take us with you to work. Introduce your dog.	Up to 5 minutes

Vocabulary

The following words are common industry jargon. Look these up, find definitions that are applicable to video or film, and learn to use them. Work them into your online discussions and your scripts. Expect to see them appear on quizzes throughout the semester.

CAMERA:	TECHNICAL STANDARDS:	AUDIO:
B-roll	NTSC	Ambient Sound, Nat Sound, or Room Tone
Long Shot or Wide Shot	Aspect Ratio	MOS
Master Shot or Cover Shot	4:3 or 1.33:1	Diegetic vs Non-Diegetic Sound
Establishing Shot	16:9 or 1.77:1	
Medium Shot	Letterbox	Voice Over
Close-Up	Pillarbox	
Reaction Shot	Interlaced Scan	LIGHTING:
Day-for-Night	Progressive Scan	Practical Lighting
Zoom	Frame Rate	High Key Lighting
Rack Focus	Standard Definition	Low Key Lighting
Depth of Field	High Definition	Half Moon Lighting
Subjective Camera	Pixel	
Pan		EDITING:
Tilt	FILM VOCABULARY:	Montage
Dolly	Cinema Verite	Jump Cut
Truck	Film Noir	Flash Frame
Pre-roll	Unreliable Narrator	Cut
Post-roll	Cameo	Dissolve
Over-the-shoulder (OTS)	Climax	Fade
	Denouement	Wipe
VISUAL COMPOSITION:	Exposition	Continuity
Rule of 3rds	Foreshadowing	Rotoscoping
Dutch Angle or Dutch Tilt	Protagonist	Compression Artifact
Axis of Action or 180° Rule	Antagonist	Pacing
Screen Direction	Anti-Hero	L-Cut
	Kuleshov Effect	J-Cut

Tentative Schedule

Date	Class Assignment/Topic	Notes
August 26	Overview, scenes, composition, cameras	
28	Scenes & cameras again	
September 2	More scenes & cameras	
4	Still more scenes & cameras	
9	Still still more scenes & cameras	
11	Work Day	Work Day
16	Adobe Premiere Pro	
18	Adobe Premiere Pro	
23	Adobe Premiere Pro	
25	Adobe Premiere Pro	
30	Work Day	Work Day
October 2	**Project 1 due*** Practical workshop	**Screening and critique**
7	Movie screening	Movie screening
9	Movie screening	Movie screening
14	Work Day	Work Day
16	**Project 2 due*** Practical workshop	**Screening & Critique**
21	Movie screening	Movie screening
23	Movie screening	Movie screening
28	Work Day	Work Day
30	**Project 3 due*** Practical workshop	**Screening and critique**

November 4	Movie screening	Movie screening
6	Movie screening	Movie screening
11	VETERANS DAY	No Class
13	**Project 4 due*** Practical workshop	**Screening and critique**
18	Movie screening	Movie screening
20	Movie screening	Movie screening
25	TBA	
27	**Thanksgiving Break**	
December 2	Work Day	Work Day
4	Work Day	
December 6	**Project 5 Due** Tues Dec 9 @ 11am Or Thur Dec 11 @ 1:15pm	Screening and critique

*All athletics students, make sure due assignments are delivered in advance of scheduled trips.

Credit Hour Policy

The unit of semester credit is defined as university-level credit that is awarded for the completion of coursework. One credit hour reflects the amount of work represented in the intended learning outcomes and verified by evidence of student achievement for those learning outcomes. Each credit hour earned at Chaminade University should result in a minimum of 45 hours of engagement, regardless of varying credits, duration, modality, or degree level. This equates to one hour of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work each week for approximately fifteen weeks for one semester. Terms that have alternative lengths, such as 10 week terms, should have an equivalent amount of faculty instruction and out-of-class student work to meet each credit hour. Direct instructor engagement and out-of-class work result in total student engagement time of 45 hours for one credit. The number of engagement hours may be higher, as needed to meet specific learning outcomes.

Specific Credit Situations

The minimum 45 hours of engagement per credit hour can be satisfied in fully online, internship, or other specialized courses through several means, including (a) regular online instruction or interaction with the faculty member and fellow students and (b) academic engagement through extensive reading, research, online

discussion, online quizzes or exams; instruction, collaborative group work, internships, laboratory work, practica, studio work, and preparation of papers, presentations, or other forms of assessment. This policy is in accordance with federal regulations and regional accrediting agencies.

How This Course Meets the Credit Hour Policy

There are three components to the amount of time students will spend in this course:
1. Seat time (this is the amount of time students are physically in the classroom)
2. Time spent on key assessments, including study time (e.g., projects, essays, mid-terms, finals)
3. Additional time each week (e.g., reading, studying, homework)

Seat time

The class is scheduled for 160 minutes per week; likewise the lab is scheduled for 160 minutes per week. Over a 15 week semester, this is 80 hours.

Key assignments

There are two categories of key assignments: projects and online discussions.

Projects are expected to require an average of 10 hours. There are 5 projects required, totalling an expected 50 hours.

Online discussions are expected to require an average of 2 hours. There are 4 discussions required, totalling an expected 8 hours.

Additional time

Reading, studying, homework unrelated to key assignments, and self-guided study is expected to equal seat time, totalling 80 hours.

Total

218 hours of engagement

Learning Outcomes and Objectives

This class serves both as a fulfillment of your General Education requirements as well as a gateway to the Communication major. As such, it has two sets of learning objectives:

General Education Program Learning Outcomes

- Education for Adaptation and Change. Students will evaluate the ways in which adaptation and change are essential to understanding the past, analyzing the present, and applying critical thinking to meet future challenges and needs.
- Information Literacy. Students will develop and enhance the skills needed to envision, create, and distribute information via video, as well as the skills needed to analyze and interpret video messages from others.

Communication Program Learning Outcomes

Upon completion of the B.A. undergraduate program in Communication, students will be able to:
- Communicate effectively, persuasively and ethically using oral, written, and technological platforms in interpersonal, small group, public, intercultural, and technological settings.
- Apply the principles and laws of freedom of speech and press, including the right to monitor and criticize power, in order to promote service, justice and peace.
- Actualize professional ethical principles in the pursuit of truth, accuracy, and diversity.
- Locate, evaluate, incorporate, and properly cite multiple resources in visual and oral performances, papers, and communication campaigns.

Students in the Mass Media track will also be able to:
- Use contemporary technologies and methodologies to critique, analyze, and produce media for distribution via traditional, current, and emerging communication platforms.

Class Learning Outcomes

Upon completion of this course, students will be able to:
- Work both independently and cooperatively to create narrative videos.
- Use consumer-grade equipment to record both video and audio while adhering to basic technical and aesthetic standards.
- Utilize editing software to complete video projects.
- Critique and discuss both the technical and aesthetic aspects of award-winning films and media.

University Boilerplate

Catalog Course Description

COM 250/L Digital Video Production I/Laboratory (3/1)
Study of the basic skills of performance and single-camera field production in broadcasting. Students learn to operate a video camera and are introduced to video and audio editing techniques. They work individually and in groups throughout the semester to create short videos.

Academic Honesty

Academic honesty is an essential aspect of all learning, scholarship, and research. It is one of the values regarded most highly by academic communities throughout the world. Violations of the principle of academic honesty are extremely serious and will not be tolerated.

Students are responsible for promoting academic honesty at Chaminade by not participating in any act of dishonesty and by reporting any incidence of academic dishonesty to an instructor or to a University official. Academic dishonesty may include theft of records or examinations, alteration of grades, and plagiarism, in addition to more obvious dishonesty.

Questions of academic dishonesty in a particular class are first reviewed by the instructor, who must make a report with recommendations to the Dean of the Academic Division. Punishment for academic dishonesty will be determined by the instructor and the Dean of Academic Division and may include an "F" grade for the work in question, an "F" grade for the course, suspension, or dismissal from the University.

For the most up to date information, please refer to the Academic Honesty Policy on the Chaminade University Catalog website.

Title IX and Nondiscrimination Statement

Chaminade University of Honolulu is committed to providing a learning, working and living environment that promotes the dignity of all people, inclusivity and mutual respect and is free of all forms of sex discrimination and gender-based violence, including sexual assault, sexual harassment, gender-based harassment, domestic violence, dating violence, and stalking. As a member of the University faculty, I am required to immediately report any incident of sex discrimination or gender-based violence to the campus Title IX Coordinator.

Nondiscrimination Policy & Notice of Nondiscrimination

Chaminade University of Honolulu does not discriminate on the basis of sex and prohibits sex discrimination in any education program or activity that it operates, as required by Title IX and its regulations, including in admission and employment. Inquiries about Title IX may be referred to the University's Title IX Coordinator, the U.S. Department of Education's Office for Civil Rights, or both and contact information may be found at the Chaminade University Title IX Office Contact Information

[and Confidential Resources website](#). On-campus Confidential Resources may also be found here at [CAMPUS CONFIDENTIAL RESOURCES](#).

The University's Nondiscrimination Policy and Grievance Procedures can be located on the University webpage at: https://chaminade.edu/compliance/title-ix-nondiscrimination-policies-procedures/.

To report information about conduct that may constitute sex discrimination or make a complaint of sex discrimination under Title IX, please refer to the [Campus Incident Report form](#). Chaminade University of Honolulu prohibits sex discrimination in any education program or activity that it operates. The NOTICE of NONDISCRIMINATION can be found here: [Notice of Nondiscrimination](#).

CUH Alert Emergency Notification

To get the latest emergency communication from Chaminade University, students' cell numbers will be connected to Chaminade's emergency notification text system. When you log in to the Chaminade portal, you will be asked to provide some emergency contact information. If you provide a cellphone number, you will receive a text from our emergency notification system asking you to confirm your number. You must respond to that message to complete your registration and get emergency notifications on your phone.

Assessment for Student Work

With the goal of continuing to improve the quality of educational services offered to students, Chaminade University conducts assessments of student achievement of course, program, and institutional learning outcomes. Student work is used anonymously as the basis of these assessments, and the work you do in this course may be used in these assessment efforts.

Student with Disabilities Statement

Chaminade University of Honolulu offers accommodations for all actively enrolled students with disabilities in compliance with Section 504 of the Rehabilitation Act of 1973, the Americans with Disabilities Act (ADA) of 1990, and the ADA Amendments Act (2008).

Students are responsible for contacting Kokua Ike: Center for Student Learning to schedule an appointment. Verification of their disability will be requested through appropriate documentation and once received it will take up to approximately 2–3 weeks to review them. Appropriate paperwork will be completed by the student before notification will be sent out to their instructors. Accommodation paperwork will not be automatically sent out to instructors each semester, as the student is responsible to notify Kokua Ike via email at ada@chaminade.edu each semester if changes or notifications are needed.

Kōkua ʻIke: Tutoring & Learning Services

Chaminade is proud to offer free, one-on-one tutoring and writing assistance to all students. Tutoring and writing help is available on campus at Kōkua ʻIke: Center for Student Learning in a variety of subjects (including, but are not limited to biology, chemistry, math, nursing, English, etc.) from trained Peer and Professional Tutors. Please check [Kōkua ʻIke's](#) website for the latest times, list of drop-in hours, and information on scheduling an appointment. Free online tutoring is also available via TutorMe. Tutor Me can be

accessed 24/7 from your Canvas account. Simply click on Account > TutorMe. For more information, please contact Kōkua ʻIke at tutoring@chaminade.edu or 808-739-8305.