



蘇州大學
Soochow University

COM 224 Video Production

Summer 2023

Course Credits: 4

Contact Hours: 55 hours

Instructor: TBA

Email: TBA

COURSE OBJECTIVES

In this course, students will engage in hands-on activities and evaluate media works such as documentaries and fiction to gain proficiency with video equipment, camera angles, sound recording, and video editing software. They will also receive an overview of practical tools and learn critical skills for analyzing audiovisual products.

Upon Completion of this Course, students will be able to:

1. Know the basic principles of video production
2. Develop their critical competencies for analyzing audiovisual products
3. Create and edit video content for various platforms

PREREQUISITES

N/A

GRADING

Grades will be determined by accumulating points, with 100 points being the maximum, as follows:

ITEM	POINTS
Quizzes	20 Points
Midterm 1	20 Points
Practical Exercises	20 Points
Final Exam	40 Points
Total	100 Points



Late submissions will be graded at the end of the course. Grades will be assigned according to the following rule:

$A \geq 90 > B \geq 80 > C \geq 70 > D \geq 60 > F$.

We reserve the right to make adjustments to the overall grading policy.

COURSE MATERIALS

Required Texts:

The Filmmaker's Handbook: A Comprehensive Guide for the Digital Age by Steven Ascher and Edward Pincus.

Recommended (Optional) Texts or Other Materials:

None

COURSE TOPICS

MODULE	TASKS
Module 1	Topics: Topic 1: Introduction to Video Production Topic 2: Understanding video production processes and techniques Topic 3: Analysis of media products Topic 4: Camera Techniques Assessments: Quiz#1
Module 2	Topics: Topic 5: Camera angles and framing Topic 6: Shot sizes and composition Topic 7: Camera movement and stability Topic 8: Lighting and Sound Assessments: Quiz#2
Module 3	Topics: Topic 9: Principles of lighting for video production Topic 10: Techniques for capturing high-quality audio Topic 11: Analysis of lighting and sound in media products Topic 12: Video Editing Assessments: Midterm#1



Module 4	Topics: Topic 13: video editing software Topic 14: Techniques for organizing and managing video footage Topic 15: Basic editing techniques and tools Topic 16: Advanced Video Editing Assessments: Practical Exercises
Module 5	Topics: Topic 17: Advanced editing techniques and tools Topic 18: Distribution and Promotion Topic 19: Techniques for promoting video content Topic 20: Analysis of video promotion in media products Assessments: Final Exam

ATTENDANCE

1) Class attendance is required. Missing classes without permission will lead to decrease in overall grade.

Missing less than two classes: no penalty.

Missing more than two classes: 7% will be taken off from the overall grade.

If the instructor reports a student's frequent missing of class to the Soochow University Academic Administration Office, the student might get a written warning and might be prohibited from attending final exam.

2) Participants in this course are expected to arrive in class promptly and adequately prepared. The primary objective of this course is to critically engage with the readings and the subject matter. Therefore, course participants are expected to have completed the reading prior to class and prepare thoughtful reflections/commentaries to share with fellow colleagues.

LEARNING REQUIREMENTS

- 1) Late assignments are not acceptable and are subjected to grade deductions.
- 2) Assignments submitted in the wrong format will be counted as not submitted.
- 3) Failure to submit or fulfill any required course component results in failure of the class.
- 4) Make-up for midterm and final exams only with valid excuses, as defined by the



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5) In order to earn a Certificate of Completion, participants must thoughtfully complete all assignments by stated deadlines and earn an average quiz score of 50% or greater.

TECHNOLOGY POLICY

The use of electronic devices in class is distracting, both for the user and for the rest of the class. Only non-programmable calculators can be used in the tests and exam. Any attempts to use cell phones and other electronic communication devices will be deemed as cheating. Laptops are discouraged, unless you use them for activities DIRECTLY related to the course (eg., note taking, reading course documents).

ACADEMIC INTEGRITY POLICY

Soochow University highly values the academic integrity and aims to promote the academic fairness, honesty and responsibility. Any academic dishonesty behaviors and any attempts to cheats and plagiarism will be reported to the university administration office. A written warning and the relevant penalties will be imposed. The record might be shown on the official university transcript.

DISABILITY ACCOMMODATION

Soochow University is committed to maintaining a barrier-free environment so that students with disabilities can fully access programs, courses, services, and activities at Soochow University. Students with disabilities who require accommodations for access to and/or participation in this course are welcome.

Note:

Please contact the University Administrative Office immediately if you have a learning disability, a medical issue, or any other type of problem that prevents professors from seeing you have learned the course material.