



COM 157: Introduction to Television and Digital Production

This course covers the use of videography and audio to tell compelling stories. Students produce media using studio and field equipment while learning studio and control room operating procedures, basic lighting, camera operation, script writing, and nonlinear editing. The course addresses pre-production planning, shot composition, lighting and audio, and non-linear editing concepts and techniques. Students identify message, audience, and goal for each project and consider ethical aspects related to the field of television production. Image and sound manipulation, and other ethical challenges in the digital age, are discussed. Pre or co-requisite: ENG 101. Gen Ed Competencies met: Critical Thinking; Information Literacy.

Course Student Learning Outcomes

1. Operate television studio and field equipment in keeping with industry standards. 2. Write scripts for specific assignments that address message, audience and goal. 3. Edit video using non-linear techniques. 4. Identify the elements of strong multimedia storytelling. 5. Apply audio and visual skills and software to enhance journalism storytelling. 6. Determine best practices when producing and posting content through analysis of modern media. 7. Examine ethical challenges in the digital age of journalism.

Credits: 3

Program: Communication