

COURSE OUTLINE

MASS-139 Principles of Film and Media Production 3 Semester Hours

HOWARD COMMUNITY COLLEGE

Description

This course is an interdisciplinary study of film and media production. Emphasis is on the overview of the various types of media production a film/video student could pursue in the commercial, corporate, or artistic world. (3 hours weekly):Also listed as FILM-139.

Overall Course Objectives

Upon successful completion of this course, the student will:

1. Develop an understanding of what the media is, why it's important, and how to study it.
2. Identify methods to analyze media images, narratives, and genres.
3. Discuss the ways in which media represents the world at large and its intertextuality and ideology.
4. Analyze the close connection between media and different types of audiences.
5. Distinguish between different types of media institutions.
6. Discuss case studies in news, advertising, and marketing.
7. Compare and contrast essential media skills such as research and production.

Major Topics

- I. Advertising
 - Commercial ventures
 - PSAs
- II. Commercial video
 - Industrial videography
 - Medical
 - Training
 - Wedding
 - Educational
- III Artistic film
- IV Guerrilla media
 - YouTube
 - Podcasting
- V Audio-only
 - Internet radio
 - Nonvisual mediums

Course Requirements

Grading/exams: Grading procedures will be determined by the individual faculty member, but may include a researched essay, oral presentation, and regular exams.

Other Course Information

This course is an Arts and Sciences, Fine Arts and Humanities Elective.