WILMINGTON UNIVERSITY
COLLEGE OF TECHNOLOGY
BASIC COURSE INFORMATION

COURSE TITLE: Corporate Video Production
COURSE NUMBER: COM 335

I. MAJOR INSTRUCTIONAL GOALS:

GOAL A: To gain an understanding of all aspects of corporate video production

Learning Outcomes: The student will:

A-1. Differentiate between pre-production, production, and post-production roles and functions
A-2. Write a program proposal
A-3. Compare the producer/client relationship
A-4. Properly use post-production equipment
A-5. Troubleshoot technology problems
A-6. Write a functional script that meets client’s needs

GOAL B: To translate script into a viable production

Learning Outcomes: The student will:

B-1. Use a script to shoot appropriate video
B-2. Edit video into a finished program and retain original message

GOAL C: To acquire the ability to positively interact with customers at all production levels

Learning Outcomes: The student will:

C-1. Identify customer needs in pre-production stage
C-2. Communicate with customer alternative production methods
C-3. Create an appropriate program based on customer’s needs

GOAL D: The student will use appropriate written and oral communication skills

Learning Outcomes: The student will:

D-1. Communicate information orally in a logical and grammatical manner
D-2. Present written information using standard APA style

II. CLASS PARTICIPATION:

Students are expected to attend class and participate actively and in a positive way. Questions and relevant observations are encouraged and enrich the experience of the entire class.
Computers in the classrooms are intended to be used as tools to enhance the students' learning experience. Instant messaging, gaming, emailing, and surfing the web are distractions to the student, the surrounding students, and the instructor and constitute inappropriate behavior. Students are ethically obliged to avoid these and similar practices.