

Course Title: Digital Video and Audio

Date: May 2019

Course Team: Audra Martenot

Expected Learning Outcomes

- Students will demonstrate technical proficiency in **videography** by creating and editing videos from different sources as well as planning and implementing the stage, lighting and subjects.
- Students will be able to discuss their knowledge of theory and vocabulary of their field in a professional manner through written and verbal communications as well as demonstrated in their work and analyze those terms in their own and others works.
- Students will demonstrate layout and composition in their pieces through the use of balance, hierarchy, emphasis, unity, movement, contrast, rhythm, focus, use of grids and white space.
- Students will be able to defend their own work and professionally critique other's through oral and written arguments that evaluate diverse users/audiences, technical issues, and design choices related to client needs.

Assessment (How do or will students demonstrate achievement of each outcome? Please attach a copy of your assessment electronically.)

Students are assessed via rubric on the final project.

Validation (What methods have you used or will you use to validate your assessment?)

These results are compared to the results of the student portfolio review.

Results (What do your assessment data show?)

On a scale of 1-5, all outcomes averaged 4.9

Format 4.7/ Body of Work 4.8/ Editing 5/ Camera 4.8/ Color 5 / Creativity 5/ Problem Solving 5 / Critiques 5

- Students complete design projects that vary in quality and skill level
- Student are improving in communication verbal skills and presenting their work to their peers
- Students explore design possibilities sufficiently to come up with solutions that show a good deal of thought and experimentation

Follow-up

(How have you used or how will you use the data to improve student learning?)

Class size and outcomes are good. Continuation of this course is necessary for industry, but we are hindered by lack of dedicated studio space.

This is an Adobe Premiere Pro CC Video Production in-depth course. Student produce a portfolio. The data indicates an overall high above average comprehension outcome.

Budget Justification (What resources are necessary to improve student learning?)

To keep pace with industry standards, it is important that HCC maintain the latest version of the Adobe CC.