

# Minnesota State University Moorhead

## COMM 251: Video Production for Ad, News, and PR

### A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: \*.\*

OJT Hours/Week: \*.\*

Prerequisites: None

Corequisites: None

MnTC Goals: None

The course is designed to develop proficiency in the terminology, pre-production planning, use of software and hardware, critical analysis, and production of video projects for advertising, news, and public relations. Learning outcomes are: 1) develop proficiency in the terminology of video production; 2) develop proficiency in the pre-production planning used in video production; 3) develop proficiency in the use of software and hardware used in video production; 4) develop proficiency in the critical analysis of video production; and 5) develop proficiency in the production of video projects.

**B. COURSE EFFECTIVE DATES:** 09/09/2014 - Present

### C. OUTLINE OF MAJOR CONTENT AREAS

1. Critical Analysis
2. Pre-production Planning
3. Production of Video Projects
4. Terminology
5. Use of Software and Hardware

### D. LEARNING OUTCOMES (General)

1. Develop proficiency in the terminology of video production.
2. Develop proficiency in the pre-production planning used in video production.
3. Develop proficiency in the use of software and hardware used in video production.
4. Develop proficiency in the critical analysis of video production.
5. Develop proficiency in the production of video projects.

### E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

### F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

### G. SPECIAL INFORMATION

None noted