Introduction to Design & Production

Instructor

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Required Text /Materials

To Be Determined

Additional Readings posted through Oncourse.

Access to a still camera, vcr//dvr, DVD player and the Internet are essential for this class.

Course Description

Introduction to Design and Production provides a conceptual framework for writing, designing, planning and evaluating a variety of media products. The course emphasizes visual storytelling strategies and production techniques. We will examine how stories are developed and interpreted and look at the crafts associated with the production process. This is not a hands-on production course, but it does offer an overview of the production process.

Evaluation

There are a number of graded assignments, two exams and a final project. In addition, arriving to class on time and participating in discussions are considered when compiling final grades.

Evaluation of oral presentations, written assignments and creative work can be subjective. Your grade will be enhanced if you:

• follow instructions
• provide clarity in structure and writing
• have original ideas and can justify them
• use accurate spelling and grammar
• type your work (required)

Your grade will be based on the following:

In-class Discussion/Assignments/Quizzes (25%)
Practical Assignments (25%)
Final Project (25%)
Exams (25%)
TENTATIVE SCHEDULE

UNIT ONE - STORYTELLING

Week One
Course Introduction
Introduction to Genre, Media Format and Audience

Week Two
Story Development

Week Three
The Production Process
Production Management

Week Four
Script-writing

Week Five
Production Design

UNIT TWO - CRAFT

Week Six
Visualization

Week Seven
Sound

Week Eight
Graphics/Design

Week Nine
Lighting

Week Ten
Editing

UNIT THREE – DISTRIBUTION

Week Eleven
Nonfiction/Documentary Production

Week Twelve
Interactive Elements

Week Thirteen
Program Distribution

Week Fourteen & Fifteen
Final Project Presentations