Western Continuing Studies

VIDEO 101

CMPR6208

Course Outline

Description:
Strengthen your communication strategy by using video to create clear, engaging content that connects with your audience. This hands-on course introduces video production through a step-by-step workflow that mirrors real-world production process.

Over four weeks, you will plan, film, and edit a complete 30-second video project built around a simple interview and supporting B-roll. You will learn to develop a concept and prepare key planning materials, including a script, shot list, and storyboard, applying essential production techniques such as manual camera settings, lighting, framing, and audio capture. You will also explore beginner-friendly editing tools to assemble your story, add music, apply basic color and audio enhancements, and export your final video for multiple platforms.

This course is designed for corporate communicators, marketers, not-for-profit organizations, and anyone looking to build foundational video skills and create effective digital content.

Course Goals:
Video 101 introduces the key components of video production and how to apply them to create engaging content that supports organizational communication goals and personal brands.

Course Objectives:
At the completion of this course, students will be able to:

- Explain the value of well-produced video for organizational communication, marketing, and personal brands
- Describe the three stages of video production and how they work together (pre-production, production, post-production)
- Plan a short-form video project using a script, interview prompts, shot list, and storyboard;
- Apply essential camera settings in manual mode (exposure triangle, frame rate and white balance) using a smartphone or camera
- Demonstrate proper interview filming techniques, including framing and subject placement;
- Create effective lighting setups using natural or artificial 3-point lighting
- Capture clean, consistent audio using best practices for microphone placement and recording environment
- Film B-roll using essential focal lengths, and purposeful camera movement to support storytelling;
- Organize and prepare footage for editing using basic file management workflows
- Understand basic editing strategies
- Edit and export video content suitable for multiple platforms.

Text:
No textbook is required. Readings and articles will be provided in the online classroom.

This course outline is a sample only and is subject to change.

Evaluation:
This is a graded course where a complete or incomplete will be issued. A complete will be issued when a student has met all course requirements. To receive completion for this course, a student must:

- Participate in online discussions (2 required)
- Complete the assignments (4 total)
- Pass the quiz (1 total)

Policy on Cheating and Academic Misconduct:
Academic honesty is a cornerstone of conduct at Western University. We cannot have freedom of expression without integrity. Students are responsible for understanding the nature of and avoiding the occurrence of plagiarism and other academic offences; please refer to the section on "Scholastic Offences" in the current University Academic Calendar, or on the web at http://www.westerncalendar.uwo.ca. Such offences include plagiarism, cheating on an examination, submitting false or fraudulent assignments or credentials, impersonating a candidate, or submitting for credit in any course any academic work for which credit has previously been obtained or is being sought in another course in this University or elsewhere (without the knowledge and approval of the instructor to whom the work is submitted). Students enrolled in non-degree courses are expected to abide by the University's code of conduct.

Code of Student Conduct:
The purpose of the Code of Student Conduct is to define the general standard of conduct expected of students registered at Western University, provide examples of behaviour that constitutes a breach of this standard of conduct, provide examples of sanctions that may be imposed, and set out the disciplinary procedures that the University will follow. For the complete Code of Student Conduct: http://www.uwo.ca/univsec/board/code.pdf

Plagiarism:
All required papers may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between Western University and Turnitin.com (http://www.turnitin.com).

How often will the instructor communicate with me?
The instructor will respond to individual emails within 24 hours (Monday to Friday). Questions that have general application should be posted to the General Discussions so that all students can receive the same information.

Policy on Late Assignments:
This course is divided into four units. Each unit runs from Monday to Sunday, and all coursework must be completed within that unit week. Online discussions, quizzes, and assignments are designed to build on weekly learning, so they must be completed during the unit in which they are assigned.

All assignments must be submitted through the Assignments tab. Students are encouraged to also share their work in the discussion area to receive peer feedback, review classmates' work, and ask questions.

Work that is not completed and submitted within the assigned unit week will receive a grade of zero (0), unless the instructor has clearly stated otherwise.

When will I receive my grades?
Final grades will be available 2 weeks after the last scheduled day of the course. A grade report can be printed from myWCS.

Western Digital Badge
If you have met the course requirements for this Western approved micro-credential, you will receive an email from MyCreds to claim your digital badge. Badges are embedded with data that verifies your skills and achievements. Share them with your employer, on LinkedIn and other social media sites.

How do I hand in assignments?
All assignments will be submitted electronically through OWL using the assignment tool. Failure to meet deadlines without the instructor's written permission will be subject to the late assignment policy. It is the student's responsibility to ensure that all assignments forwarded to the instructor arrive before the due date.

If you experience difficulty in submitting assignments through OWL, you are responsible for contacting the instructor and arranging an alternate method of delivery (e.g. e-mail attachment) for the assignment.

Course Schedule: Four consecutive weeks

Date	Topics	Learning Outcomes
Unit 1: Pre-Production: Introduction to Video Production & Planning	Why video is today's most impactful digital medium Overview of the video production process Pre-production fundamentals: planning, scripting, shot lists, and storyboards	• Recognize the value of well-produced video for organizations and personal brands • Understand the three stages of video production and how they work together • Identify key pre-production tools used to plan and execute a successful video
Unit 2: Production: Camera Settings, Lighting & Interview Basics	Understanding how your camera works beyond auto mode Lighting your scene How to film an interview Capturing clean, high-quality audio	• Operate your camera or phone in manual mode • Apply basic lighting and white balance techniques • Demonstrate proper interview setup and framing • Capture clear, consistent audio for video production
Unit 3: Production: Shooting B-Roll, Camera Angles & Movement	Understanding B-roll and its impact on storytelling Framing shots: essential shot types and focal lengths Camera angles and purposeful movement	• Define B-roll and demonstrate how it supports a narrative • Apply effective framing using varied focal lengths and angles • Understand when and why to use camera movement to enhance storytelling
Unit 4: Post-Production: Crafting Your Story Through Editing	Overview of video editing software options Editing workflow fundamentals Basic color correction and audio enhancements Exporting videos for different platforms	• Compare beginner-friendly editing software and understand their similarities • Prepare and organize media files for an efficient editing process • Apply a basic editing workflow to assemble a complete video • Export video files correctly for various

		platforms and uses