

EPROD-150: Introduction to eProduction

Course Description:

This introductory course welcomes students to the world of digital media delivery--"broadcast" without the broadcast. EPROD-150 equips learners with knowledge of how to program to the niche needs and short attention spans of digital audiences. Students explore prosumer technology including DSLR and Canon XA-10 cameras as well as concepts in editing, lighting and sound acquisition to create quality, engaging videos. If you're looking to create purposeful podcasts, vlogs, live streams, music videos, social media posts, or documentary stories while utilizing smartphones, GoPros and other prosumer gear--this class is designed to give exactly those skills.

Total Credits: 3.00

Course Competencies

- 1. Explore the evolution of emerging media outlets**
- 2. Recognize key components of traditional video production techniques and their use**
- 3. Compare differences between traditional and emerging video content delivery**
- 4. Recognize similarities and differences between broadcasting and narrowcasting**
- 5. Recognize similarities and differences between long- and short-form productions**
- 6. Recognize similarities and differences between large vs. small screen presentation**
- 7. Explore emerging video forms and formats**
- 8. Recognize when varying emerging video formats are used and why**
- 9. Examine examples of eProduction media and delivery**
- 10. Explore key hardware and software used in eProduction**
- 11. Explore the importance of audio's role in successful media**
- 12. Summarize key promotional considerations in the distribution of media via emergent outlets**
- 13. Examine new digital media technology, application and trends**
- 14. Explore personal and business uses of eProduction media**
- 15. Identify key elements of intellectual property copyright law and its ramifications**