

Comm 250 / 250L Syllabus

Introduction to Video Production & Lab

Fall 2026

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

Date	Class Assignment/Topic	Notes
August 18	Overview, scenes, composition, cameras	
20	Scenes & cameras again	
25	More scenes & cameras	
27	Still more scenes & cameras	
September 1	Still still more scenes & cameras	
3	Work Day	Work Day
8	Adobe Premiere Pro	
10	Adobe Premiere Pro	
15	Adobe Premiere Pro	
17	Adobe Premiere Pro	
22	Work Day	Work Day
24	Project 1 due* Practical workshop	Screening and critique
29	Movie screening	Movie screening
October 1	Movie screening	Movie screening
6	Work Day	Work Day
8	Project 2 due* Practical workshop	Screening & Critique
13	WELLNESS WEEK	NO CLASS
15	WELLNESS WEEK	NO CLASS
20	Movie screening	Movie screening
22	Movie screening	Movie screening

27	Work Day	Work Day
29	Project 3 due* Practical workshop	Screening and critique
November 3	Movie screening	Movie screening
5	Movie screening	Movie screening
10	Work Day	Work Day
12	Project 4 due* Practical workshop	Screening and critique
17	Movie screening	Movie screening
19	Movie screening	Movie screening
24	TBA	
26	Thanksgiving Break	
December 1	Work Day	Work Day
3	Work Day	Work Day
December 7-10	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.

Marianist Values

An education in the Marianist Tradition is marked by five principles. Reflect on how this course relates to one or more:

1. Education for formation in faith.
2. Provide an integral, quality education.
3. Educate in family spirit.
4. Educate for service, justice and peace, and integrity of creation.
5. Educate for adaptation and change.

Native Hawaiian Values

Education is central to both Marianist and Native Hawaiian culture — both seek transformative, value-centered learning that serves the marginalized. This is reflected in the ‘Ōlelo No‘eau (Hawaiian proverbs) below:

1. **Educate for Formation in Faith (Mana):** E ola au i ke akua (‘Ōlelo No‘eau 364) — May I live by God.
2. **Provide an Integral, Quality Education (Na‘auao):** Lawe i ka ma‘alea a kū‘ono‘ono (‘Ōlelo No‘eau 1957) — Acquire skill and make it deep.
3. **Educate in Family Spirit (‘Ohana):** ‘Ike aku, ‘ike mai, kōkua aku kōkua mai (‘Ōlelo No‘eau 1200) — Recognize others, be recognized, help others, be helped.
4. **Educate for Service, Justice and Peace (Aloha):** Ka lama kū o ka no‘eau (‘Ōlelo No‘eau 1430) — Education is the standing torch of wisdom.
5. **Educate for Adaptation and Change (Aina):** ‘A‘ohe pau ka ‘ike i ka hālau ho‘okahi (‘Ōlelo No‘eau 203) — All knowledge is not taught in the same school.

In-Class Participation Expectations

Active, respectful engagement is essential. Students are expected to come prepared and contribute meaningfully to discussions, activities, and collaborative work.

Students are expected to:

- Come prepared — complete readings and activities before each session.
- Participate actively in discussions and group work, demonstrating critical thinking.
- Engage respectfully and honor diverse perspectives.
- Use personal devices for course purposes only unless otherwise directed.
- Submit work by established deadlines to support course pacing.

Important Information

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, plagiarism, **and unauthorized and/or undisclosed AI usage**, in addition to more obvious dishonesty. See catalog section *Student Use of Artificial Intelligence in Academic Work* for further information.

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

AI (Artificial Intelligence) Statement

Chaminade University recognizes the increasing role of artificial intelligence (AI) technologies in academic and professional environments. AI encompasses, but is not limited to, generative AI platforms, automated writing or content generation software, coding assistants, and similar tools. Students must ensure all submitted work genuinely reflects their knowledge and effort. Using AI to produce or significantly complete graded assignments, exams or other academic tasks – defined as use that substitutes for or substantially replaces a student’s own analysis, reasoning or written expression – without explicit instructor approval is considered academic misconduct and will be dealt with according to the University’s Academic Honesty Policy.

If an instructor has reasonable grounds to question whether submitted work genuinely reflects a student’s own knowledge, authorship, or mastery of course material — or whether it meets the course’s expectations for AI use — the instructor may require the student to provide additional or alternative evidence of authorship and content mastery. Such evidence may include drafts, notes, revision history, source materials, process explanations, oral discussion, in class work, or completion of an alternative assessment. A student’s refusal or inability to provide such evidence may be considered, along with other available information, in evaluating whether the work meets course requirements and stated learning outcomes. Instructors will not rely solely on AI detection software or other automated tools in making grading or academic integrity determinations. Such determinations will be based on the totality of the available information and handled in accordance with applicable University policies and procedures. See the catalog section *Student Use of Artificial Intelligence in Academic Work* for further information.

Title IX and Nondiscrimination

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. For pregnant and parenting students, I am also obligated to provide you with similar resources for support and protections available to you. My goal is to make sure that you are aware of the range of options available to you and have access to the resources and support you need.

Contact information and reporting options: chaminade.edu/titleix/nondiscrimination/. File a report via the [Campus Incident Report Form](#).

Nondiscrimination Policy and Notice of Nondiscrimination

The university is committed to comply with all State and Federal statutes, rules, and regulations which prohibit discrimination. The university is committed to a policy of nondiscrimination on the basis of race, sex, gender identity and expression, age, religion, color, national origin (including shared ancestry and ethnic characteristics), ancestry, citizenship, disability, genetic information, marital status, breastfeeding, arrest and court record (except as permissible under State law), sexual orientation, or status as a covered veteran. Inquiries about Title IX or general Civil Rights concerns 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 [HERE](#). *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](#).

Student with Disabilities Statement- Kōkua 'Ike

Accessibility Services recognizes disability as a valued aspect of diversity and ensures equal access to the educational environment in accordance with Section 504 of the Rehabilitation Act; the Americans with Disabilities Act, as amended; and the principles and professional standards of the Association on Higher Education and Disability. Access is supported through reasonable accommodations and referrals to campus and community resources.

Appointments with the Accessibility Services Coordinator are available through Stellic at <https://chaminade.stellic.com> and may be held virtually or in person. Drop-in appointments are also welcome.

Students seeking support must meet with the Accessibility Services Coordinator as early as possible, even if they are unsure whether they have appropriate documentation of their disability or its impacts. The Accessibility Services Coordinator prioritizes listening to students's experiences and will discuss any documentation needs during the initial intake meeting. Students may seek support at any time.

Learn more at <https://chaminade.edu/ada-accommodations>

Assessment of Student Work

Chaminade University may use student work anonymously to assess achievement of course, program, and institutional learning outcomes as part of ongoing quality improvement efforts.

Campus Resources & Support Services

The following resources are available to all Chaminade students. Reach out early — these services exist to support your success.

Resource	Description	Contact / Website
Accessibility Services (Kōkua 'Ike)	Accommodations under Section 504 and ADA. Contact early — appointments via Stellic, virtual or in person.	ada@chaminade.edu chaminade.edu/ada-accommodations
Tutoring & Academic	Tutoring and Academic Coaching Services support students' progression toward their	chaminade.edu/tutoring-academic-coaching-services

Resource	Description	Contact / Website
Coaching (Kōkua 'Ike)	academic, personal, and professional goals with clarity and intention. Services include individualized support in English, math, nursing, sciences, and social sciences, as well as guidance in developing goals and study strategies.	
Career Services	Career Services supports students throughout their career journeys. Services include individualized job search strategy coaching, resume reviews, job interview coaching, and access to career-related resources and opportunities.	chaminade.edu/career-services
Basic Needs Resources	Support for food insecurity, housing instability, and other basic needs.	chaminade.edu/basic-needs/
Title IX / Nondiscrimination	Reporting and support for sex discrimination and gender-based violence. Campus Incident Report Form available online.	chaminade.edu/titleix/resources-and-support/
Hazing Prevention	Confidential support, crisis intervention, and reporting for any type of abuse including hazing.	hazingpreventionnetwork.org/athlete-helpline/
Campus Safety / SafeSwords	Security escort service for anyone who feels unsafe walking alone on campus at any time of day. Call security and a professional will escort you to your destination.	chaminade.edu/student-life/security/campus-safeswords-program/
CUH Alert Emergency Notification	Emergency text system. Register your cell number via the Chaminade portal and confirm the text to complete enrollment.	chaminade.edu