VIDEO 101
CMPR6208

Course Outline – Online

Description:
Strengthen your overall communication strategy by using video that will grab attention and enable you to effectively convey your message to viewers. Learn how a well-produced video can benefit your organization in terms of enhancing your image and reinforcing your brand. This hands-on course will offer a starting point on how to shoot a ready-to-go, immediate and effective video for the web. Learn how to come up with a concept, plan and capture footage through basic shooting techniques including lighting, sound and editing. This is an introductory course for corporate communicators, marketers, not-for-profit organizations and anyone looking to benefit from a positive return on investment.

Course Goals: Video 101 provides a foundation for understanding and implementing key components in the development of effective video productions designed to support targeted organizational communication objectives.

Course Objectives:
At the completion of this course, students will be able to:
- Understand the importance of effectively produced videos to their organization's communication/marketing efforts;
- Summarize and compare the strengths/weaknesses of different styles of cameras;
- Implement steps to planning an effective short video project;
- Recognize and recall the key rules of video shooting;
- Differentiate between various types of shots and recognize their value in video productions;
- Generate a powerful video interview;
- Implement strategies to enhance audio quality;
- Create lighting set ups that add to the professionalism of video productions;
- Understand very basic editing strategies.

Text:
TBD

Evaluation:

This is a graded course where a complete or incomplete will be issued. To receive a completion for this course, a student must:
- Participate in online discussions
- Complete the assignments/quizzes

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

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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?

As your instructor, I will respond to individual emails within 24 hours (Monday to Friday). Questions that have general application should be posted to the General Questions Forum so that all students can receive the same information.

Policy on Late Assignments:

Online discussions are to be completed in the week they are assigned. This is to allow everyone in your group the opportunity to contribute to the conversation. Failure to complete the online discussion will result in a "Zero" be awarded for the week. This is to allow everyone in your group the opportunity to contribute to the conversation. The online week will run from Monday to Sunday.

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.

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Course Schedule: Four consecutive weeks

Date	Topics	Learning Outcomes
Week 1:	Introductions Why video? Video Equipment – Needs versus Wants 7 Rules of Video	• Understand the importance of effectively produced videos to your organization's communication/marketing efforts; • Summarize and compare the strengths/weaknesses of three different styles of cameras; • Recognize and recall the key rules of video shooting.
Week 2:	Planning your video project Setting up an amazing interview Lighting your production	• Demonstrate the steps to plan for a video project; • Understand how to set up three point lighting for shooting an interview; • Know how to prepare and conduct a video interview.
Week 3:	Audio an important ingredient in the secret sauce Shooting amazing B-roll Video as fashion	• Understand the importance of audio in helping tell your video-based stories; • Identify four ways to enhance audio in your production • Demonstrate proficiency in producing compelling B-roll to help connect your audience to your messages
Week 4:	Which editing software to use? Editing tips – pulling it all together Small things make a difference. Get the most out of your production Getting your video to your target audience	• Have awareness of several different video editing software programs; • Understand some key video editing fundamentals; • Demonstrate strategies to enhance the professionalism of your video productions

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