

# Intro to Communications aka “Multimedia Production” Syllabus 2016-2017

Course # 48.032007 A / B

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In the Broadcasting & Film courses, students are given a balance of content in three main areas:



- Equipment Technology and Techniques
- Organizational Skills for Production
- Creative Aspects

## Nine Weeks Instructional Periods

- The sequence of the equipment instruction is subject to change.

### 1st Nine Weeks

Early concentration is placed on a production based view of the use of software in which several pieces of software are used concurrently on one production.

- music sequencing software and exporting files
- video editing software and video export

### 2nd Nine Weeks

Although equipment instruction continues, students are to start thinking about what video can be produced in the Third Nine weeks. Equipment permitting, each student will produce their own media festival project.

- lighting equipment & techniques
- video editing
- action oriented scripting for film production
- production planning

### 3rd Nine Weeks

Class activities completely revolve around the student producing productions for the Georgia Student Media Festival. Each student is part of a production of a short film.\* Students produce (record)+ the film during class time. Organizational skills for productions are taught.

- use of slate
- production planning
- production
- editing

#### 4th Nine Weeks

The productions from the last Nine Weeks are evaluated. Students are able to develop a critical eye and professional vocabulary for describing finished work.

- Required attendance at the DFA Film Festival is free for students in the Audio Video Film classes. Note, not all work is shown at the festival. It is important that students see the difference between work on the “small screen” on the computer and the “big screen” in the theatre.

### **Student Materials**

#### **What you need:**

pens, pencils, notes folder / notebook of thin size to keep up with papers, scripts, etc., a USB flash memory stick (aka “thumb drive”) 4 GB should be more than adequate. The memory will be needed a few weeks into the course when the students start to use the computers.

#### **What you do NOT need:**

a personal computer, an iPad, a tablet, software for home use, a DSLR, an iPhone, an Android phone.

#### **\* Mr. Hennessy’s comparison of “video” and a “film”.**

When I was younger, film (movies) and video (television) were very different and distinct. Today, the line between film and video is somewhat blurred, mainly due to the advance of technology. To give clarity between the two, here is my definition of what is a film and what is a video.

A video is a recording of reality. A film is a creation a reality.

Videos would include: “How to...”, documentary, and event recording. Video work tends to be more natural, showing life as it is. Lighting and technical elements tend to be for purposes of exposure and clarity.

Films include: dramatic scripts and action based stories, aka movies. Films tend to include lighting and camerawork that is purposefully emotive.

## **Resources**

This is a link to the video & film editing software DFA students will be using. USE THE FREE VERSION. It works on Mac or PC.

<https://www.blackmagicdesign.com/products/davinciresolve>

This is a link to the Georgia Student Media Festival, so you can learn more about it. Student Projects will be entered by the RCSS school district office. You can't submit your own entry.

<http://www.gsmf.us>