

Instructor: Billy Alonzo

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Semester: Fall Semester 2025

Office hours: Monday/Wednesday 9:00 – 10:45, 1:15 to 2:15pm,
and Monday 4:30 – 5:00pm
Tues/Thurs 11:00a.m. – 12 noon,
Friday 9:30am to 2:30am or by appointment.

Class: COMM 1336.001 Video Production I

Lab: **You will have additional work outside of class**

Class meets: Monday and Wednesday: 2:30pm – 4:15pm

General Information

Textbook: There is not textbook for the class. There will be handouts and notes to take in class keep up with the notes because that is where the information for the exams will come from and it will help you when working on projects. You will also be assigned some videos to watch on YouTube and other sites for learning material.

Attendance and Class Participation Policy: This semester I will be keeping up with attendance in class. It is important you attend class as this is a hands-on class. We will be learning how to use video and audio equipment. We will also be doing some video editing.

Grade Determination: The student's grade will be determined on the basis of their performance in class. It will include class attendance, in-class participation, hand-outs, exams, and projects. Each activity will be weighted as follows:

Attendance/Participation	100 Points
Exam (3)	300 points
Projects	250 points
Final Project	150 points
Total Points	1000 points

Projects will have deadlines please let do our best to stay to these deadlines. If you miss an exam during the semester you will have to make up the exam when the instructor gives you permission. I will have your class average throughout the semester on Blackboard. If you have questions about your grade in the class please ask me.

It is also important during this semester and any semester that the students have access to a good and reliable internet signal and a dependable computer. This will give students' access to Blackboard where assignments, quizzes, exams, and some video content will be posted for this class and most other classes a student is taking while at SPC. Please ask about any help you may need with internet or computer during the semester.

This is a communications and video class but I do not want students using cell phones during class or listening to music in class. Leave your smart devices in your car or dorm room if you can't stay off of them while in class. I will ask nicely once to put it up after that I will take them up and return them at the end of class. All I ask is for respect in class of me and others in class. This is a learning environment not a place to enjoy your entertainment.

There is some outside of class time commitment for this class especially after the first couple of weeks. So the excuse "I do not have time to work on the project" will not be accepted. If you feel this will be difficult for you to do please re-think taking this class.

Purpose of the course: This course will provide students with a general knowledge of the fundamentals of video production and the process of operating television and video equipment. Students will learn the process of planning for a television or video production. They will learn the pre-production, production, and post-production stages of video recording an event. The student will gain knowledge in operating field cameras, studio cameras, video machines, non-linear editing, basic lighting, audio for video, and computer-generated graphics. The student will understand how to tell a story visually.

Course objective: Upon successful completion of this course, the student will be able to demonstrate a working knowledge of the equipment used for video production in a studio or out in the field. The student will also have knowledge of the terminology used in the television and video industry, and the process of producing quality video productions.

Students with disabilities:

This is including but not limited to physical, psychiatric, or learning disabilities, who wish to request accommodations in this class should notify the Special Services Office early in the semester so that the appropriate arrangements may be made. In accordance with federal law, a student requesting accommodations must provide acceptable documentation of his/her disability to the Special Services Coordinator. For more information, call or visit the Special Services Office in the Student Services building, or call 894-9611 ext. 2529 or the Counseling Center at ext 2366.

Diversity Statement:

In this class, the teacher will establish and support an environment that values and nurtures individual and group differences and encourages engagement and interaction. Understanding and respecting multiple experiences and perspectives will serve to challenge and stimulate all of us to learn about others, about the larger world and about ourselves. By promoting diversity and intellectual exchange, we will not only mirror society as it is, but also model society as it should and can be.

Please refer to the Student Guide Handbook for any other concerns or questions concerning college policies and student expectations.

<https://www.southplainscollege.edu/studentconsumerinformation.php>

Link to drop form:

https://forms.office.com/Pages/ResponsePage.aspx?id=ZrGRbWrP6UWeIqAmJdCCqVjMnZs6h15Nrs0pqCo_sEIUODExTUFXS0JODhJOTIYM0NEV1kzRk9GMSQIQCN0PWcu

The idea of this class is for students to learn how to produce videos and to learn the visual storytelling process. Just like any other job or task the more you practice or do the job the better you get at it. What I hope you become is a better visual storyteller using the tools we have for you here at South Plains College. The video industry has so many different types of equipment for a person to use to make good quality entertaining videos, but keep in mind that it is NOT the equipment that makes a good video it is the Storytelling process. It is the ideas, the creative process, the writing, and all that put together using the equipment to make the story come to life!

Here at SPC we do have some nice video cameras, lighting equipment, and sound equipment for the students to use to create videos. So I ask you PLEASE be careful with the equipment and treat it with respect and care. If you are not sure how something works just ask for help.

Course Objectives:

Learn to work in a television studio and television control room:

1. Video switcher-technical direction
2. Video playback
3. Studio camera operator
4. Audio board operator
5. Studio direction and terms used in the studio
6. Names of the various equipment
7. Run downs, following a script

Learn to use field cameras or ENG style cameras:

1. Cameras used out in field (camcorders, DSLRs, others)
2. Setting up the tripod
3. Audio in the field (microphones, and audio recording levels)
4. Lighting (setting up portable lights)
5. Direction and following scripts
6. Composition of the image in the camera's frame
7. Terms used in the field
8. Different types of connections on a camera

Learn to do basic editing on Adobe Premiere:

1. What is a NLE system and software
2. How to import the video recorded on the camera to the computer
3. FILE types
4. Starting a project on Adobe Premiere
5. Basic editing tools
6. Creating a Sequence (Timeline)
7. Correct steps of editing a video. Audio First then video
8. Title tool and or Photoshop
9. Rendering the video
10. Exporting the video (what file type)

Learn to TELL A STORY VISUALLY:

1. Putting your ideas on paper
2. Writing a script and or outline
3. Storyboarding
4. What makes a good video that your audience will want to watch the video?