Title: Advanced Video  
Abbreviation and Number: JRNP420  
AB Paper No.: 13-35

School: Communication and Creative Arts  
Department: Journalism and Communication

Credits: 3  
Course Sequence: ( ) Fall  ( X ) Spring  ( ) Fall and Spring

Hours Per Week: ( 2 ) Lecture  ( ) Seminar  ( 2 ) Laboratory  ( ) Studio  ( ) Kitchen  
( ) Other (Specify)

Pre-requisite(s): JRNP320 or permission of Chair/Instructor  
Co-requisite(s): None

COURSE DESCRIPTION
Students develop story ideas; write, edit, line up and perform newscasts; prepare and host documentaries; and conduct studio and field interviews for video cast, streaming and television.

SPECIFIC OBJECTIVES
Upon successful completion of this course, students will be able to
1) Manipulate digital video as a form of media;
2) Produce story ideas with specific journalistic purposes;
3) Use research skills for the Web to facilitate interaction with different visually oriented audiences;
4) Produce newscasts, talk shows and documentaries; and
5) Use digital tools to measure the impact of projects.

COURSE CONTENT
I. Production of Visual Structure for Projects
   A. The visual components
   B. Contrast and affinity
   C. Space
   D. Line and shape
   E. Tone
   F. Colour
   G. Movement
   H. Rhythm
   I. Story and visual structure
   J. Practical integration

II. Integration, Unity and Delivery of Content
   A. Techniques to evaluate content
   B. Camera language and narrative
   C. Use of the Web
   D. Delivery of digital content
   E. Creation and design of blogs and websites
   F. Production, conversion, design and maintenance of video files
   G. Video cast, streaming and Internet television
III. Measuring Project Impact  
A. Feedback  
B. Interpretation  
C. Digital surveys  

ASSESSMENT  
Assignments.......................................... 20%  
Video project assignments.................. 40%  
Research paper................................. 20%  
Digital video projects portfolio........... 20%  
Total...............................................100%  

REQUIRED TEXT  

SUPPLEMENTARY READINGS/MATERIALS  

WEBSITES  
bambuser.com ........................................... www.onlinevideoconverter.com  
bighugelabs.com ........................................ www.scirus.com  
www.boostcam.com ..................................... www.scitopia.org/scitopia  
www.blogger.com ........................................... www.sissurvey.net  
www.convertmytube.com ................................ www.splidc.com  
www.formatoz.com ....................................... www.surveymonkey.com  
www.keevid.com .......................................... www.vorbeo.com  
kickyoutube.com ......................................... www.ustream.tv  
www.libraryresearch.com .................................. voipcallrecording.com/MP3_Skype_Recorder  
www.livestream.com ..................................... www.wordpress.com  
www.mediacollege.com/video................................. www.youtube.com  
www.mediaconverter.org